Contact Monkey

Internal Email
Benchmark Report

2026

Email Analytics

contactmonkey.com

1. Editor's Note

What does strong internal communication actually look like and how do you know if you're achieving it?

Every year, ContactMonkey analyzes performance data from internal email campaigns sent through our platform to help answer that question. The result is a set of benchmarks that give communicators a concrete, data-backed picture of what good looks like across industries, and where there is room to improve.

One finding holds constant year after year: email remains one of the most indispensable channels in the internal communications toolkit. Not out of inertia, but because nothing else delivers targeted, asynchronous messaging at scale with the accessibility and reach that email provides.

For 2026, we are drawing on performance data from more than 100,000 anonymized internal email campaigns spanning 20 or more industries. We have also introduced something new this year: a dedicated section on cultural send patterns, examining how the best day and time to reach employees shifts across regions when send times are converted to the recipient's local timezone. The findings show that timing is not just a tactical variable. It is a reflection of how different workplaces structure attention and observe the boundaries of the workweek.

Use these benchmarks to contextualize your results, identify opportunities, and set goals that are both realistic and ambitious. We hope they become a cornerstone of your 2026 internal communications strategy.

40-50% of deskless workforce now reached

Jerilyn Hall
Employee Communication Manager, Mustang Cat

"Before ContactMonkey, we had nothing. We had no benchmark. We had no idea what messaging was getting to our employees, how they were best receiving it. We had very limited two-way feedback loops."

Table of Contents

Internal Email Benchmark Report

Email remains the most widely used and reliable communication channel for organizations worldwide. Despite the rise of chat platforms, intranets, and collaboration tools, internal email continues to deliver unmatched reach, traceability, and measurable engagement.

To help internal communicators understand how their campaigns perform relative to their peers, we analyzed **100,000 anonymized internal email campaigns** sent through ContactMonkey across **20+ industries.**

The insights in this report provide an updated benchmark for internal communications teams in 2026, helping organizations evaluate their email engagement and optimize communication strategies.
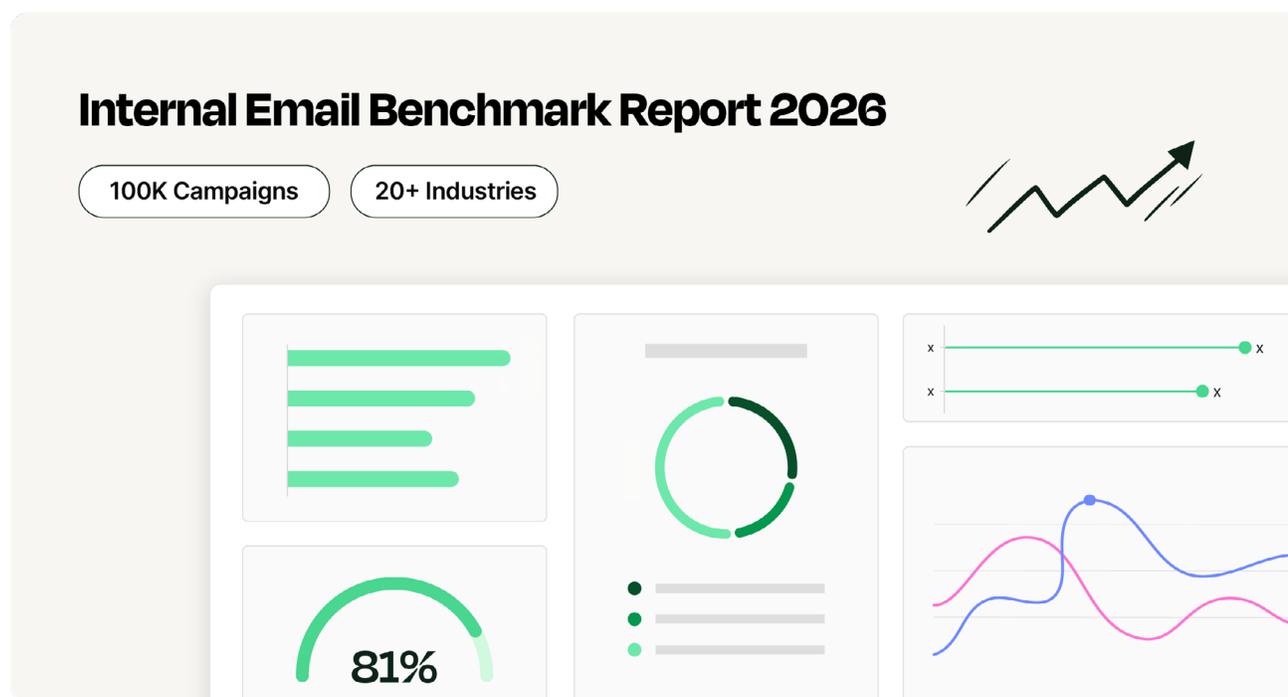
1. Data Overview

The data for this report was taken directly from anonymized email campaigns sent through ContactMonkey's internal email platform.

Email Campaigns Analyzed ✉ 100,000 +
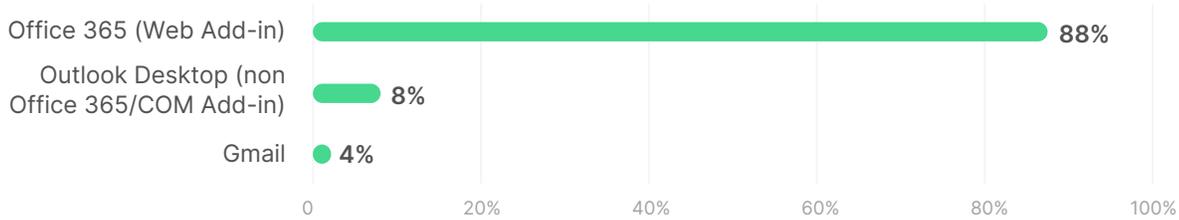
Industries Included 🏢 20+

This report includes organizations from more than **20 industries**, including:

- Automobiles & Components
- Banks
- Capital Goods
- Commercial & Professional Services
- Consumer Durables & Apparel
- Consumer Services
- Diversified Consumer Services
- Diversified Financials
- Food, Beverage & Tobacco
- Health Care Equipment & Services
- Insurance
- Materials
- Media
- Pharmaceuticals, Biotechnology & Life Sciences
- Real Estate
- Retailing
- Software & Services
- Telecommunication Services
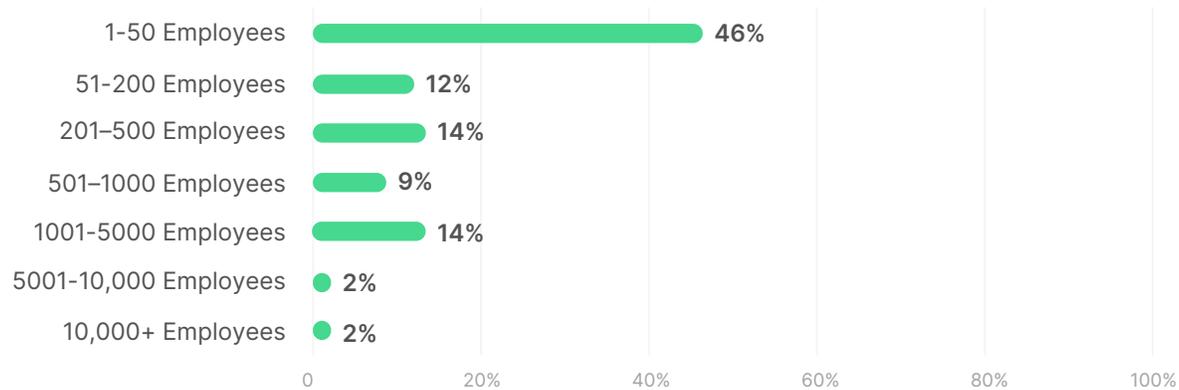- Transportation
- Utilities

Email Platform Breakdown

Emails examined in this report were sent through the following platforms:

Platform	Percentage
Office 365 (Web Add-in)	88%
Outlook Desktop (non Office 365/COM Add-in)	8%
Gmail	4%

Company Size

Campaigns analyzed in this report were sent by organizations ranging from small companies to large global enterprises.

Company Size	Percentage
1-50 Employees	46%
51-200 Employees	12%
201–500 Employees	14%
501–1000 Employees	9%
1001-5000 Employees	14%
5001-10,000 Employees	2%
10,000+ Employees	2%

40% read rate boost   **15%** higher open rates

Jeremy Roberts
Sr. Manager of Communications, Go-To-Market & Incentives, Freedom

"ContactMonkey really does allow our teams to be creative, but also provides the analytics to make user we're doing the right things."

2. Metrics Analyzed

To ensure clarity and consistency, the following metrics are used throughout this report.

Interaction Metrics

Email Open Rate: The percentage of recipients who opened an email out of the total number of recipients.

Click Rate: The percentage of recipients who clicked a link within an email.

Click-to-Open Rate (CTOR): The percentage of recipients who clicked a link out of the total number of recipients who opened the email.

Read Time Breakdown

Read time measures the amount of time recipients spend reading an email.

Category	Time
Glanced	1–3 seconds
Skimmed	>3–9 seconds
Read	>9 seconds

Device Breakdown

The device breakdown shows the percentage of recipients who viewed an email on desktop versus mobile devices.

Best Day to Send

The best day to send internal emails represents the day of the week with the highest concentration of sends across a given region, based on the recipient company's local timezone. This metric helps communicators identify when their peers are most actively deploying internal communications, serving as a proxy for the days employees are most likely to be in an active inbox mindset.

Best Time to Send

The best time to send internal emails represents the hour of the day with the highest concentration of sends across a given region, calculated by converting each send from its recorded EST timestamp to the recipient company's local timezone. This benchmark reflects when internal communicators are most likely to reach employees during their natural workday, segmented by geography to account for meaningful differences in regional work culture and business hours.
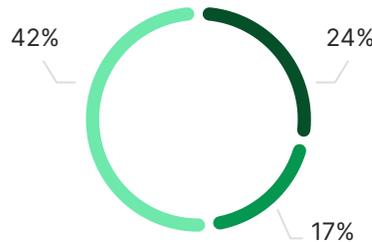
3. Overall Internal Email Metrics

These benchmarks reflect averages across **100,000+ internal email campaigns** analyzed in this report.

Average Email Open Rate	Average Click Rate	Average Click-to-Open Rate
81%	**7%**	**8%**
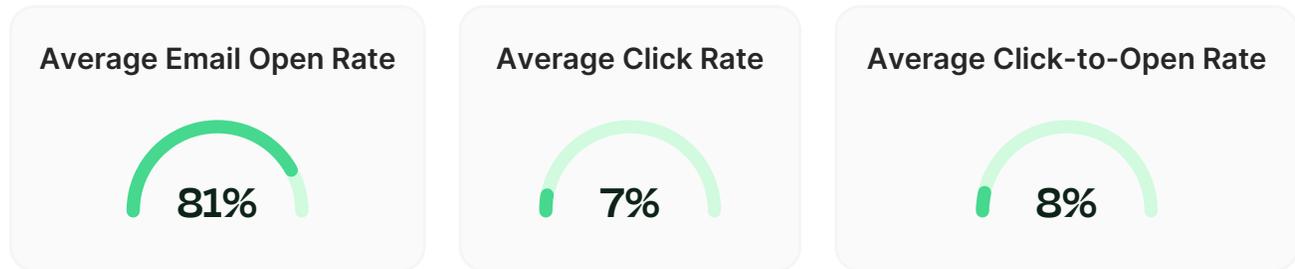
Average Read Times

- Glanced (1–3 Seconds)
- Skimmed (>3–9 Seconds)
- Read (>9 Seconds)

42%   24%

17%

This indicates that over 40% of employees spend more than nine seconds engaging with internal emails, suggesting strong message engagement across organizations.

Device Breakdown
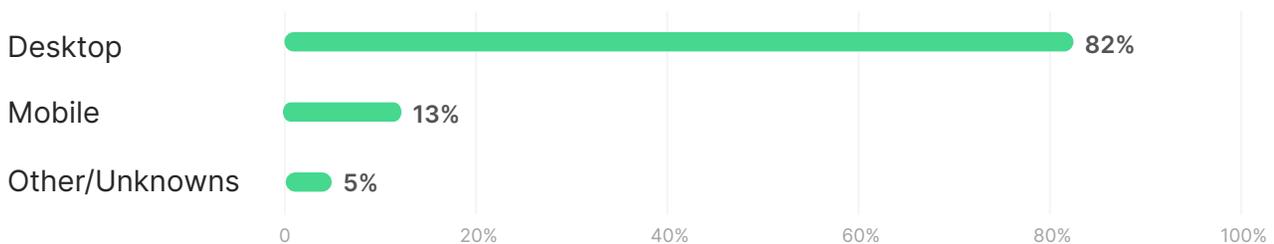
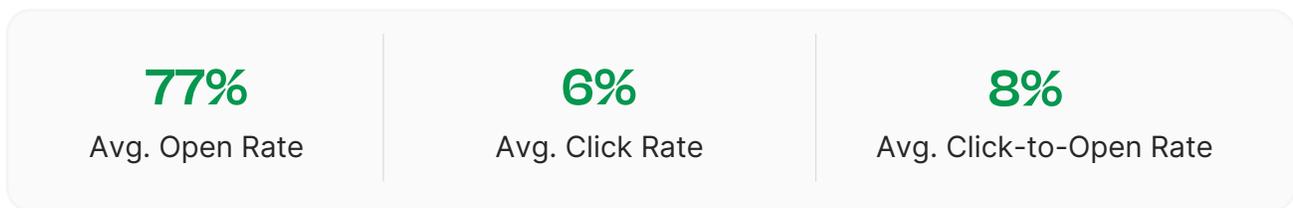| Device	Percentage
Desktop	82%
Mobile	13%
Other/Unknowns	5%

Desktop continues to dominate internal email consumption, reflecting the fact that many employees access internal communications through workplace tools such as Outlook or Office 365. Mobile engagement continues to grow as remote and hybrid work environments expand, while a small percentage of activity comes from unclassified or unknown devices. Desktop continues to dominate internal email consumption, reflecting the fact that many employees access internal communications through workplace devices such as Outlook or Office 365.
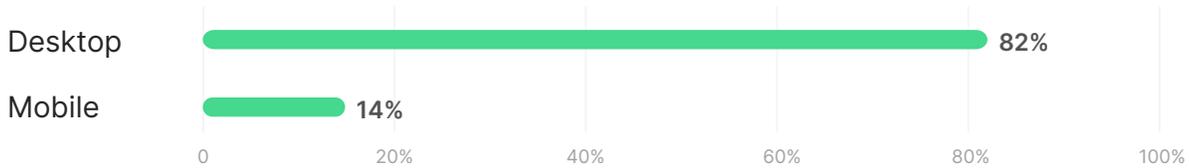
4. Industry Internal Email Metrics

These metrics reflect the averages for internal communication emails sent across the top industries analyzed in the 2026 dataset.

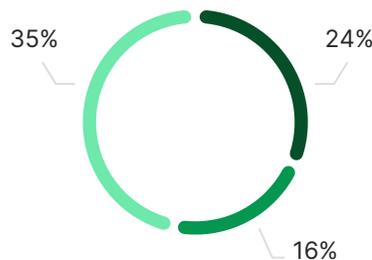## Automobiles & Components

Engagement metrics:

77%	**6%**	**8%**
Avg. Open Rate	Avg. Click Rate	Avg. Click-to-Open Rate

Device breakdown:

Desktop — 82%
Mobile — 14%

0% 20% 40% 60% 80% 100%

Average read time:

- Glanced (1–3 Seconds)
- Skimmed (>3–9 Seconds)
- Read (>9 Seconds)

35%   24%   16%

Best time to send internal emails:

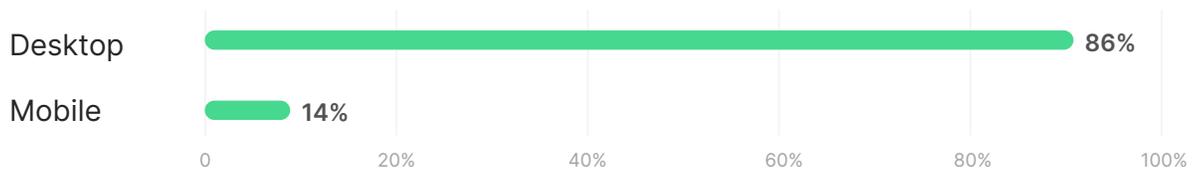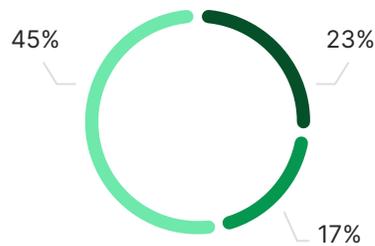Sun   Mon   **Tue**   Wed   Thu   Fri   Sat

1:00 PM

Banks

Engagement metrics:
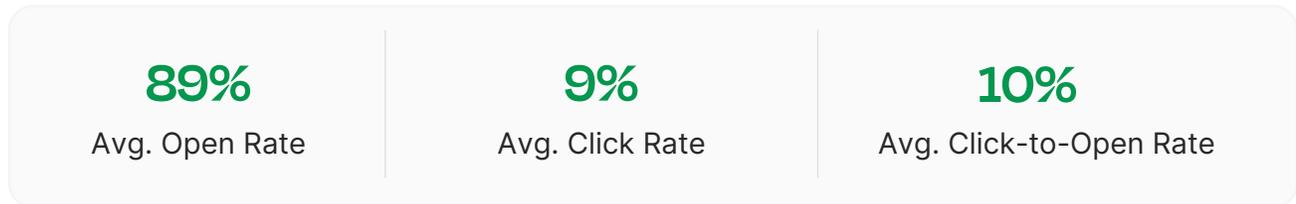
89%	**9%**	**10%**
Avg. Open Rate	Avg. Click Rate	Avg. Click-to-Open Rate

Device breakdown:

Desktop — 86%

Mobile — 14%
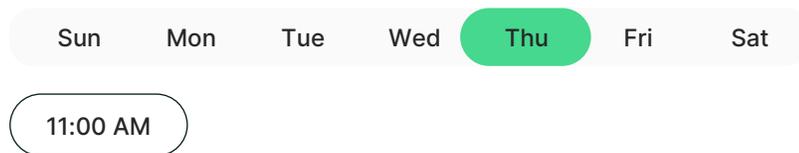
0   20%   40%   60%   80%   100%

Average read time:

- Glanced (1–3 Seconds)
- Skimmed (>3–9 Seconds)
- Read (>9 Seconds)

45%   23%   17%

Best time to send internal emails:

| Sun | Mon | Tue | Wed | **Thu** | Fri | Sat |

11:00 AM

Capital Goods

Engagement metrics:
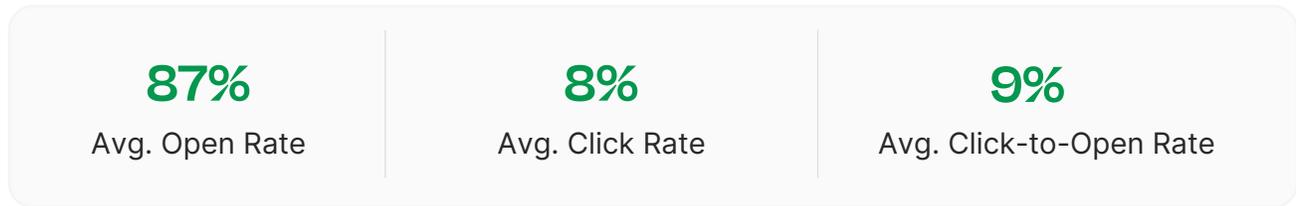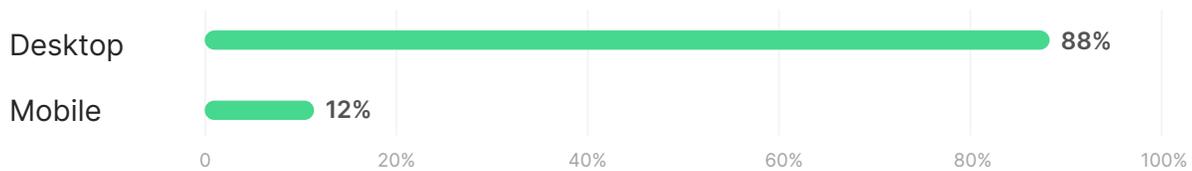
87%	**8%**	**9%**
Avg. Open Rate	Avg. Click Rate	Avg. Click-to-Open Rate

Device breakdown:

Desktop — 88%

Mobile — 12%

0   20%   40%   60%   80%   100%

Average read time:

- Glanced (1–3 Seconds)
- Skimmed (>3–9 Seconds)
- Read (>9 Seconds)
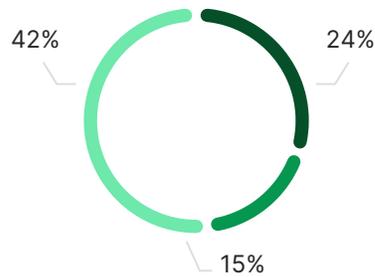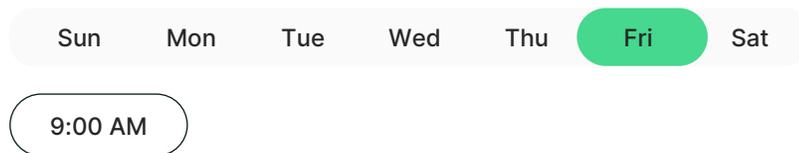
42%   24%   15%

Best time to send internal emails:

Sun	Mon	Tue	Wed	Thu	Fri	Sat

9:00 AM

Commercial & Professional Services

Engagement metrics:
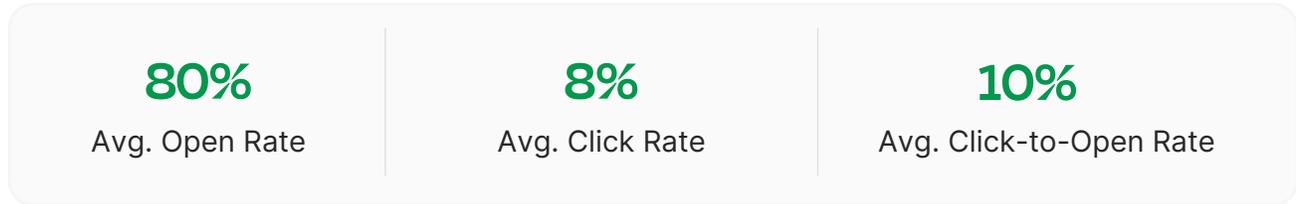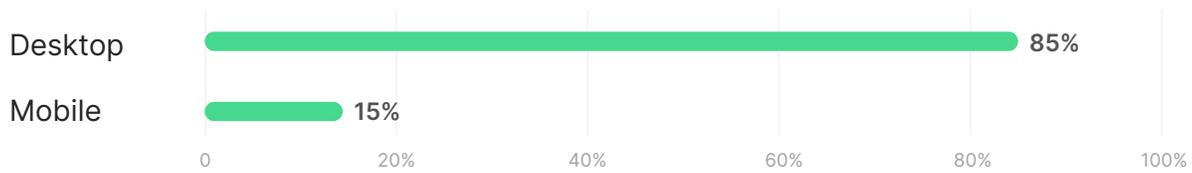
80%	**8%**	**10%**
Avg. Open Rate	Avg. Click Rate	Avg. Click-to-Open Rate

Device breakdown:

Desktop **85%**

Mobile **15%**

0   20%   40%   60%   80%   100%

Average read time:

- Glanced (1–3 Seconds)
- Skimmed (>3–9 Seconds)
- Read (>9 Seconds)

33%   25%

14%

Best time to send internal emails:

Sun	Mon	Tue	Wed	Thu	Fri	Sat

10:00 AM

Consumer Durables & Apparel

Engagement metrics:
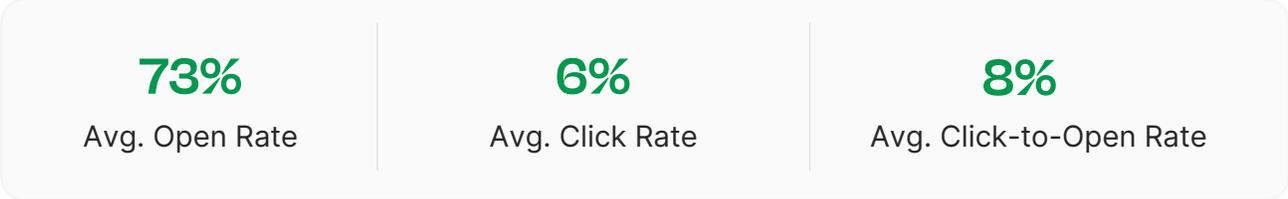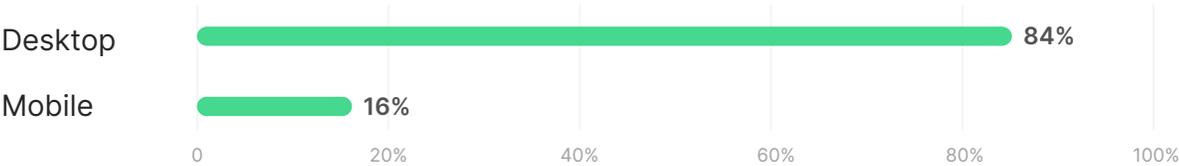
73%	6%	8%
Avg. Open Rate	Avg. Click Rate	Avg. Click-to-Open Rate

Device breakdown:

Desktop ████████████████████ **84%**

Mobile ████ **16%**
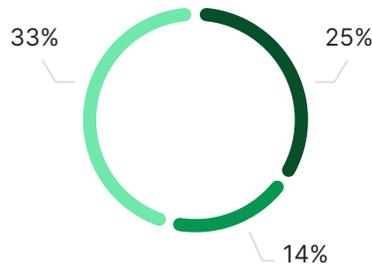
0   20%   40%   60%   80%   100%

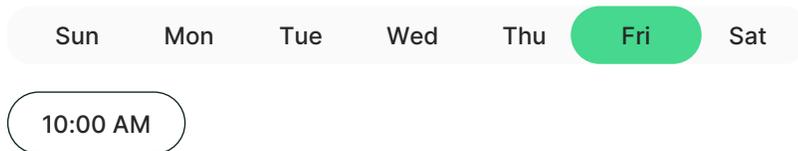**Average read time:**

- Glanced (1–3 Seconds)
- Skimmed (>3–9 Seconds)
- Read (>9 Seconds)

50%   27%   16%

Best time to send internal emails:

Sun	Mon	Tue	Wed	Thu	Fri	Sat

10:00 AM

Consumer Services

Engagement metrics:

79%	7%	9%
Avg. Open Rate	Avg. Click Rate	Avg. Click-to-Open Rate

Device breakdown:

Desktop **83%**

Mobile **17%**

0   20%   40%   60%   80%   100%

Average read time:

- Glanced (1–3 Seconds)
- Skimmed (>3–9 Seconds)
- Read (>9 Seconds)

45%   27%

18%

Best time to send internal emails:

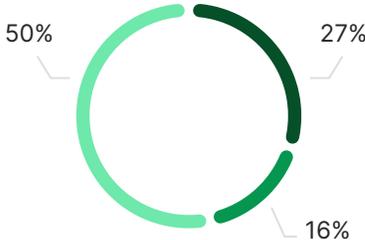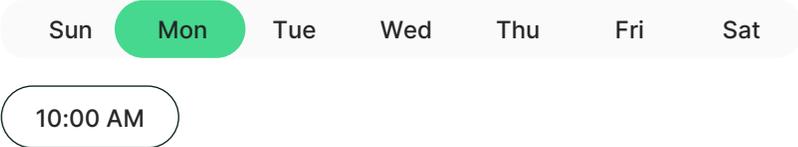| Sun | Mon | Tue | Wed | Thu | **Fri** | Sat |

11:00 AM

Diversified Consumer Services

Engagement metrics:

83%	7%	8%
Avg. Open Rate	Avg. Click Rate	Avg. Click-to-Open Rate

Device breakdown:

Desktop   86%

Mobile   14%

0   20%   40%   60%   80%   100%

Average read time:

- Glanced (1–3 Seconds)
- Skimmed (>3–9 Seconds)
- Read (>9 Seconds)

46%   26%   17%

Best time to send internal emails:

Sun	Mon	Tue	Wed	Thu	Fri	Sat

9:00 AM
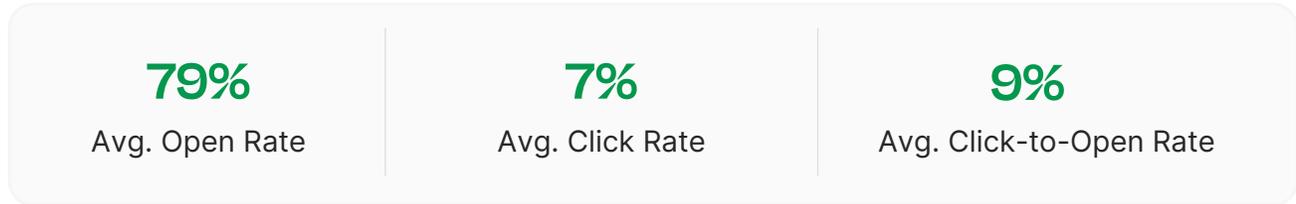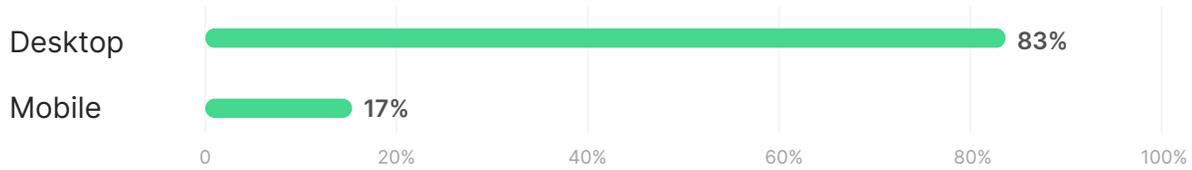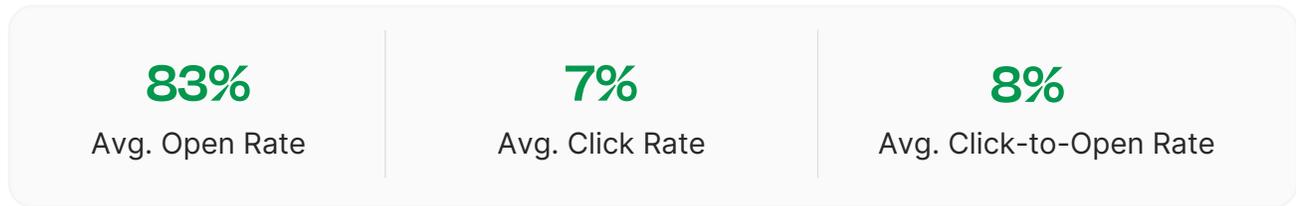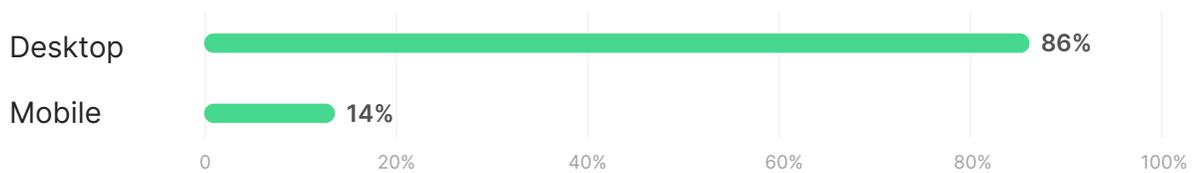
Diversified Financials

Engagement metrics:
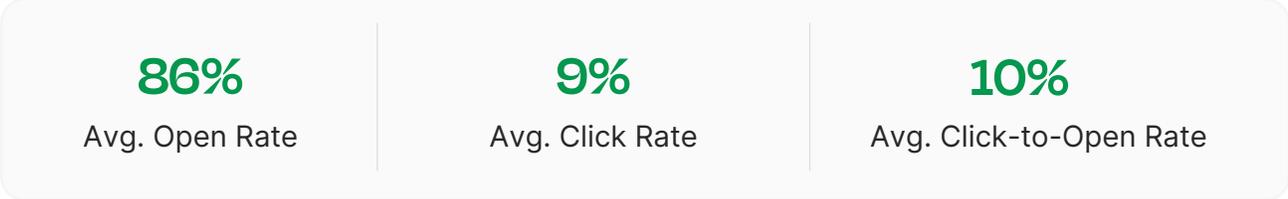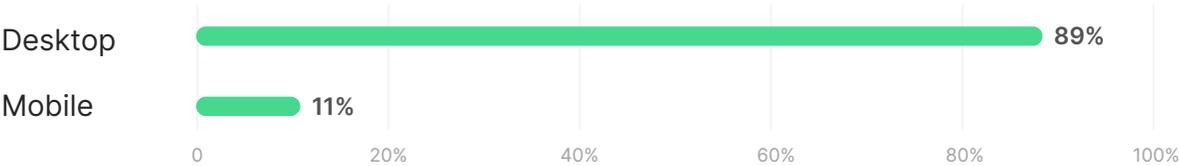
86%	9%	10%
Avg. Open Rate	Avg. Click Rate	Avg. Click-to-Open Rate

Device breakdown:

Desktop — 89%
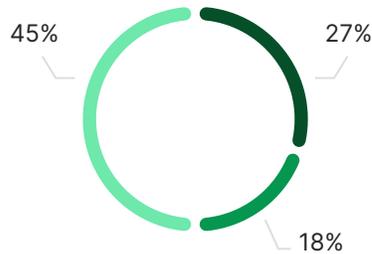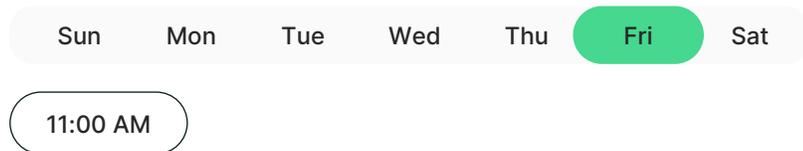Mobile — 11%

0   20%   40%   60%   80%   100%

Average read time:

- Glanced (1–3 Seconds)
- Skimmed (>3–9 Seconds)
- Read (>9 Seconds)

48%   24%   18%

Best time to send internal emails:

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |

11:00 AM
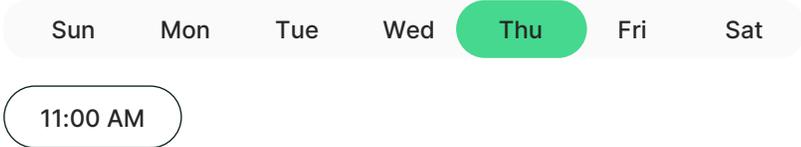
Food, Beverage & Tobacco

Engagement metrics:
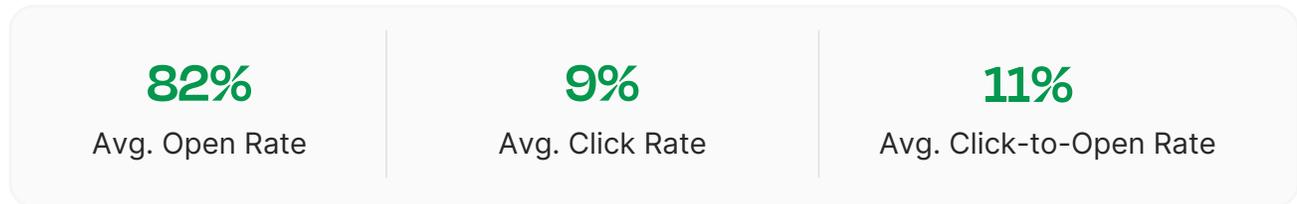
82%	9%	11%
Avg. Open Rate	Avg. Click Rate	Avg. Click-to-Open Rate

Device breakdown:

Desktop 86%

Mobile 14%

| 0 | 20% | 40% | 60% | 80% | 100% |

Average read time:

- Glanced (1–3 Seconds)
- Skimmed (>3–9 Seconds)
- Read (>9 Seconds)

40%

25%

13%

Best time to send internal emails:

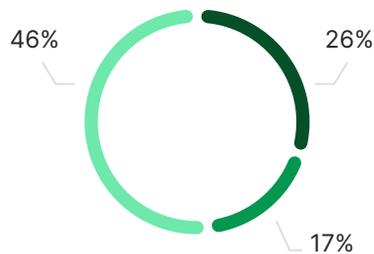| Sun | Mon | Tue | Wed | Thu | Fri | Sat |

9:00 AM

Healthcare Equipment & Services

Engagement metrics:
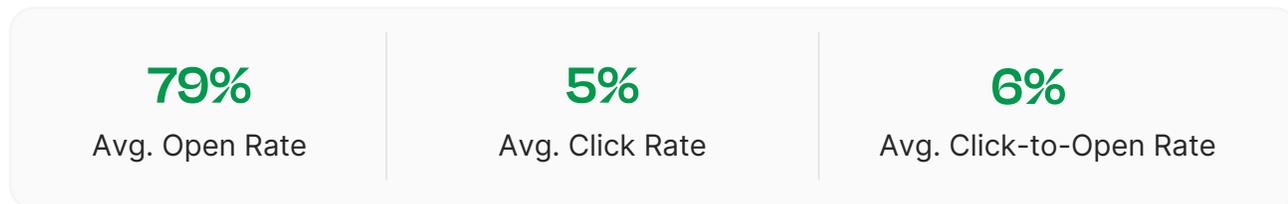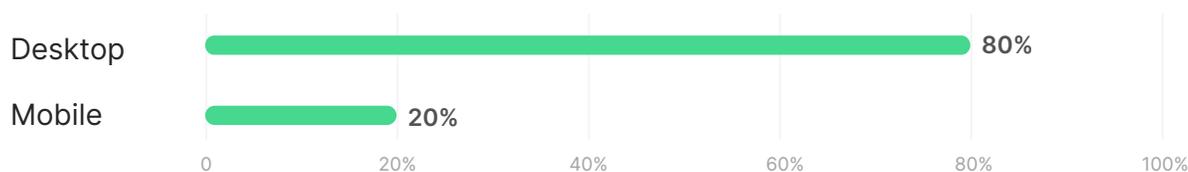
79%	**5%**	**6%**
Avg. Open Rate	Avg. Click Rate	Avg. Click-to-Open Rate

Device breakdown:

Desktop **80%**
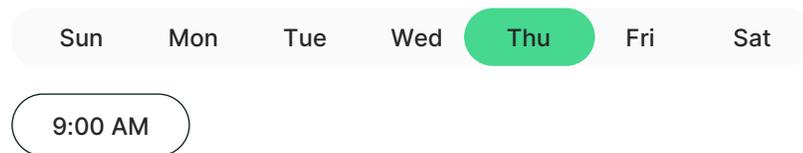
Mobile **20%**

0% 20% 40% 60% 80% 100%

Average read time:

- Glanced (1–3 Seconds)
- Skimmed (>3–9 Seconds)
- Read (>9 Seconds)

46%   29%   16%

Best time to send internal emails:

Sun	Mon	Tue	Wed	Thu	Fri	Sat

3:00 PM

Pharmaceuticals, Biotechnology & Life Sciences

Engagement metrics:
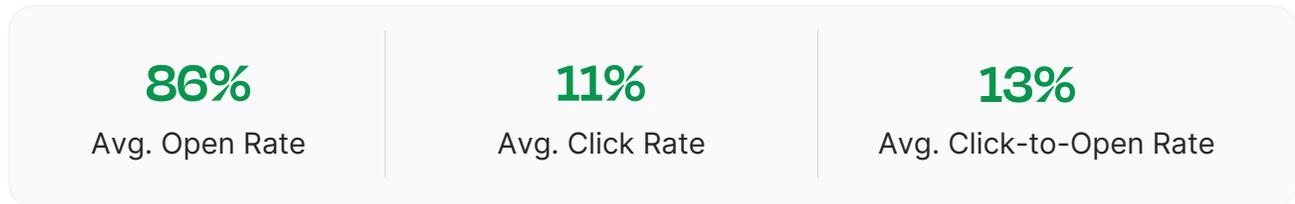
86%	**11%**	**13%**
Avg. Open Rate	Avg. Click Rate	Avg. Click-to-Open Rate

Device breakdown:

Desktop **85%**

Mobile **15%**

0   20%   40%   60%   80%   100%

Average read time:

- Glanced (1–3 Seconds)
- Skimmed (>3–9 Seconds)
- Read (>9 Seconds)

37%
25%
17%

Best time to send internal emails:

Sun	Mon	Tue	Wed	Thu	Fri	Sat

10:00 AM

Real Estate

Engagement metrics:
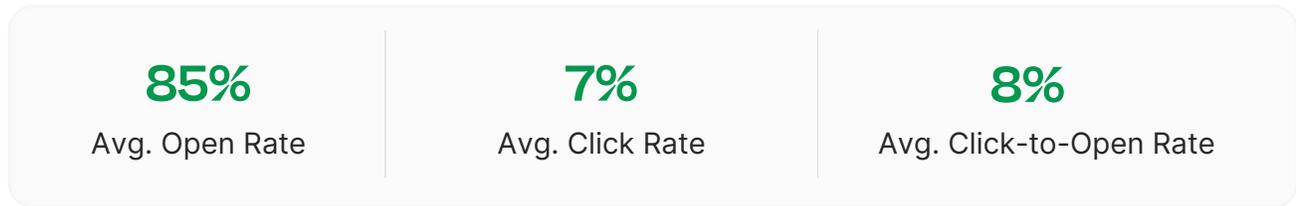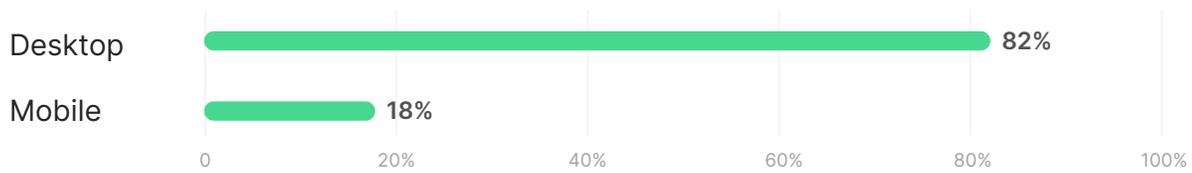
85%	7%	8%
Avg. Open Rate	Avg. Click Rate	Avg. Click-to-Open Rate

Device breakdown:

Desktop — 82%
Mobile — 18%

0   20%   40%   60%   80%   100%

Average read time:

- Glanced (1–3 Seconds)
- Skimmed (>3–9 Seconds)
- Read (>9 Seconds)

44%   24%

19%

Best time to send internal emails:

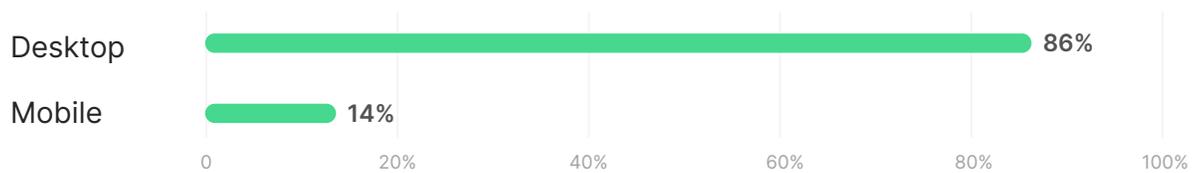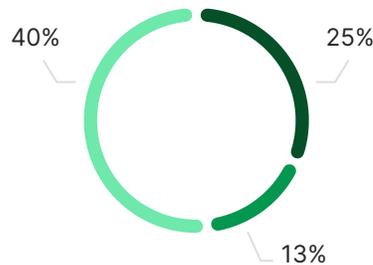| Sun | Mon | Tue | Wed | Thu | **Fri** | Sat |

11:00 AM

Retail

Engagement metrics:

82%	6%	7%
Avg. Open Rate	Avg. Click Rate	Avg. Click-to-Open Rate

Device breakdown:

Desktop ████████████████████████ **86%**

Mobile ████ **14%**

0   20%   40%   60%   80%   100%

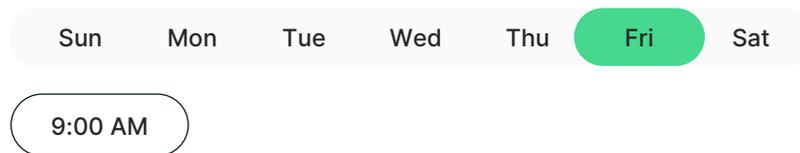**Average read time:**

- Glanced (1–3 Seconds)
- Skimmed (>3–9 Seconds)
- Read (>9 Seconds)

46%   25%   17%

Best time to send internal emails:

Sun   **Mon**   Tue   Wed   Thu   Fri   Sat

2:00 PM
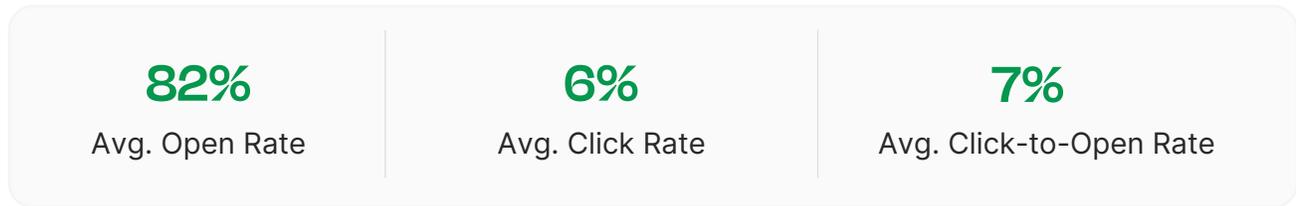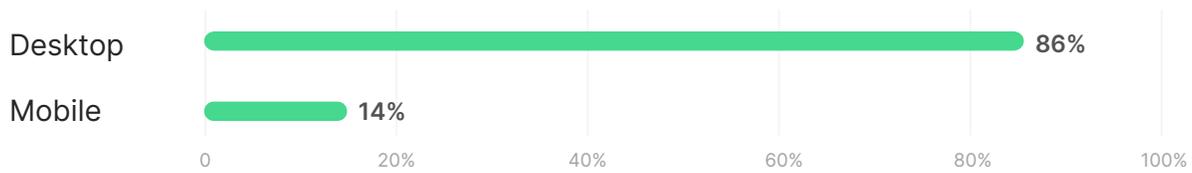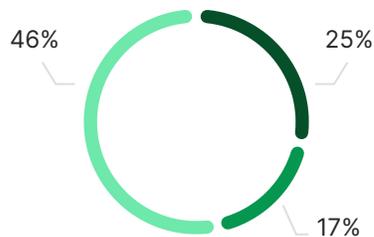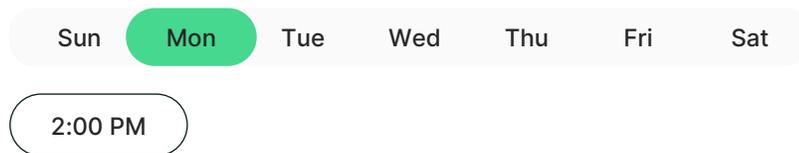
Software & Services

Engagement metrics:
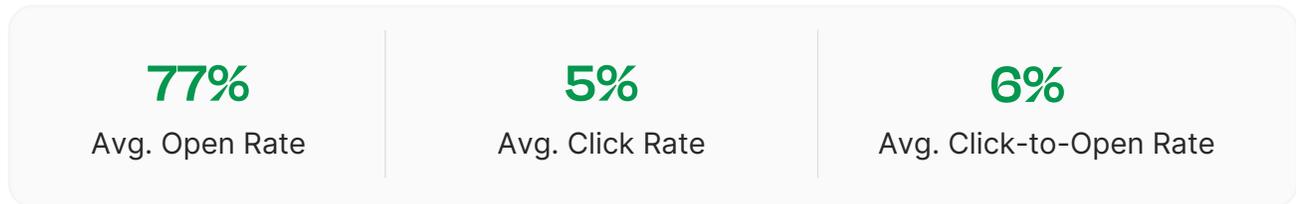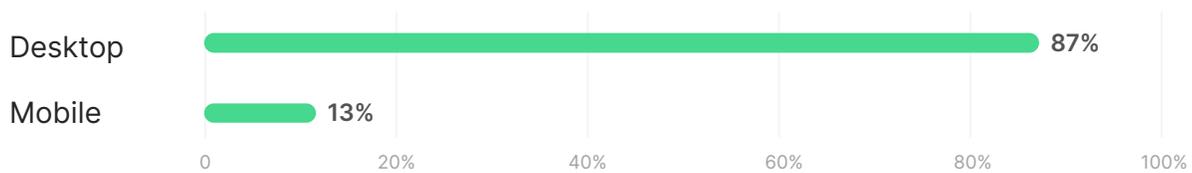
77%	**5%**	**6%**
Avg. Open Rate	Avg. Click Rate	Avg. Click-to-Open Rate

Device breakdown:

Desktop — 87%

Mobile — 13%

0   20%   40%   60%   80%   100%

Average read time:

- Glanced (1–3 Seconds)
- Skimmed (>3–9 Seconds)
- Read (>9 Seconds)
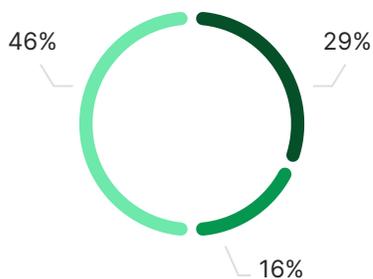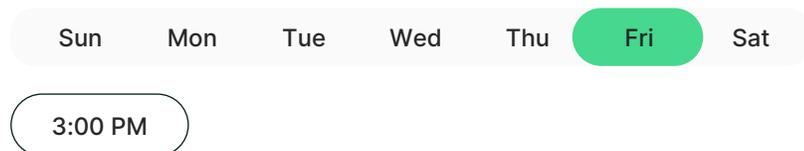
44%   24%

17%

Best time to send internal emails:

Sun | Mon | Tue | Wed | Thu | Fri | Sat

8:00 AM
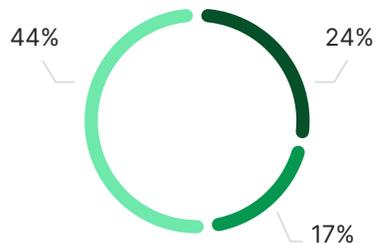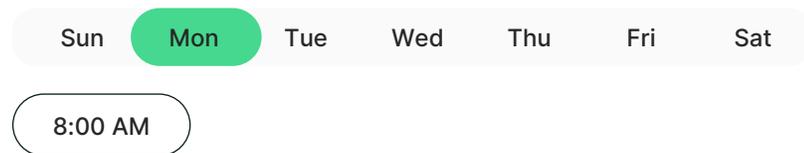
Telecommunication Services

Engagement metrics:
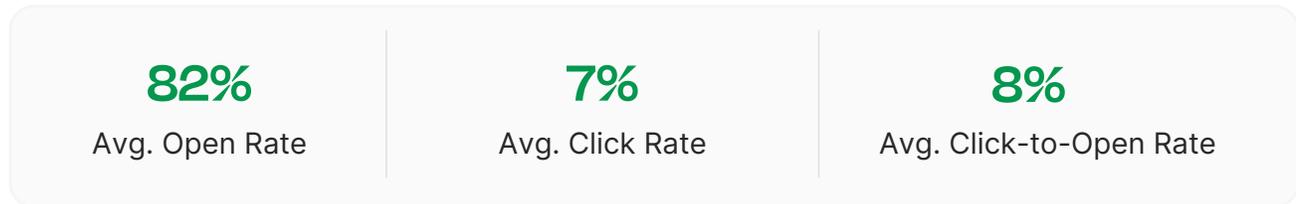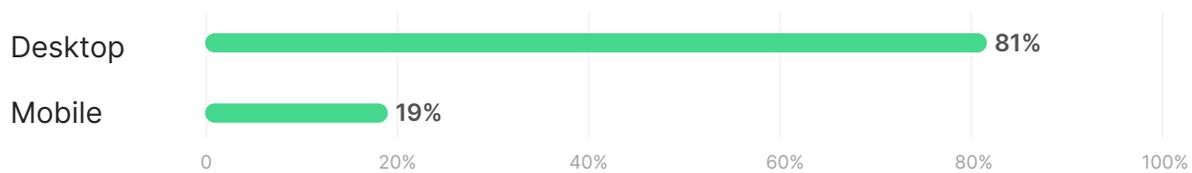
82%	7%	8%
Avg. Open Rate	Avg. Click Rate	Avg. Click-to-Open Rate

Device breakdown:

Desktop **81%**

Mobile **19%**

0   20%   40%   60%   80%   100%

Average read time:

- Glanced (1–3 Seconds)
- Skimmed (>3–9 Seconds)
- Read (>9 Seconds)

33%   25%

18%

Best time to send internal emails:

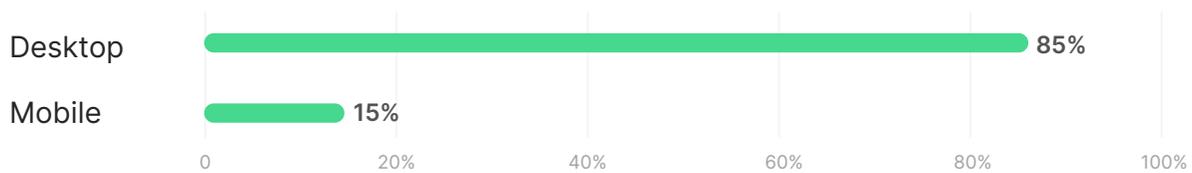| Sun | Mon | Tue | Wed | Thu | Fri | Sat |

8:00 AM
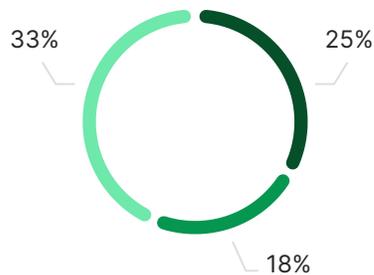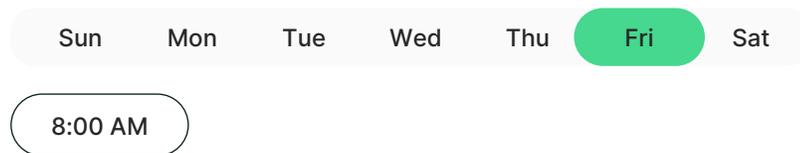
Transportation

Engagement metrics:
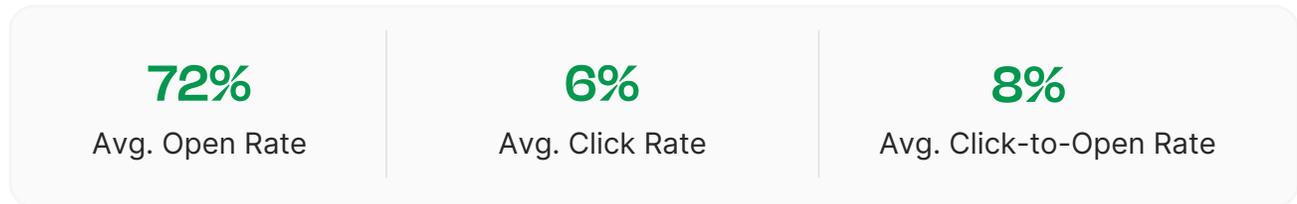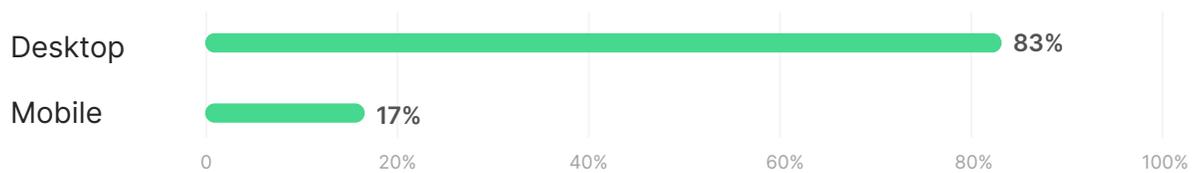
72%	6%	8%
Avg. Open Rate	Avg. Click Rate	Avg. Click-to-Open Rate

Device breakdown:

Desktop — 83%

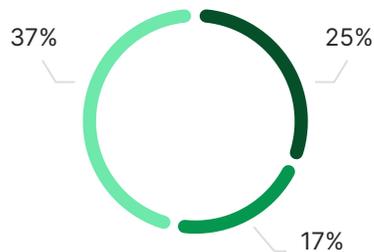Mobile — 17%

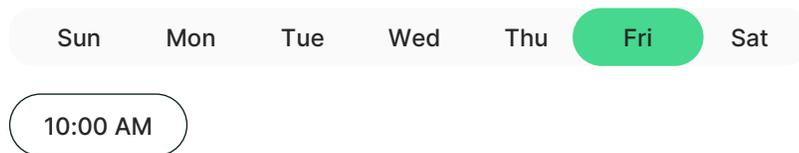0   20%   40%   60%   80%   100%

Average read time:

- Glanced (1–3 Seconds)
- Skimmed (>3–9 Seconds)
- Read (>9 Seconds)

34%   26%   17%

Best time to send internal emails:

Sun	Mon	Tue	Wed	Thu	Fri	Sat

3:00 PM
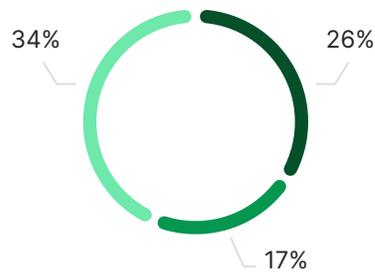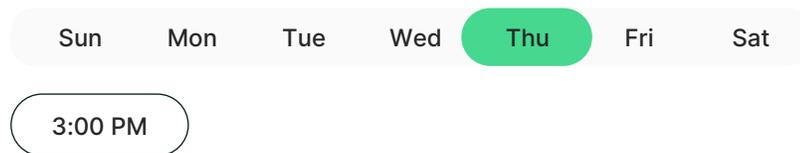
Utilities

Engagement metrics:
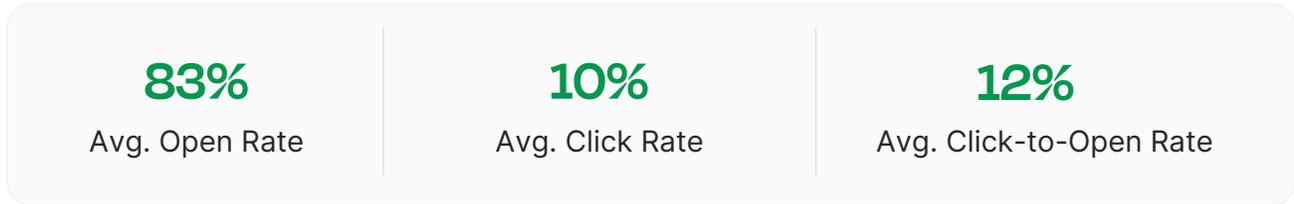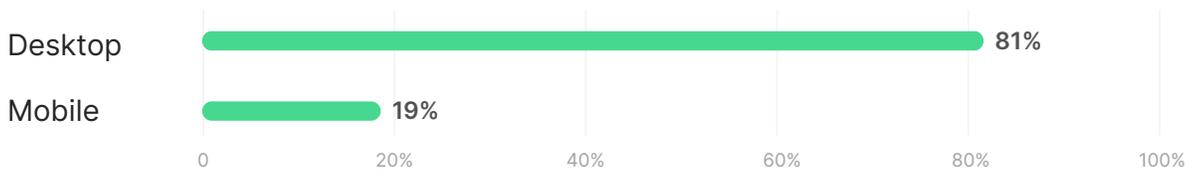
83%	10%	12%
Avg. Open Rate	Avg. Click Rate	Avg. Click-to-Open Rate

Device breakdown:

Desktop ——————————————————— **81%**

Mobile ————— **19%**

0   20%   40%   60%   80%   100%

Average read time:

- Glanced (1–3 Seconds)
- Skimmed (>3–9 Seconds)
- Read (>9 Seconds)

45%   25%

18%

Best time to send internal emails:

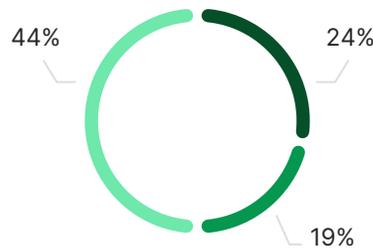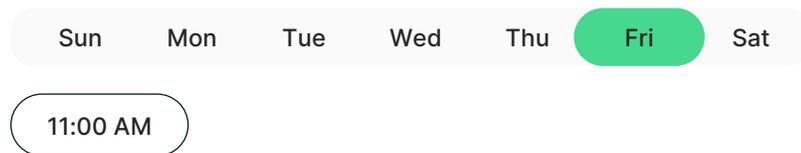| Sun | Mon | Tue | Wed | Thu | Fri | Sat |

11:00 AM
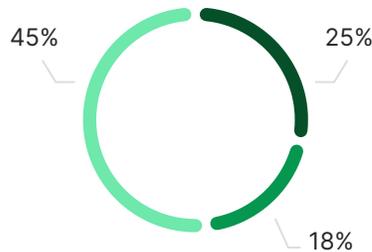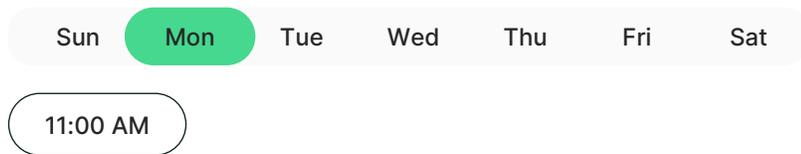
13% average click rate

Lindsey Champagne
Director of Communications and PR, CertaPro Painters

"Data helps drive informed decision-making. With appropriate feedback, we're now able to analyze and change our strategy."

5. Email Metrics by Company Size

Engagement metrics vary based on organizational size. Larger organizations often rely heavily on internal email to coordinate communication across departments, teams, and locations. Company size in this report is approximated using the **number of recipients per internal email campaign.**

Company Size	Avg. Open Rate	Avg. Click Rate	Avg. Click to Open Rate
1–50 Employees	86%	5%	7%
51–200 Employees	83%	4%	11%
201–500 Employees	80%	4%	14%
501–1000 Employees	77%	3%	10%
1001–5000 Employees	73%	3%	8%
5000–10000 Employees	65%	2%	6%
10000+ Employees	55%	2%	5%

Engagement decreases as organizational size increases. Smaller organizations tend to achieve higher open rates because communications are more targeted and employees are closer to leadership messaging.

Larger enterprises still maintain strong engagement but often see slightly lower open rates due to higher communication volume and broader audience distribution.

6. Email Clicks by ContactMonkey Feature

Certain email features significantly improve engagement and interaction.

Emoji Reactions

8% Avg. Click Rate	**10%** Avg. Click-to-Open Rate
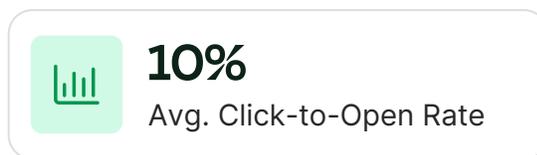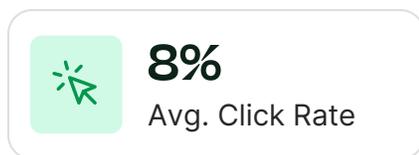
Emoji reactions encourage quick employee feedback and provide employees with a low-effort way to engage with internal communications.

eNPS Survey

11% Avg. Click Rate	**11%** Avg. Click-to-Open Rate
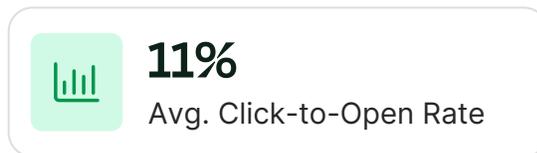
Employee Net Promoter Score surveys embedded in internal emails allow organizations to collect real-time sentiment feedback while increasing employee interaction with internal communications.

7. Industry-Based Observations Based on Best Day and Time to Send

Send timing varies more across industries than the top-line numbers suggest. While the overall dataset points to mid-morning as the dominant window and Friday as the most common send day, a closer look reveals four distinct timing clusters that map closely to the nature of work in each sector.

The Friday Morning Cluster

Industries: Capital Goods, Food Beverage and Tobacco, Insurance, Commercial and Professional Services, Consumer Services, Media, Pharmaceuticals Biotechnology and Life Sciences, Real Estate, Telecommunication Services

Friday dominates as the top send day across more industries than any other day of the week, and for most of them, the preferred time falls in the morning window between 8:00 AM and 11:00 AM.

These industries share a common rhythm: communications are used to close out the workweek, delivering summaries, updates, and announcements that employees can absorb before the weekend.

For Telecommunication Services, the morning concentration is particularly sharp, with 21% of all sends falling in the 8:00 AM hour alone, the highest single-hour concentration of any industry in the dataset. Real Estate shows a similarly strong preference for 11:00 AM on Fridays, with 17% of sends clustering in that single hour.

The Friday Afternoon Cluster

Industries: Health Care Equipment and Services, Automobiles and Components (Europe)

Health Care Equipment and Services is the clearest outlier on time of day, with 3:00 PM as the top send hour on Fridays. This likely reflects the operational reality of healthcare environments, where employees in clinical and administrative roles are less accessible during morning hours and more reachable once patient-facing work begins to wind down in the afternoon.

The pattern is consistent with a workforce that does not process internal communications at the start of the day the way office-based employees do.

The Thursday Cluster

Industries: Banks, Diversified Consumer Services, Diversified Financials, Materials, Transportation

Five industries converge on Thursday as their top send day, with timing split between morning and afternoon.

Banks and Diversified Consumer Services peak in the morning at 9:00 AM and 11:00 AM respectively, consistent with sectors where the workday is front-loaded and attention is sharpest before midday.

Materials and Transportation both peak at 3:00 PM, pointing to industries where operational and field-based workforces are more reachable later in the day once site or route activity has settled.

Diversified Financials sits between these two patterns, with 11:00 AM and 2:00 PM drawing equal volume, reflecting a workforce that spans both desk-based and field-facing roles.

The Monday Morning Cluster

Industries: Software and Services, Retailing, Consumer Durables and Apparel, Utilities, Diversified Consumer Services, Food Beverage and Tobacco

Monday is the top send day for four industries, all of which also favor early morning timing.

Software and Services sends are most concentrated at 8:00 AM on Mondays, the earliest peak of any industry in the dataset, consistent with a sector where knowledge workers start the week by processing their inboxes before meetings begin.

Retailing is the exception within this group, with 2:00 PM as its top send time on Mondays, likely reflecting a workforce that includes store-level employees who begin their day on the floor rather than at a desk.

Utilities peaks at 11:00 AM, suggesting a slightly later but still morning-oriented cadence for a sector with a mix of office-based and field operations.

Consumer Durables and Apparel shows the strongest Monday concentration of any industry at 22%, pointing to a sector where the workweek reset is the primary moment for internal communications.

8. Regional Observations Based on Best Day and Time to Send

Send timing is rarely a neutral choice. When internal communicators decide to push an email on a Tuesday morning or a Friday afternoon, they are making an implicit assumption about when their audience is most receptive. That assumption tends to be shaped by the sender's own work culture rather than the recipient's.

This section examines what the data reveals when send timestamps are converted from EST to each recipient company's local timezone, surfacing patterns that reflect how different regions actually structure their workdays and workweeks.

The findings challenge several widely held assumptions about optimal send timings:

- Mid-week sends are not universally dominant.
- Morning hours are not the default engagement window in every culture.
- For audiences in Asia Pacific, the data suggests that many organizations have yet to localize their send times at all.

North America

Best Time to Send Internal communications in North America follow a clear mid-morning rhythm, with sends peaking between 9:00 and 11:00 AM and dropping off sharply after 1:00 PM. This pattern reflects a culture where email is treated as a productivity tool processed at the start of the workday, before afternoon meetings consume attention.

Best Day to Send Day of week tells a different story than conventional wisdom suggests. Monday and Friday are essentially tied as the top send days, and Wednesday, often cited in B2B marketing guidance as the optimal day, actually sits at the bottom of the weekday rankings. For internal communications specifically, this points to a workforce that stays engaged across the full workweek rather than concentrating activity in a mid-week window. North America also shows the highest weekend send volume of any region at around 10%, reflecting a more permeable boundary between work time and personal time**.**

Europe

Best Time to Send European send patterns diverge from North America in a meaningful way. The top send hours skew later in the day, with 2:00 PM and 3:00 PM leading the data. This is consistent with workplace cultures across France, Germany, and the Netherlands where mornings tend to be protected for focused work or meetings, and email gets processed in the post-lunch window.

Best Day to Send Friday leads at 22%, ahead of Thursday and Monday. Rather than being a wind-down day to avoid, Friday in European organizations appears to be a natural moment for end-of-week briefings, performance summaries, and weekly digests. Taken together with the later send times, European IC teams are working with a back-weighted schedule compared to their North American counterparts.

Australia and New Zealand

Best Time to Send Sends peak at 2:00 PM and 3:00 PM, with 10:00 AM as a secondary window. The afternoon concentration is consistent with a culture where mornings are reserved for operational work and communications are pushed once the day is underway.

Best Day to Send Thursday and Tuesday lead, with Wednesday close behind. Monday is notably the weakest weekday at 16%, suggesting it functions as a ramp-up day where employees are less receptive to communications before the week has found its rhythm. The weekend send rate is among the lowest of any region, pointing to clearly observed boundaries between work and personal time.

Latin America

Best Time to Send Sends cluster around midday, with 12:00 PM leading and a strong concentration from 11:00 AM through 2:00 PM. This midday peak aligns with cultures where the lunch period serves as a natural communications checkpoint rather than a window to avoid.

Best Day to Send Friday and Thursday dominate at 21% and 20% respectively, with Tuesday close behind. Saturday and Sunday see notably low volume, reflecting more strictly observed weekend boundaries compared to North America.

Middle East

Best Time to Send Sends peak at midday, with 12:00 PM and 2:00 PM leading the data. This front-loaded pattern is consistent with the compressed, morning-heavy workday common in Gulf business culture, where intensity tends to build through the morning and taper in the afternoon.

Best Day to Send The workweek signal in this data is one of the clearest cultural indicators across all regions. Sunday appearing as a meaningful send day at 9%, while Saturday is nearly absent, confirms that Gulf-region workweeks running Sunday through Thursday are reflected in the data. Thursday leading overall aligns with its function as the equivalent of Friday in that cultural context, a wind-down day when end-of-week communications go out.

Asia Pacific

Best Time to Send The late evening hours dominating this region, with 10:00 PM and 8:00 PM at the top, almost certainly do not reflect genuine recipient preferences. This pattern most likely indicates that sends are being scheduled in EST without local timezone conversion, causing a morning send in North America to land at off-hours across Tokyo, Singapore, and Kolkata. This represents the strongest evidence in the dataset that a significant portion of IC teams are not localizing their send times for Asia Pacific audiences.

Best Day to Send Tuesday leads at 21%, followed closely by Friday at 20%. The relatively even spread across weekdays, combined with a higher-than-average Saturday volume at 8%, further supports the interpretation that these sends are being driven by the sender's schedule rather than the recipient's local context.

Africa

Best Time to Send Sends peak at 2:00 PM and 3:00 PM, consistent with an afternoon engagement window. The pattern aligns with East African business norms, where Kenya makes up the majority of this sample, and afternoons tend to be more communicative than mornings.

Best Day to Send leads at 28%, with Tuesday and Wednesday following. The sample for this region is small at 58 sends, so these findings should be treated as directional rather than definitive.

9. Key Insights for 2026

Analysis of more than **100,000 internal email campaigns** across multiple industries reveals several clear trends in employee engagement and internal communication performance.

1. Internal email engagement remains exceptionally strong

Internal email consistently outperforms external marketing benchmarks by a significant margin. Across all industries analyzed in this report, organizations achieved an average open rate of approximately 81%, reinforcing that internal email remains one of the most dependable channels for reaching employees at scale.

That level of engagement is not accidental. It reflects the weight employees place on workplace communications: company announcements, leadership updates, and operational information that affects their day-to-day work. Industries with the strongest engagement tend to be those where communications carry a direct action requirement. Banks lead with an average open rate of 89%, followed by Capital Goods and Pharmaceuticals, Biotechnology and Life Sciences at 87% and 86% respectively. At the other end of the spectrum, Transportation and Consumer Durables and Apparel sit at 72% and 73%, reflecting workforces where employees are less likely to be at a desk when communications arrive.

2. Desktop remains the primary device for internal communications

The way employees read internal email has not shifted as dramatically as broader digital trends might suggest. Approximately 82% of email engagement still occurs on desktop, compared to 13% on mobile, a pattern driven by the central role Outlook and Microsoft 365 play in the daily workday.

Mobile engagement is growing in hybrid and remote environments, but for most organizations, desktop remains the dominant reading environment. The industries with the highest mobile share, Health Care Equipment and Services at 20% and Telecommunication Services and Utilities at 19%, are also the ones with the most field-based and non-desk workforces, a reminder that device strategy should follow workforce composition, not industry averages.

3. Click engagement varies widely by industry

Open rates tell a consistent story across industries. Click rates tell a more nuanced one. Pharmaceuticals, Biotechnology and Life Sciences leads all industries with an average click rate of 11% and a click-to-open rate of 13%, followed by Utilities at 10% click rate and Banks at 9%. These industries share a common characteristic: their internal communications tend to require employee action, whether that is a policy acknowledgment, a compliance deadline, or an internal initiative with a next step attached.

At the lower end, Software and Services and Health Care Equipment and Services both sit at 5% click rate. For Software and Services, this likely reflects a high volume of informational sends to a tech-literate workforce that engages passively. For Health Care, it reflects a workforce where clicking through to secondary content is not a natural behavior in a time-pressured environment. Lower click rates in these contexts do not signal underperformance. They signal a different kind of communication.

4. Smaller audiences generate stronger engagement

Targeted communications outperform broad ones, and the data is consistent on this point. Emails sent to fewer than 200 recipients generally achieve higher open and click rates than organization-wide sends. Organizations with fewer than 50 employees achieve an average open rate of 86%, while those with more than 10,000 employees see that figure fall to 55%. When a message feels relevant to the specific person receiving it, engagement follows.

This has practical implications for how communications teams approach segmentation. Scale has a cost, and audience size is one of the clearest places that cost shows up. For large enterprises, the answer is not to send less but to segment more deliberately.

5. Interactive email features increase employee engagement

Emails that include emoji reactions or embedded surveys consistently generate higher click rates than standard sends. Emoji reactions produce an average click rate of 8% and a click-to-open rate of 10%. eNPS surveys embedded directly in emails push that further, with an average click rate of 11% and a click-to-open rate of 11%, outperforming the overall benchmark on both measures.

The mechanism is straightforward: when employees can respond directly within the email without navigating away or opening a separate tool, they do. Beyond the engagement lift, interactive features give communications teams something more valuable than a metric. They generate direct, in-the-moment feedback from employees on the content that matters most.

6. Internal email continues to play a critical role in the modern workplace

This year's report introduces a new layer of analysis: best day and time to send, with all timestamps converted from EST to each recipient company's local timezone. The findings challenge assumptions that internal communicators often carry from general email marketing guidance.

Friday dominates as the top send day across 12 of the 20 industries analyzed, while Monday leads for Software and Services, Retailing, Utilities, and Consumer Durables and Apparel. No industry's best send day is Wednesday, despite it being the most commonly recommended day in B2B email guidance. On time of day, most industries cluster between 8:00 AM and 12:00 PM, with the exception of Health Care Equipment and Services, Materials, and Transportation, which all peak at 3:00 PM, reflecting workforces where operational responsibilities make mornings less accessible.

Regionally, North American employees engage most in mid-morning, European audiences in the early afternoon, and Australia and New Zealand favor mid-week over Monday. The Middle East data surfaces the Sunday-to-Thursday workweek directly. Asia Pacific is the clearest outlier: late evening hours dominate, almost certainly because sends are being scheduled in EST without local timezone conversion, causing morning sends to land at off-hours across Tokyo, Singapore, and Kolkata.

Timing is not a scheduling detail. For organizations with global or distributed workforces, getting it right is one of the most straightforward improvements available.

Conclusion

Every organization has a culture. What this report makes visible is that culture does not stop at the office door or the company values page. It shapes when employees open their inboxes, which days they are most receptive to communications, and how much attention they give to what lands there. A workforce in London operates on a different rhythm than one in Chicago or Sydney, and the data bears that out in ways that go beyond timezone arithmetic.

That cultural dimension has always been present in internal communications. What this report offers is the ability to measure it.

What the data shows:

Across more than 100,000 internal email campaigns spanning 20 industries and seven regions, three numbers stand out.

- **81% average open rate.** Internal email reaches employees in a way few other channels can match.
- **7% average click rate.** Employees are not just opening. They are engaging with the content inside.
- **40%+ of employees read for more than nine seconds.** Attention is there when the message earns it.

These figures reflect real behavior, not self-reported sentiment.

What it means for your strategy:

The organizations best positioned to improve are those that treat timing, audience, and format as strategic variables rather than defaults. Concretely, that means:

- Localizing send times to the recipient's timezone and region, not the sender's
- Segmenting audiences so messages feel relevant rather than broadcast
- Incorporating interactive features like surveys and reactions that turn sends into conversations

So, what?

Reaching employees is not just a matter of what you send. It is a matter of understanding the people and the cultures on the other side of it. The communicators who will set next year's benchmarks are the ones who start from that premise.

APPENDIX A: Industry-Based Summary of Best Time and Day to Send

Industry	Best Day to Send	Best Time to Send
Automobiles & Components	Tuesday	1:00 PM
Banks	Thursday	11:00 AM
Capital Goods	Friday	9:00 AM
Commercial & Professional Services	Friday	10:00 AM
Consumer Durables & Apparel	Monday	10:00 AM
Consumer Services	Friday	11:00 AM
Diversified Consumer Services	Thursday	9:00 AM
Diversified Financials	Thursday	11:00 AM
Food, Beverage & Tobacco	Friday	9:00 AM
Health Care Equipment & Services	Friday	3:00 PM
Insurance	Friday	10:00 AM
Materials	Thursday	3:00 PM
Media	Friday	10:00 AM
Pharmaceuticals, Biotechnology & Life Sciences	Friday	10:00 AM
Real Estate	Friday	11:00 AM
Retailing	Monday	2:00 PM
Software & Services	Monday	8:00 AM
Telecommunication Services	Friday	8:00 AM
Transportation	Thursday	3:00 PM
Utilities	Monday	11:00 AM

APPENDIX B: Regional-Based Summary of Best Time and Day to Send

Industry	Best Day to Send	Best Time to Send
North America	Monday	10:00 AM
Europe	Friday	2:00 PM
Australia & New Zealand	Thursday	2:00 PM
Latin America	Friday	12:00 PM
Middle East	Monday	12:00 PM
Asia Pacific	Tuesday	10:00 AM
Africa	Thursday	2:00 PM

Note: Asia Pacific best time reflects a known timezone localization gap in the source data, where sends scheduled in EST land at off-hours locally. This figure should be interpreted with caution.

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