

The UK Email Marketing Benchmark Report 2014

Submitted by: Global Publicity

Tuesday, 14 January 2014

Email marketing is delivering better results than ever for small businesses according to the 6th annual edition of Sign-Up.to's UK Email Marketing Benchmark Report (<http://www.signupto.com/email-marketing-benchmarks/email-benchmark-2014/>).

Based on analysis of over 1.5 billion marketing emails sent by thousands of UK businesses during 2013, the report (<http://www.signupto.com/email-marketing-benchmarks/email-benchmark-2014/>) shows that the average open rate increased to 22.87%, from 21.47% a year ago. The average click-through rate also increased to 3.26%, from 3.16% last year.

Across all businesses, those in the Sport & Leisure category led the way with an impressive 25.75% open rate, closely followed by the Restaurant / Hospitality sector with 25.70%.

Sign-Up.to's CEO, Matt McNeill explains "The rapid increase in email consumption on mobile devices, as well as the evolution of techniques like marketing automation to make emails more relevant is boosting response rates and delivering great results."

The full report explores results for 25 sectors (<http://www.signupto.com/email-marketing-benchmarks/email-benchmark-2014/>), covering a range of UK-based small to medium sized businesses, plus charities and public sector departments.

The report is available as a free download here from www.signupto.com/email-marketing-benchmarks/email-benchmark-2014/ (<http://www.signupto.com/email-marketing-benchmarks/email-benchmark-2014/>)

As well as open rates, clicks and unsubscribes, the report examines reader engagement, measured by the click-to-open rate, and reader loyalty, using unsubscription-to-open rate (<http://www.signupto.com/email-marketing-benchmarks/email-benchmark-2014/>). Sign-Up.to only work with permission-based senders who have a direct relationships with their subscribers. No purchased, rented or scraped lists!

About Sign-Up.to (<http://www.sign-up.to>)

For the last 10 years Sign-Up.to has delivered tools and services that help businesses make their marketing better.

At the core of what we do, the Sign-Up.to platform provides a single interface that makes managing permission-based email, SMS and social media marketing easy and effective.

We are based in Woking, UK and Brisbane, Australia. Find out more at www.signupto.com

Contact:

For more information contact Nikki @ Global Publicity
nikki@globalpublicity.co.uk

07957 434517