



# Internal Email Benchmark Report

2025



[contactmonkey.com](https://contactmonkey.com)

# Internal Email Benchmark Report

Every year, as part of ContactMonkey's global survey, we ask internal communicators about their preferred communication channels. And year after year, email consistently ranks as the most indispensable tool in the internal comms toolkit. But with more communication channels than ever, why does email dominate?

Email continues to be the most efficient, cost-effective, and widely used channel. It offers targeted messaging, asynchronous communication, and a reliable archive for future reference. In modern times, email remains the best way to improve employee engagement and align an organization.

With platforms like ContactMonkey, advanced analytics provide real-time insights into employee behavior—enabling internal communicators to track open rates, measure engagement, and fine-tune their strategies. This data-centric approach empowers communicators to proactively enhance the effectiveness of their communications.

As our industry continues to evolve, understanding where you stand compared to others in your field can be a game-changer. This is why we develop our **Internal Email Benchmark Report** to help internal communicators understand what “good” looks like, relative to annual industry averages.

As ContactMonkey has continued to expand and reach new markets, for our 2025 report, we increased our sample size and range of industries to give you bigger and better insight! Overall, we took a look at more than 195,000 anonymized email campaigns across 20+ industries<sup>1</sup> like Airlines & Aviation, Banking, Construction, Hospitals & Healthcare, Mining & Metals, Insurance, Real Estate, Technology, and more.

## What does the 2025 benchmark report data mean for you?

Our 2025 comparative data, means no more guesswork or vacuum-oriented views. Now, you can gain perspective on how email campaigns from a wider range of industries have performed to benchmark where your communications stand.

Armed with this context, you can set goals that are not only realistic but also ambitious, pushing your internal communication strategy to new heights.

We hope that this industry-specific email campaign data will help to bring your 2025 IC vision to life!

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<sup>1</sup> All internal email campaigns compiled in this report were anonymized prior to use

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# 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**



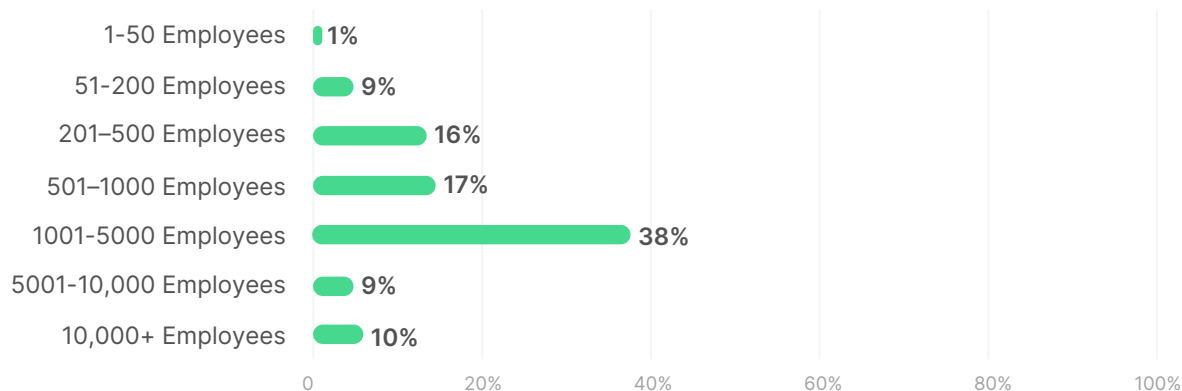
**195,000 +**

## 20 Industries Analyzed

Airlines/Aviation, Automotive, Banking, Construction, Education, Electrical/Electronic Manufacturing, Financial Services, Food & Beverages, Hospital & Health Care, Insurance, Leisure, Travel & Tourism, Media & Entertainment, Mining & Metals, Not-for-Profit, Pharmaceuticals, Real Estate, Retail, Technology, Telecommunications, Utilities.

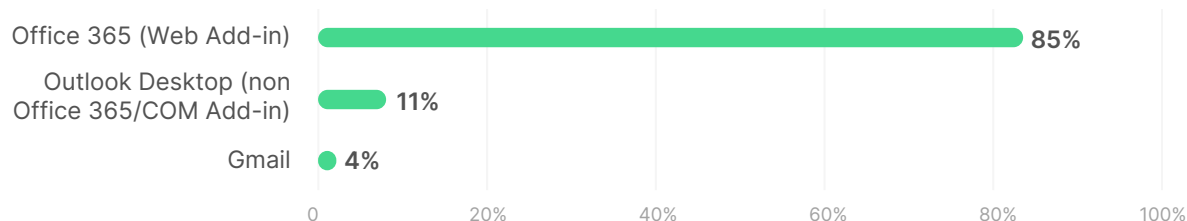
## Company Size

Data was analyzed from companies of the following sizes:



## Email Platform Breakdown

Emails examined in this report were sent via these email clients and ContactMonkey:





## 2. Metrics Analyzed

To align our report findings and analysis, we've defined the metrics used in this report, and available through the ContactMonkey platform.

### Interaction Metrics

**Email Open Rate:** The email open rate refers to the percentage of recipients who opened an email out of the total number of recipients.

**Click Rate:** The click rate of an email is the percentage of recipients who clicked on links in that email out of the total number of recipients.

**Click-to-Open Rate:** The click-to-open rate of an email refers to the percentage of recipients who clicked on links in that email out of the total number of recipients who opened the email. Since this metric only considers the people who viewed the email, it is a more accurate measurement of how effectively your email content and design engaged your audience.

### Read Time Breakdown

Read time refers to the amount of time a recipient spends reading an email. Our data splits read times into the percentage of total recipients who glanced, skimmed, and read an email.

**Glanced:** Recipients who glanced at an email spent 1–3 seconds reading the email.

**Skimmed:** Recipients who skimmed an email spent for >3–9 seconds reading the email.

**Read:** Recipients who read an email spent more than 9 seconds reading the email.

### Device Breakdown

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

### Best Send Times Breakdown

The internal email benchmarks report includes industry-specific guidelines on the best **time of day** and the best **day of the week** to send internal emails. These guidelines are based on an analysis of the top email open rates for each industry.

# 3. Overall Internal Email Metrics

These metrics reflect overall averages across all campaigns and industries examined for this year.

## Average Email Open Rate



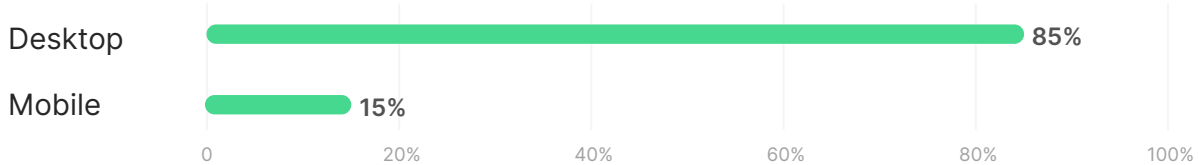
## Average Click Rate



## Average Click-to-Open Rate

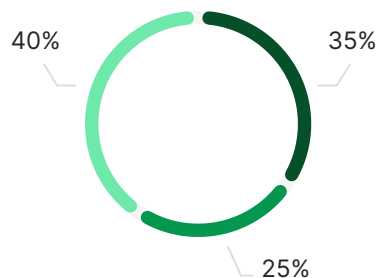


## Device Breakdown



## Average Read Times

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

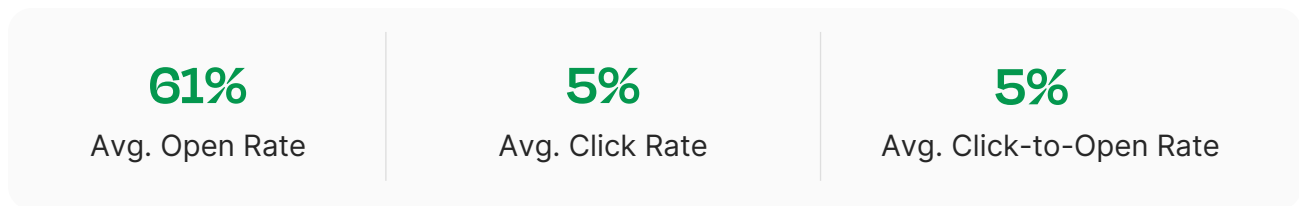


# 4. Industry Internal Email Metrics

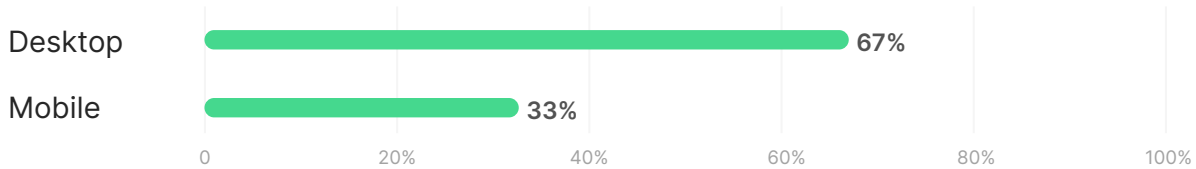
These metrics reflect the averages for internal communication emails sent across 20 key industries.

## Airlines/Aviation

Engagement metrics:

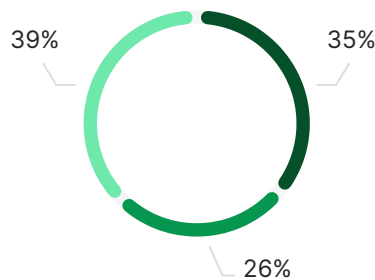


Device breakdown:

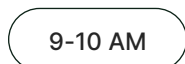


Average read time:

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

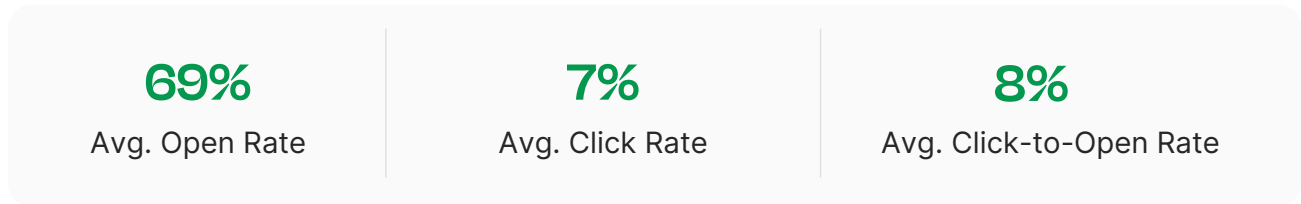


Best time to send internal emails:

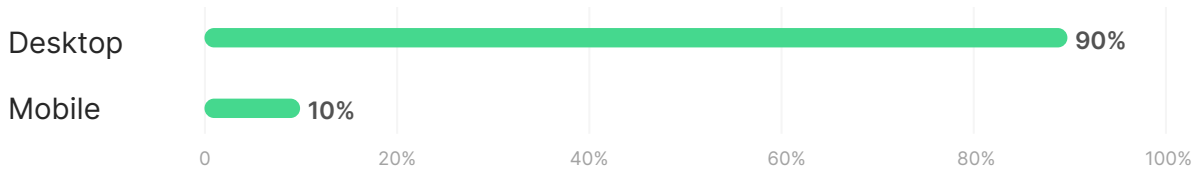


# Automotive

## Engagement metrics:

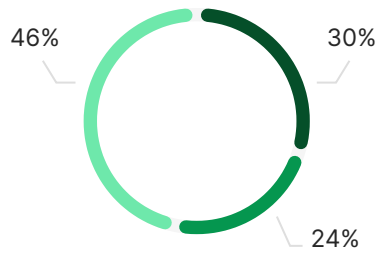


## Device breakdown:

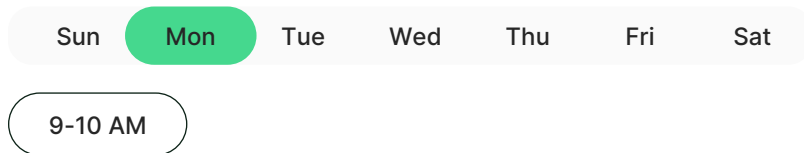


## Average read time:

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

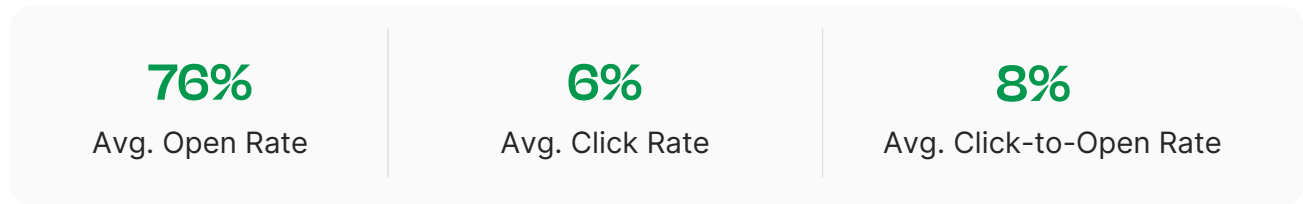


## Best time to send internal emails:

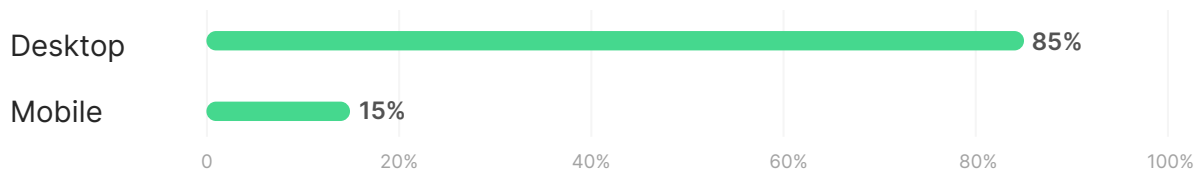


# Banking

## Engagement metrics:

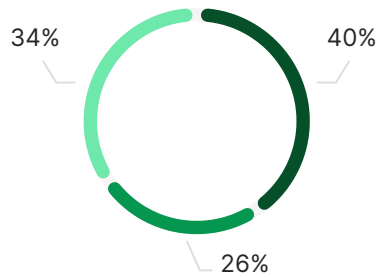


## Device breakdown:

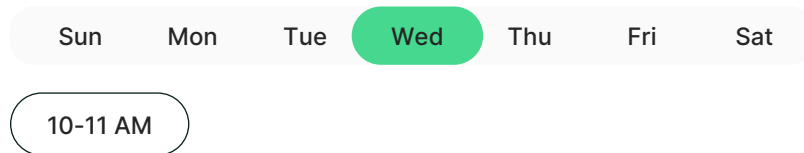


## Average read time:

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

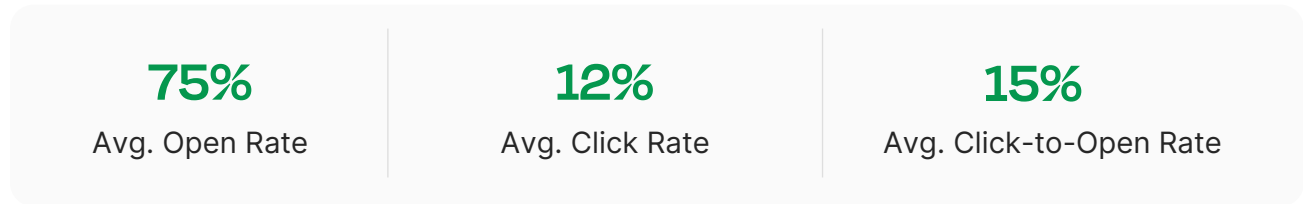


## Best time to send internal emails:

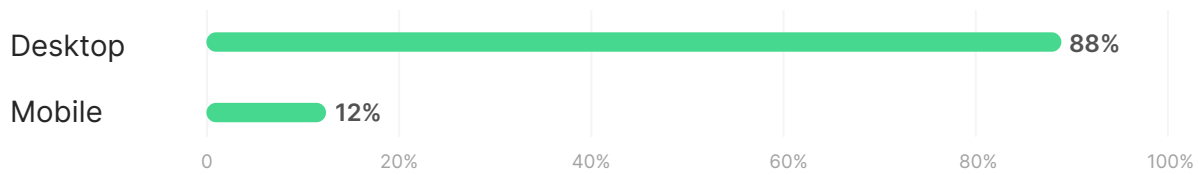


# Construction

## Engagement metrics:

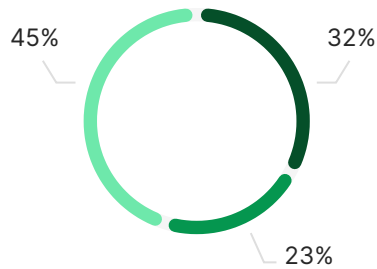


## Device breakdown:

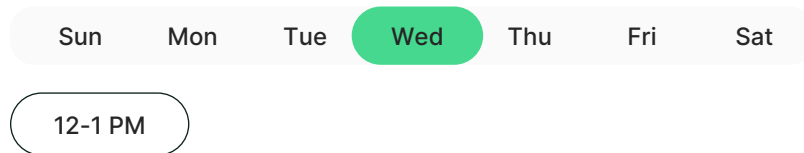


## Average read time:

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

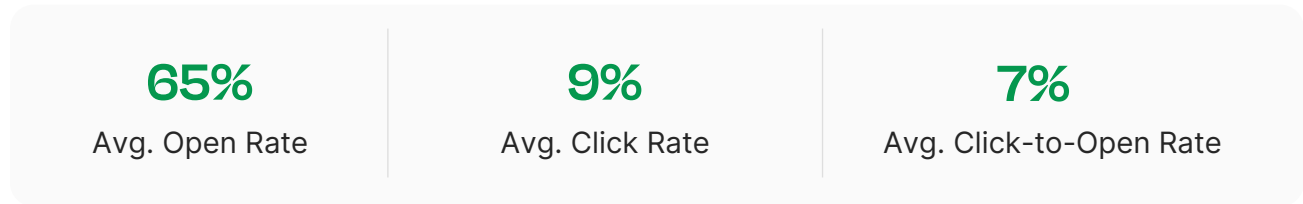


## Best time to send internal emails:

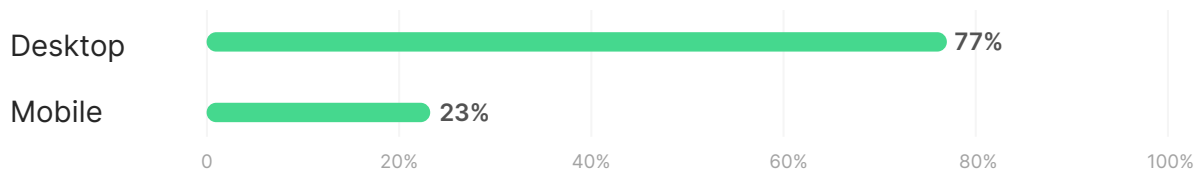


# Education

## Engagement metrics:

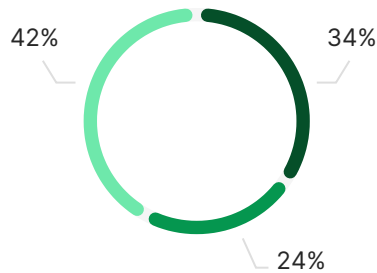


## Device breakdown:

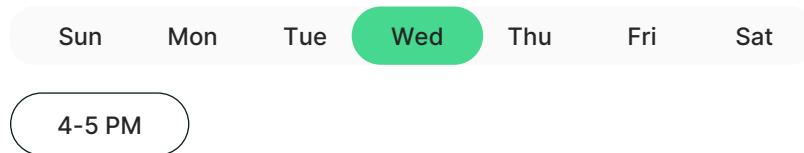


## Average read time:

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



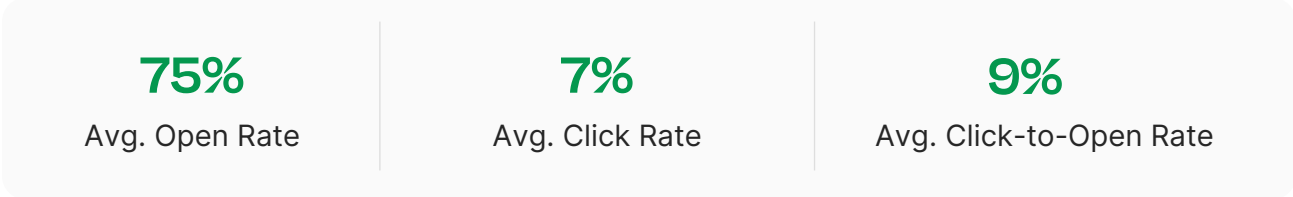
## Best time to send internal emails:



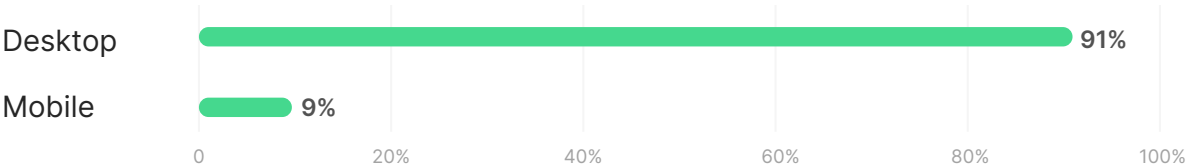


# Electrical/Electronic Manufacturing

## Engagement metrics:

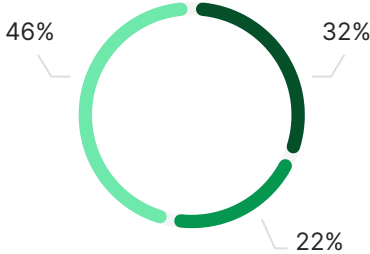


## Device breakdown:

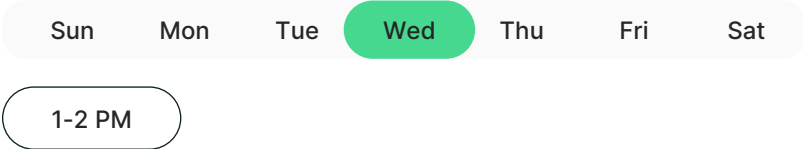


## Average read time:

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

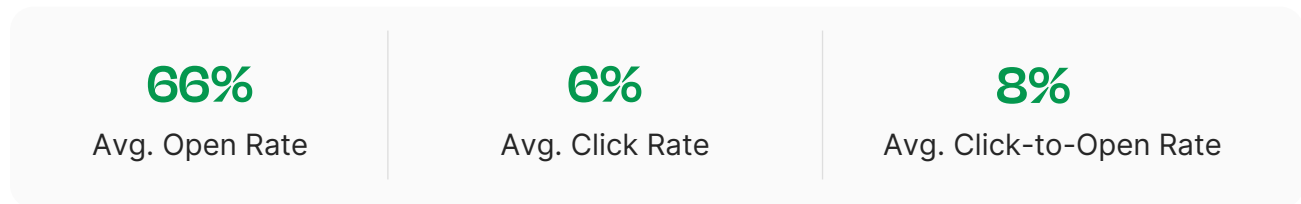


## Best time to send internal emails:

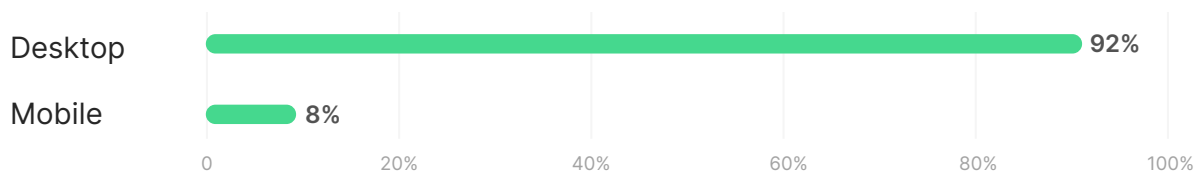


# Financial Services

## Engagement metrics:

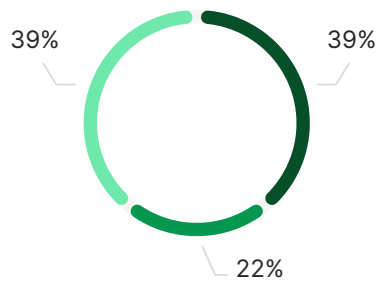


## Device breakdown:

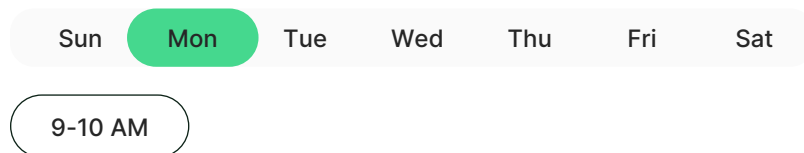


## Average read time:

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

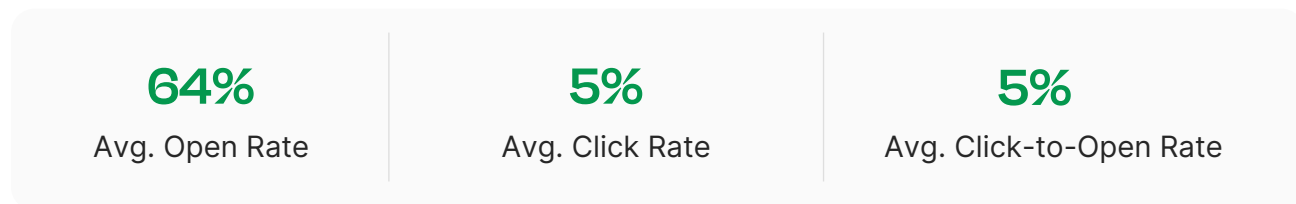


## Best time to send internal emails:

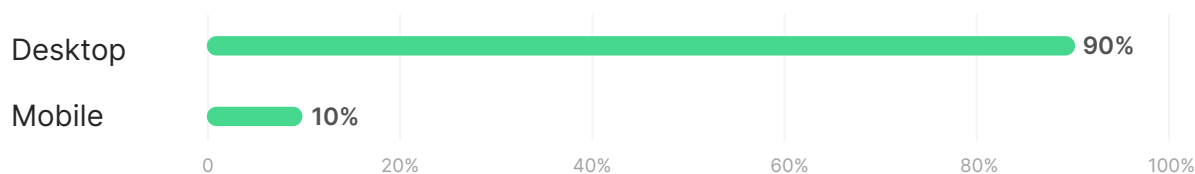


# Food & Beverage

## Engagement metrics:

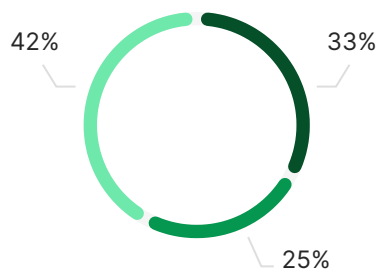


## Device breakdown:

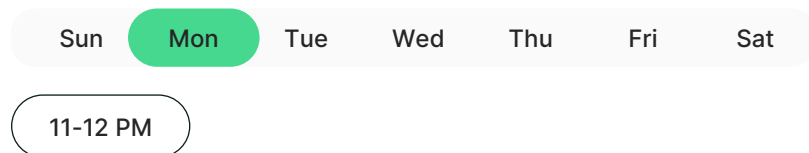


## Average read time:

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

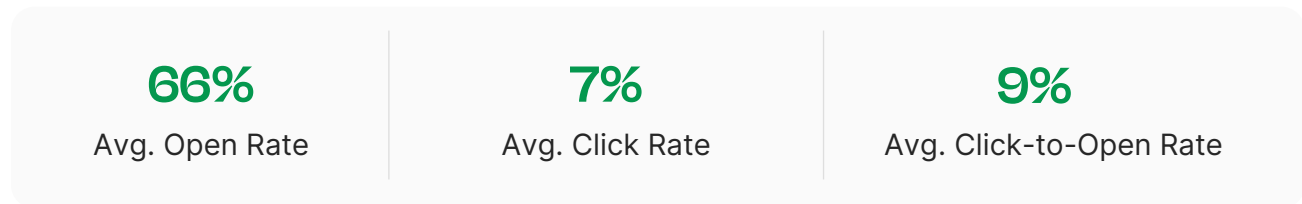


## Best time to send internal emails:

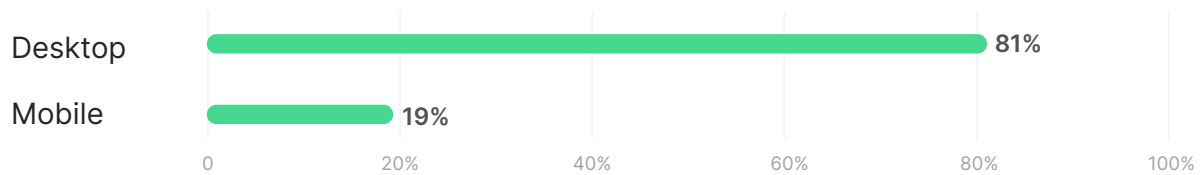


# Hospital & Healthcare

## Engagement metrics:

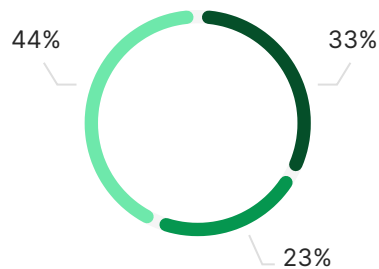


## Device breakdown:

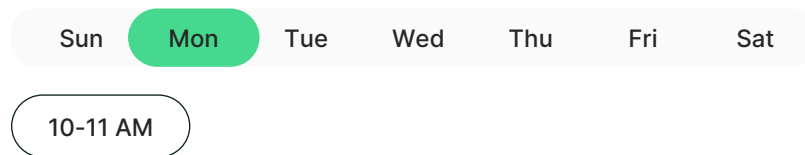


## Average read time:

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

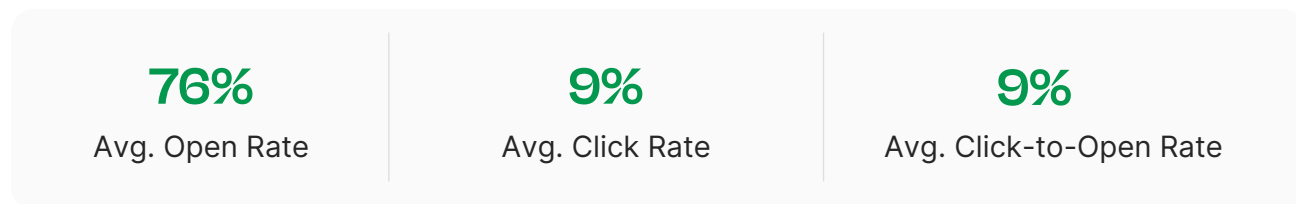


## Best time to send internal emails:

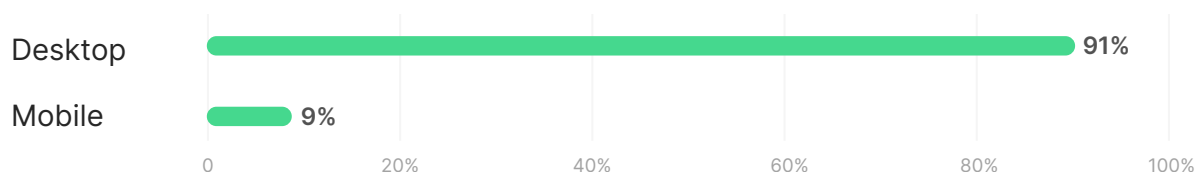


# Insurance

## Engagement metrics:

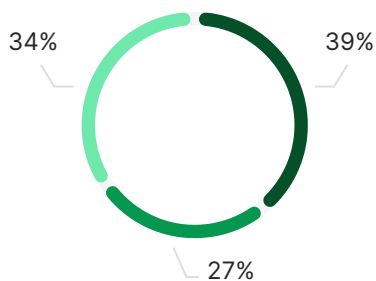


## Device breakdown:

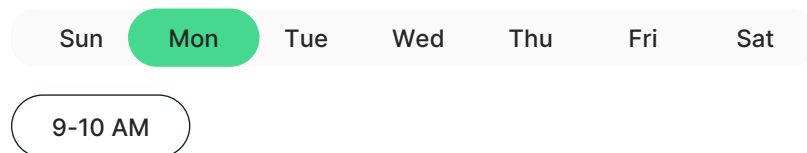


## Average read time:

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

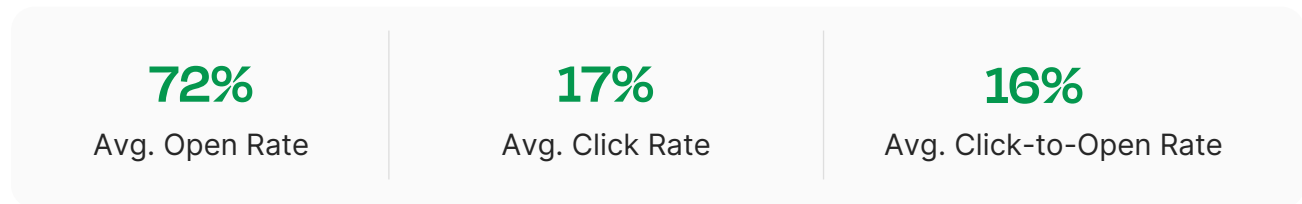


## Best time to send internal emails:

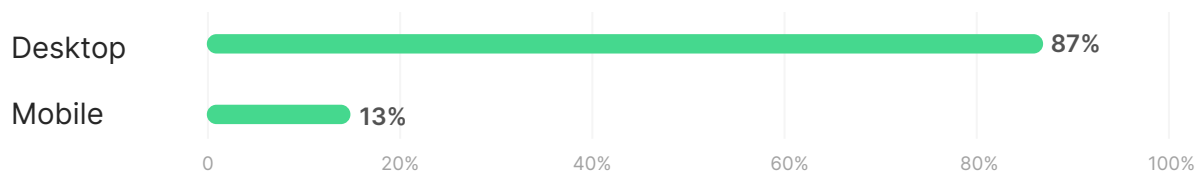


# Leisure, Travel & Tourism

## Engagement metrics:

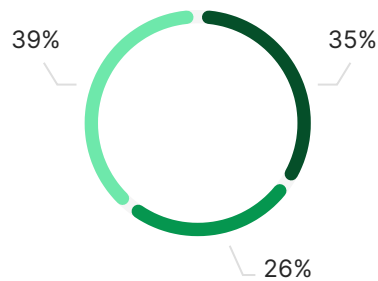


## Device breakdown:

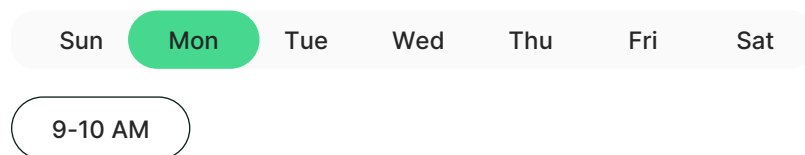


## Average read time:

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

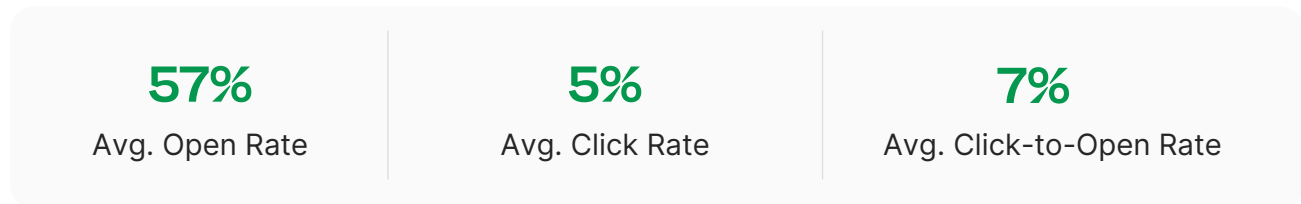


## Best time to send internal emails:

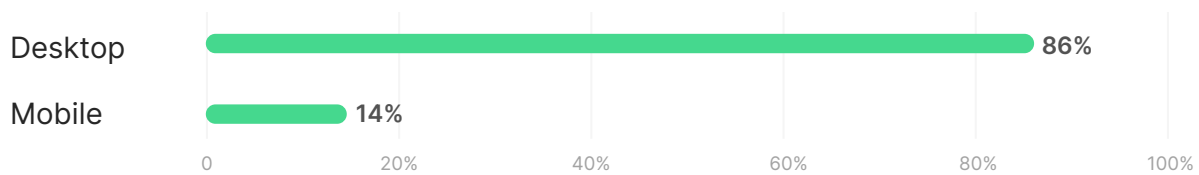


# Media & Entertainment

## Engagement metrics:

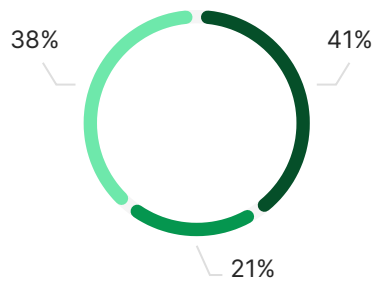


## Device breakdown:

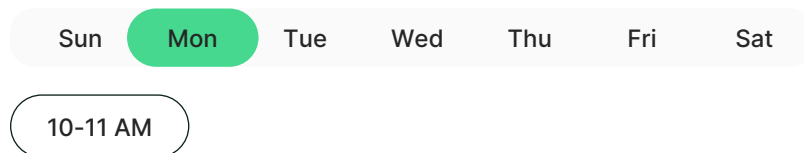


## Average read time:

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



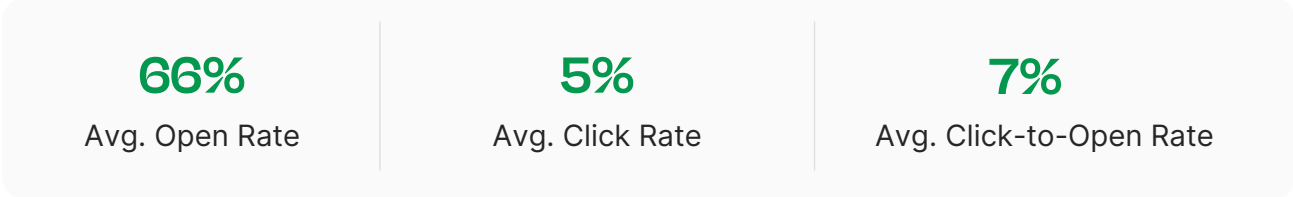
## Best time to send internal emails:



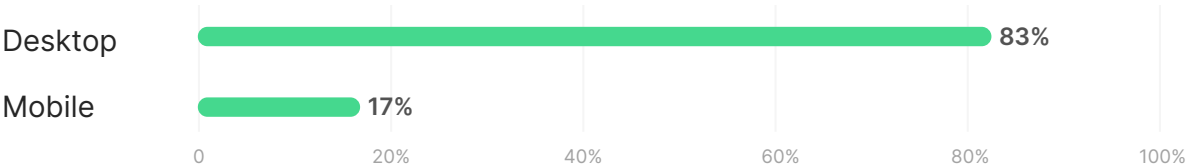


# Mining & Metals

## Engagement metrics:

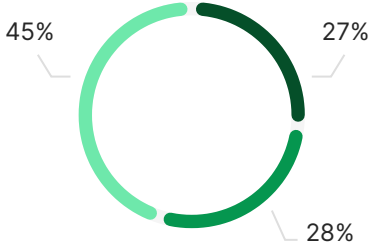


## Device breakdown:

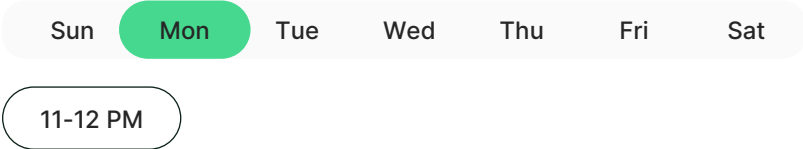


## Average read time:

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

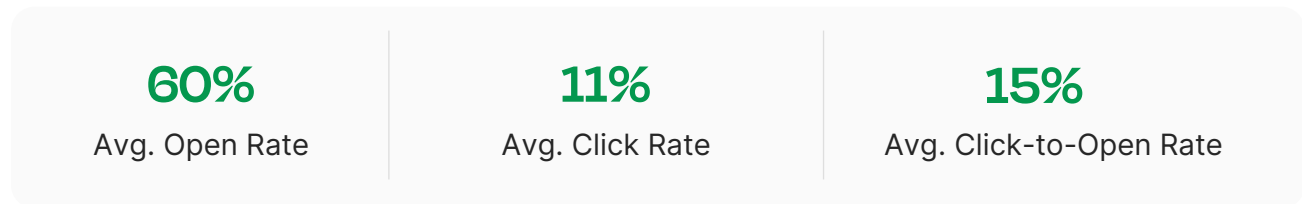


## Best time to send internal emails:

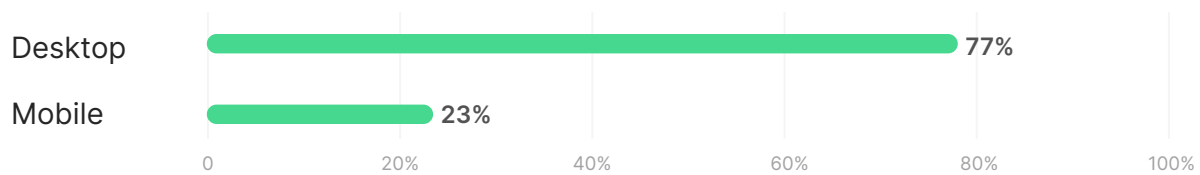


# Not-for-Profit

## Engagement metrics:

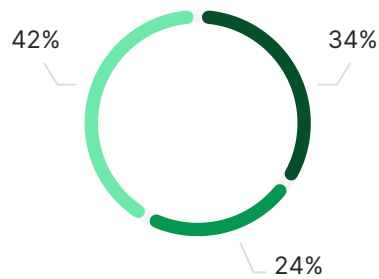


## Device breakdown:

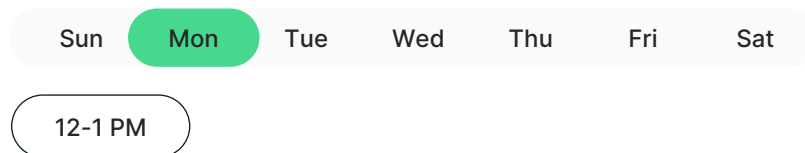


## Average read time:

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

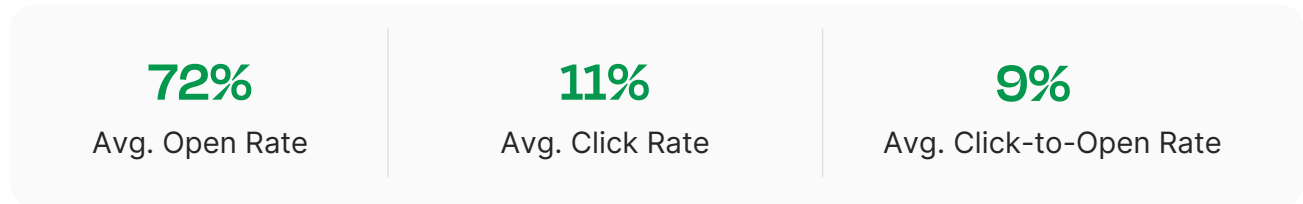


## Best time to send internal emails:

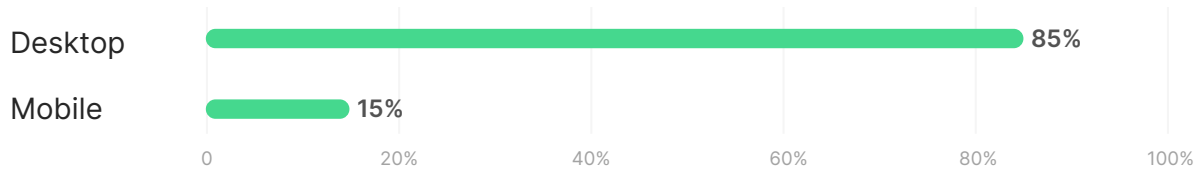


# Pharmaceuticals

## Engagement metrics:

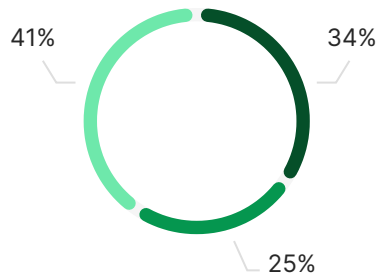


## Device breakdown:

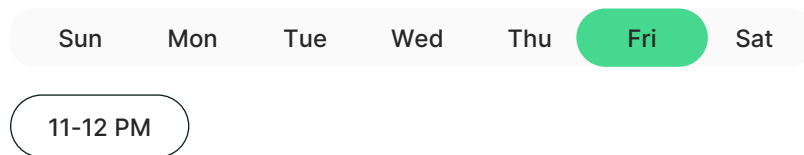


## Average read time:

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

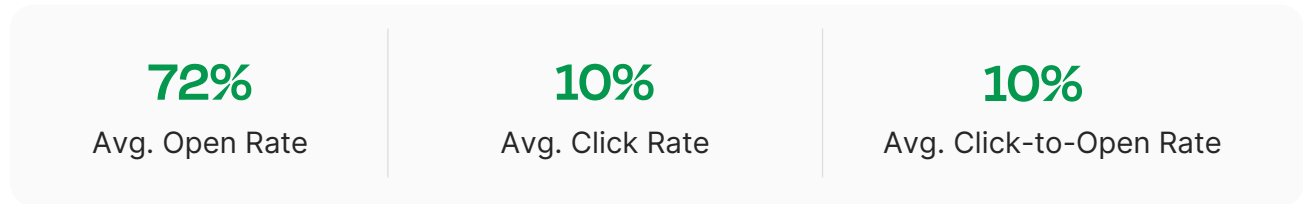


## Best time to send internal emails:

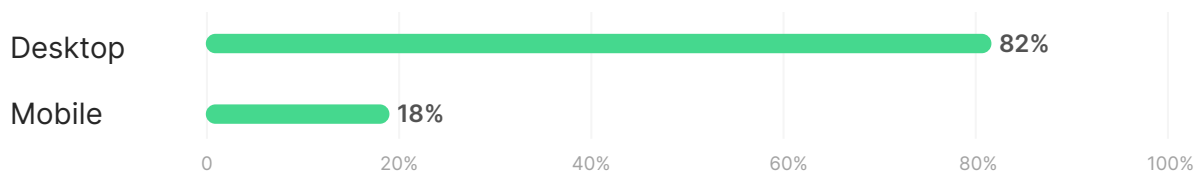


# Real Estate

## Engagement metrics:

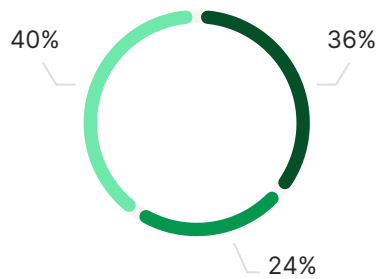


## Device breakdown:

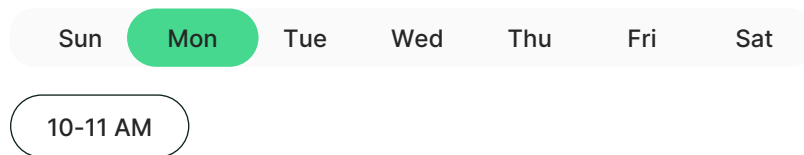


## Average read time:

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

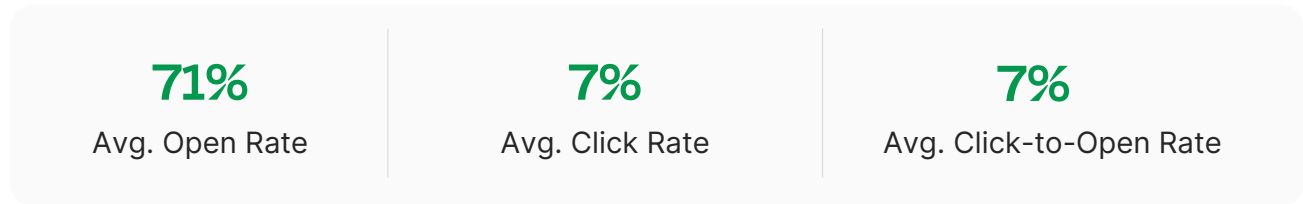


## Best time to send internal emails:

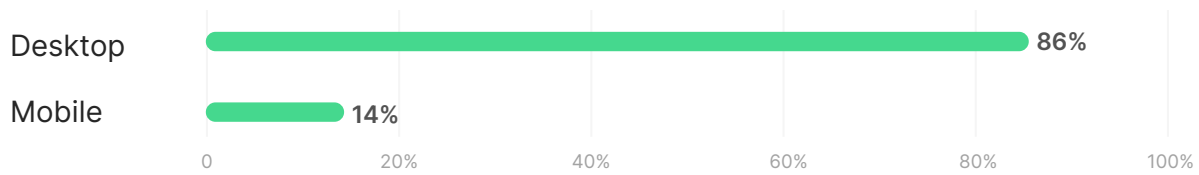


# Retail

## Engagement metrics:

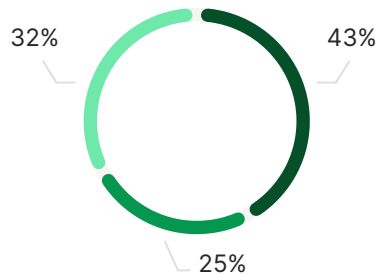


## Device breakdown:

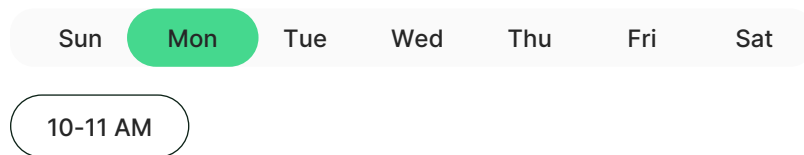


## Average read time:

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

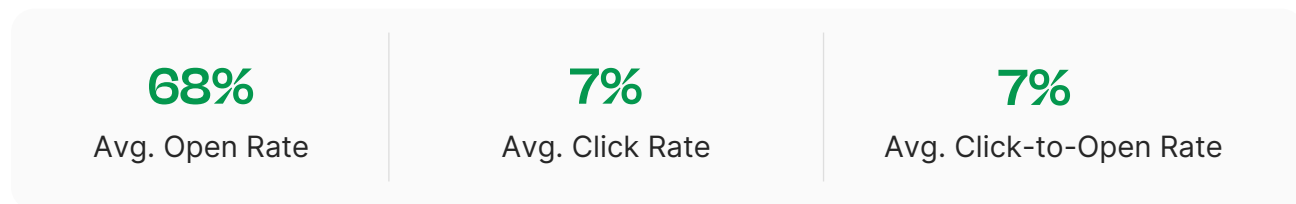


## Best time to send internal emails:

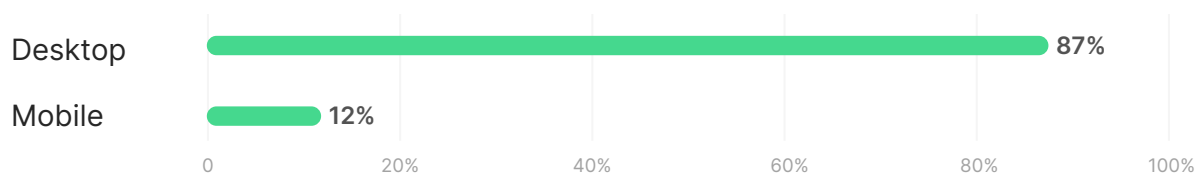


# Technology

## Engagement metrics:

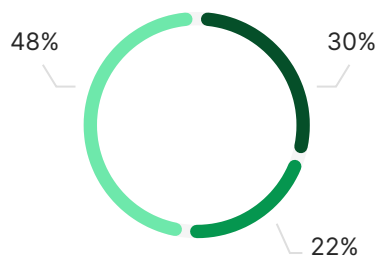


## Device breakdown:

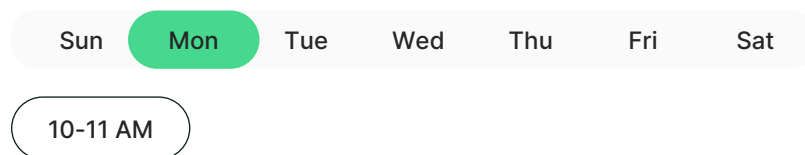


## Average read time:

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

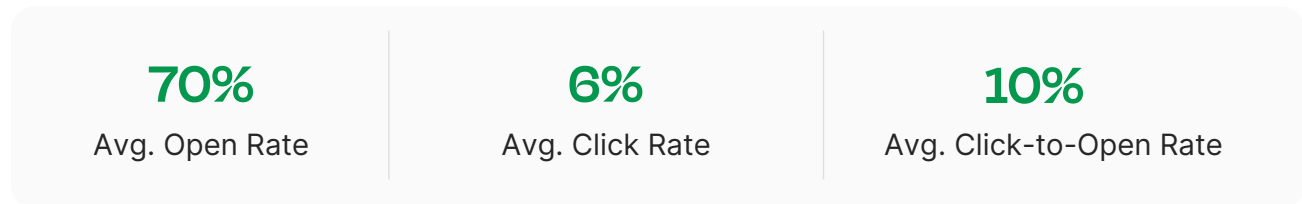


## Best time to send internal emails:

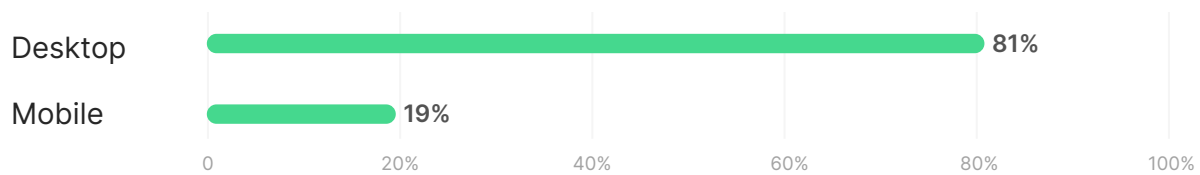


# Telecommunications

## Engagement metrics:

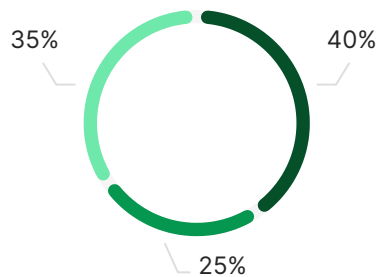


## Device breakdown:

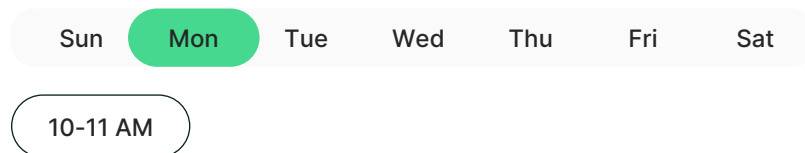


## Average read time:

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



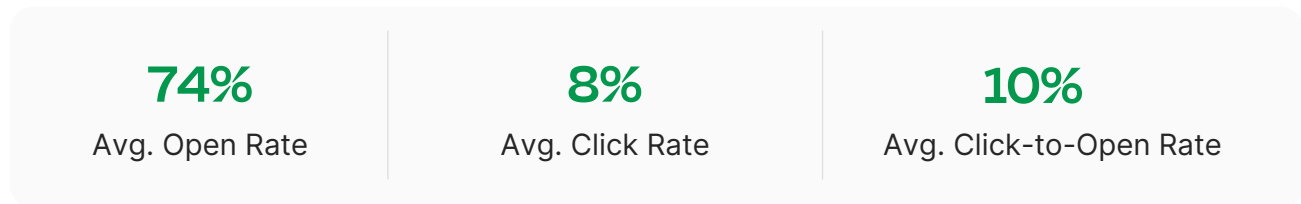
## Best time to send internal emails:



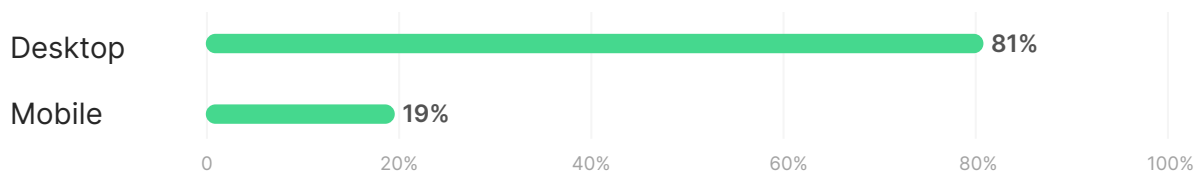


# Utilities

## Engagement metrics:

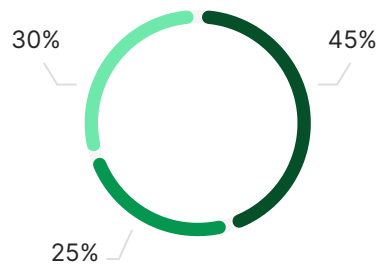


## Device breakdown:

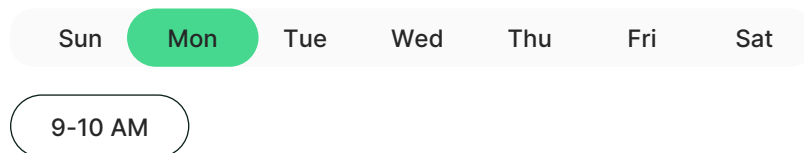


## Average read time:

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



## Best time to send internal emails:



# 5. Email Metrics by Employee Size

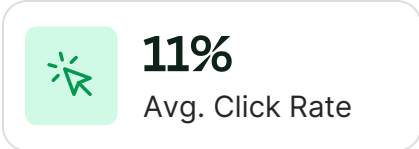
The table below indicates internal email benchmarks for companies based on the number of employees within a company.

Number of Employees	1-50	51-200	201-500	501-1K	1K-5K	5K-10K	10K+
<b>Avg. Open Rate (%)</b>	72%	65%	73%	70%	72%	71%	69%
<b>Avg. Click Rate (%)</b>	19%	9%	12%	9%	10%	8%	6%
<b>Avg. Click to Open Rate (%)</b>	22%	13%	19%	13%	21%	14%	9%
<b>Avg. Desktop (%)</b>	83%	83%	83%	83%	85%	81%	88%
<b>Avg. Mobile (%)</b>	17%	17%	17%	17%	15%	19%	12%
<b>Avg. Read time &lt; 3 sec</b>	28%	41%	34%	33%	37%	34%	35%
<b>Avg. Read time &gt; 3-9 sec</b>	28%	23%	24%	24%	24%	25%	25%
<b>Avg. Read time 9 &lt; sec</b>	44%	36%	42%	44%	39%	41%	40%

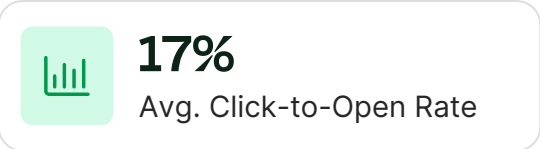
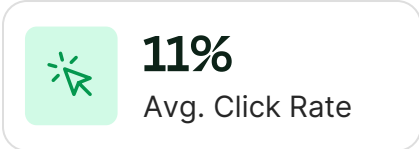
# 6. Email Clicks by ContactMonkey Feature

The metrics below indicate the average click rates and click-to-open rates of ContactMonkey features used within emails. Specifically, these indicate when emoji reactions are inserted as a pulse survey poll for quick employee responses. All averages use data across all industries analyzed.

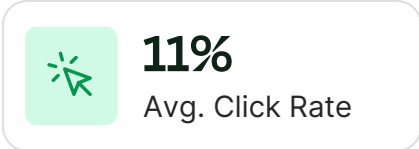
## Emoji Reactions



## eNPS



## Events



# 7. Internal Email Best Practices and Tips

Decisions about designing and deploying emails will vary across organizations with different employee and organizational needs, tried-and-true strategies can help guide your process - no matter the variables.

We've compiled a list of email best practices for you to use and nail your internal email strategy this year. These practices cover everything from using data analytics to finding the right cadence, crafting the best subject lines, optimizing for clicks, listening to employee feedback, and choosing the right tools for the best outcomes.

Cut through noisy inboxes with these best practices and tips for your internal emails:

## Tip #1: Take an Analytics-First Approach

To create a meaningful connection with employees, it's essential to understand how your messages perform. Analytics provide the foundation for continuous improvement, helping you identify what's working and where to pivot.

### Let Data Drive Success

Comprehensive data lies at the core of any impactful internal communication strategy. Without analytics, it's impossible to accurately assess how your efforts are resonating with employees. Data provides the insights needed to fine-tune your strategy and ensure your messages hit the mark.

#### How to implement:

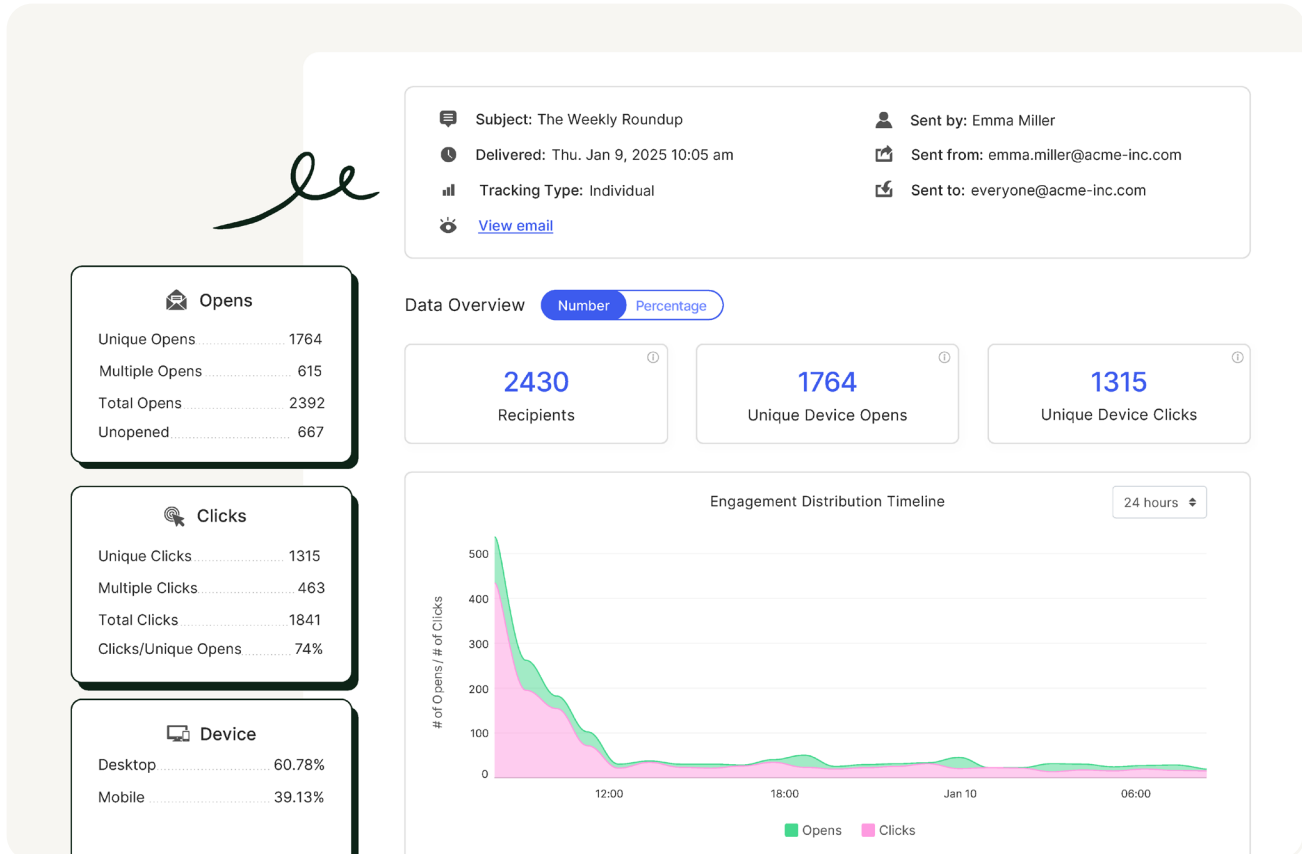
- **Set up internal email tracking** using a software like ContactMonkey to measure open rates, click-through rates, and read times.
- **Establish a baseline** by analyzing engagement with current campaigns, like company announcements or policy updates.
- **Use analytics to refine your strategy**, identifying which types of content or email formats drive the highest engagement.

### Measure Effectiveness and Iterate

Full-scale analytics allow you to track the impact of new initiatives, enabling continuous improvement. From tracking open rates on a new benefits email to comparing engagement across departments, data-driven decisions lead to more effective communication.

### How to implement:

- Compare engagement metrics across campaigns to identify trends.
- Use A/B testing to refine email elements like subject lines or send times.
- Monitor how engagement evolves after implementing changes and adjust as needed.



ContactMonkey's Analytics Dashboard

## Set Realistic Benchmarks for Success

To measure progress effectively, establish realistic and achievable benchmarks based on your data. These benchmarks help you track improvements and set clear goals for future campaigns and internal comms initiatives.

### How to implement:

- Use industry benchmarks, like the ones from this Internal Email Benchmark Report, to compare your performance.
- Define specific goals for key metrics such as open rates, click-through rates, and employee feedback scores.
- Regularly review and update benchmarks as your organization evolves, making sure they remain relevant and ambitious.

## Tip #2: Find the Right Email Cadence

Determining the right frequency for employee emails is key to maintaining engagement and ensuring your messages are impactful. With thoughtful planning, you can avoid communication fatigue and build stronger connections with your workforce.

### Remember: Balance is Everything

Finding the ideal email frequency is a nuanced task. Too many emails can overwhelm, while too few might leave employees feeling disconnected. Use your analytics to identify patterns—like when engagement drops due to frequency spikes. Surveys are also invaluable; ask employees directly about their communication preferences and adjust accordingly.

#### How to implement:

- Run a pilot study with bi-weekly newsletters for one month.
- Use ContactMonkey to track engagement metrics and survey employees for feedback.
- Adjust the frequency based on data and survey responses.

### Consistency Builds Trust

Regularly scheduled emails, like weekly newsletters, foster reliability. Employees will know when to expect updates, enhancing their sense of connection and reducing the likelihood of missing critical information.

#### How to implement:

- Choose a specific day and time for regular emails (e.g., Monday Morning Briefing).
- Automate scheduling using a tool like ContactMonkey.
- Include consistent sections like “Top Highlights” to build anticipation.

### Prioritize Key Content

Not every piece of information warrants an immediate email. Consolidate non-urgent updates into a digest to streamline communication and ensure critical messages stand out.

#### How to implement:

- Consolidate non-urgent updates into a weekly digest.
- Reserve standalone emails for urgent updates (e.g., system downtimes).

## Tip #3: Focus on Boosting Open Rates

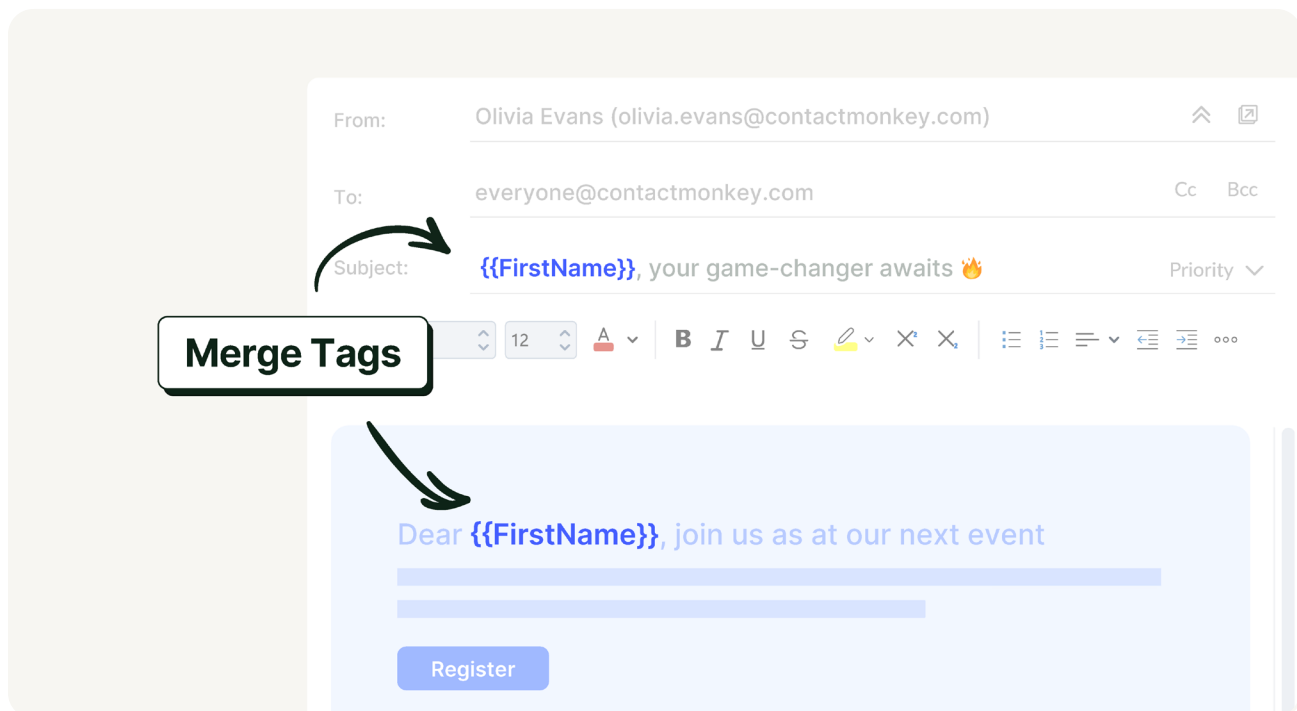
The foundation of any successful internal communication strategy is getting employees to open your emails. Boosting open rates requires a combination of compelling content, personalization, and timing. By focusing on these elements, you can increase visibility for important updates and drive greater employee engagement.

### Master the Subject Line

Your subject line is the gateway to higher open rates. Personalize it with the recipient's name or role, use urgency when necessary, and keep it concise—preferably under 42 characters for mobile optimization. Experiment with emojis to grab attention, but ensure they align with your company's tone.

#### How to implement:

- Run A/B tests with two subject lines (e.g., “Important Update: New Benefits” vs. “Your New Benefits Plan Starts Today”).
- Personalize subject lines using ContactMonkey's merge fields.
- Limit subject lines to 42 characters for mobile optimization.



Example of ContactMonkey's Merge Tags Feature



## Understand Best Send Times

Send emails when employees are most likely to engage. Use analytics to identify optimal times, considering time zones if your workforce is distributed. ContactMonkey's scheduling tools can automate this process for maximum efficiency.

### How to implement:

- Analyze previous campaigns to find the most effective send times (e.g., 10 AM on Wednesdays or Fridays).
- Use ContactMonkey to schedule emails across multiple time zones.

## Audience Segmentation is Key

Targeted messaging ensures relevance. Segment your distribution lists by department, role, or location to deliver content that resonates. This boosts not just open rates but also engagement metrics like click-through rates.

### How to implement:

- Segment email lists by department, role, or location using real-time data from your HRIS or Azure Directory integration.
- Use ContactMonkey to automate list segmentation and ensure targeted delivery to the right employees at the right time.

## Tip #4: Optimize for Clicks

To drive meaningful engagement with your internal emails, focus on optimizing for clicks. By improving email design, structuring information strategically, and incorporating interactive elements, you can guide employees toward taking action and ensure your messages are impactful.

## Use a hierarchy of Information

Place critical information at the top of your emails. Even employees who skim will notice and act on the most important updates. Use bold headlines, bullet points, and buttons to emphasize high-priority items.

### How to implement:

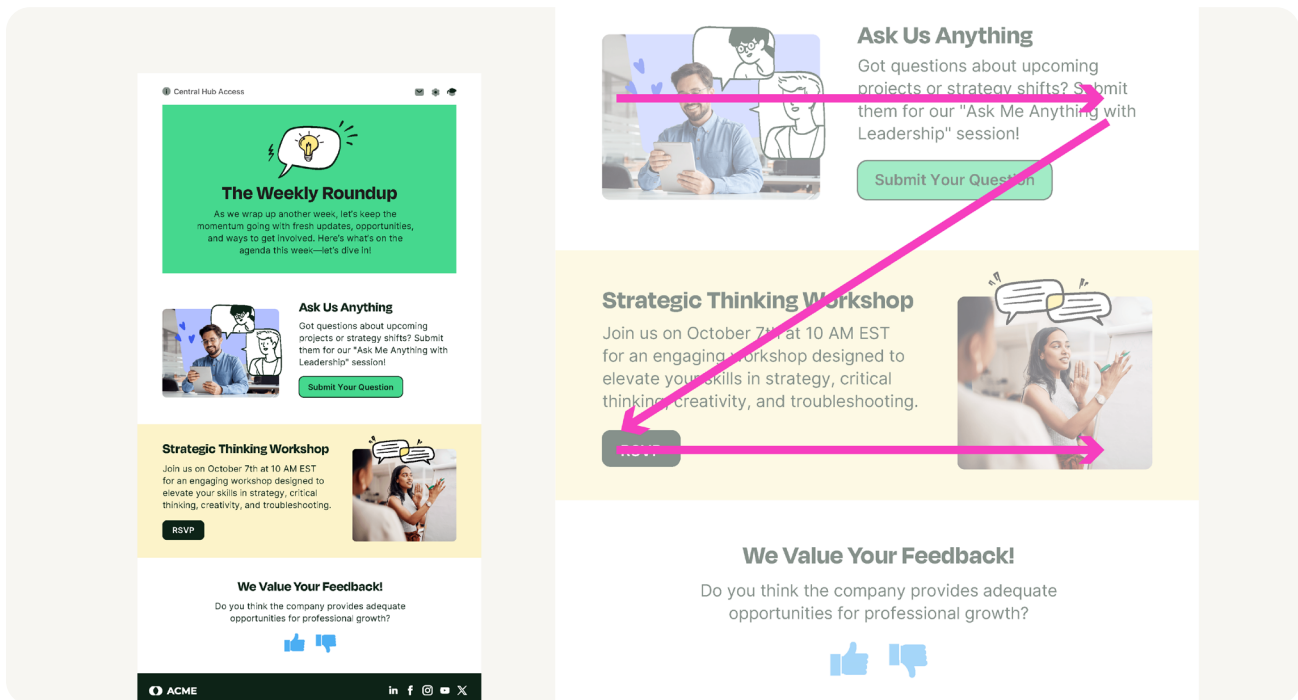
- Lead emails with urgent updates (e.g., policy changes) in bold headlines.
- Include supporting details further down, with clear call to actions.

## Focus on Design

Engaging, mobile-friendly designs make emails visually appealing and easy to navigate. Use Z and F-pattern layouts to guide the reader naturally through the content. Highlight key CTAs with buttons or eye-catching visuals.

### How to implement:

- Use Z-pattern layouts to direct attention from headlines to CTAs.
- Customize design elements for mobile and desktop view with ContactMonkey, allowing you to create and preview different layouts tailored for each device



ContactMonkey's Email Template Example

## Insert Interactive Content

Encourage interaction with embedded surveys, polls, or quizzes. Not only do these elements boost engagement, but they also provide valuable insights into employee sentiment.

### How to implement:

- Embed pulse surveys or polls directly in emails.
- Use ContactMonkey to add clickable polls (e.g., "Which benefit would you prefer?").

## Tip #5: Create Two-Way Feedback

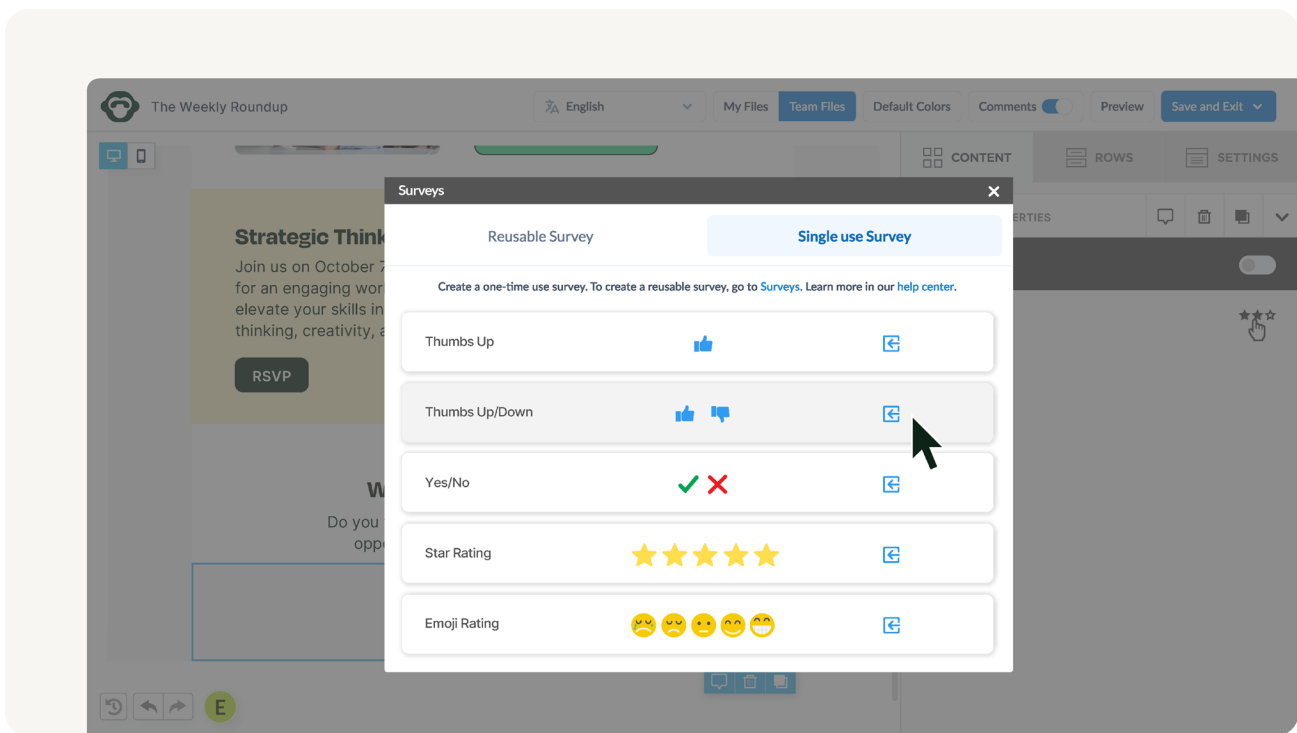
Two-way feedback is essential for fostering open communication and building trust within your organization. By creating opportunities for employees to share their thoughts and acting on their input, you can drive engagement, uncover critical insights, and continuously improve your communication strategy.

### Foster Two-Way Communication

Feedback loops reveal employee sentiment, gauge satisfaction levels, and more. Use pulse surveys and eNPS (Employee Net Promoter Score) to collect regular feedback. This allows you to address concerns promptly and refine your communication strategy in real-time.

#### How to implement:

- Leverage ContactMonkey's recurring survey feature to track feedback over time. This helps you identify patterns and trends, allowing you to address concerns proactively and refine your communication strategy continuously.
- Use the data collected from these recurring surveys to measure the impact of your initiatives and adjust your approach to better align with employee expectations.



ContactMonkey's Engaging One-Click Response Survey Feature

## Allow for Anonymous Feedback

Offering anonymous channels ensures employees feel safe sharing honest feedback. This encourages candid responses and helps uncover issues that might otherwise go unreported.

### How to implement:

- Use pulse surveys to gather anonymous feedback on sensitive topics.
- Implement eNPS surveys (e.g., “How likely are you to recommend this company?”).

## Engage and Act on Feedback

Feedback is only valuable if it leads to action. Demonstrating that employee input drives change builds a culture of trust and continuous improvement.

### How to implement:

- Share feedback-driven updates during company-wide meetings or in newsletters.
- Create action plans based on survey insights and communicate these plans to employees.
- Regularly revisit past feedback to track progress and show accountability.

## Tip #6: Leverage Internal Email Software

Effective internal communication requires tools and platforms that simplify processes and foster collaboration. Through this tech enablement, you can work smarter and deliver impactful communications that resonate with employees.

## AI-Enhanced Communication

Writer’s block? Use AI tools to draft initial content and refine it to suit your style. AI can also help tailor messages based on audience preferences, improving overall engagement.

### How to implement:

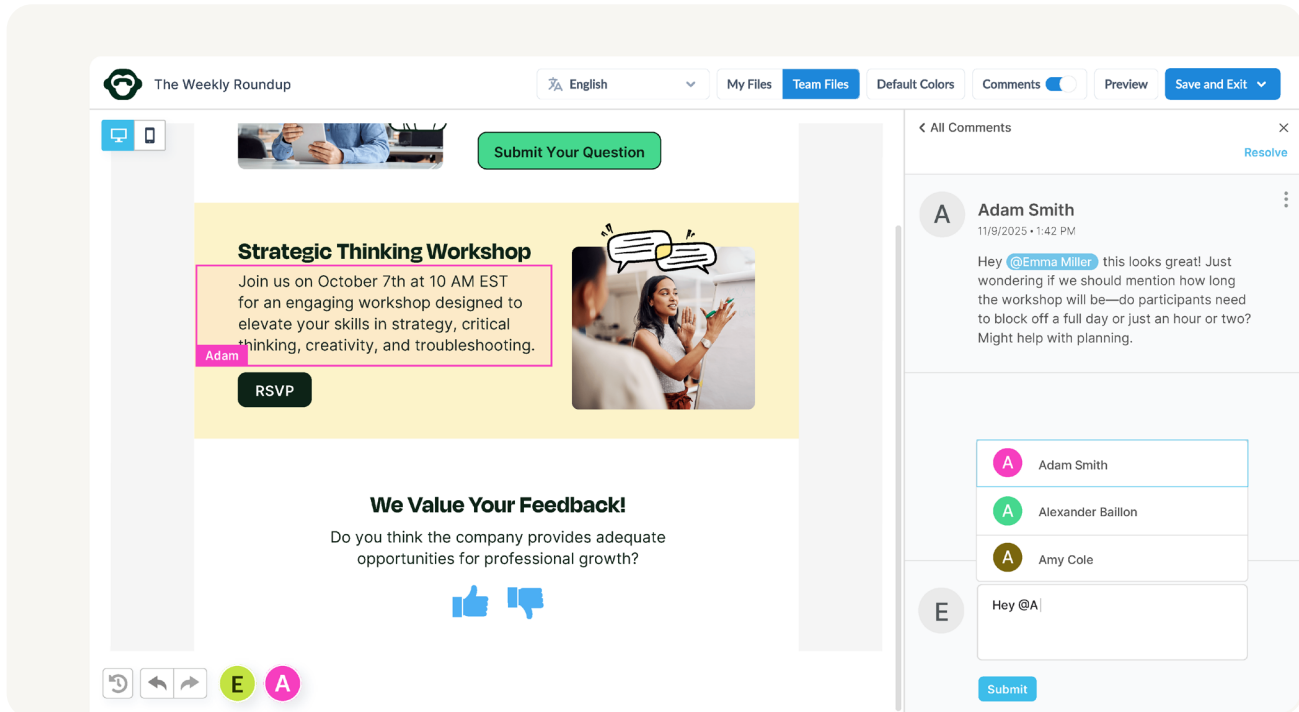
- Use ContactMonkey’s AI Writing Assistant to draft initial email content.
- Refine AI-generated drafts to match your organization’s tone and style.

## Collaborative Tools for Seamless Teamwork

Internal communications often involve multiple stakeholders. Use ContactMonkey’s collaborative email builder feature to streamline the content creation process. Teams can comment, edit, and finalize content in real-time.

### How to implement:

- Use ContactMonkey’s email builder for real-time co-editing and commenting.
- Assign tasks like content review or design adjustments within the platform.



ContactMonkey's Email Builder Collaboration Feature

## Centralized Communication Platforms

Consolidating tools fosters better coordination and ensures all team members stay aligned.

### How to implement:

- Integrate platforms like ContactMonkey with your existing communication platforms (e.g., Microsoft Teams, SharePoint).
- Use centralized dashboards to monitor campaign progress and performance.
- Encourage cross-departmental input on critical communications to ensure alignment.

## Tip #7: Build Better Brand Consistency

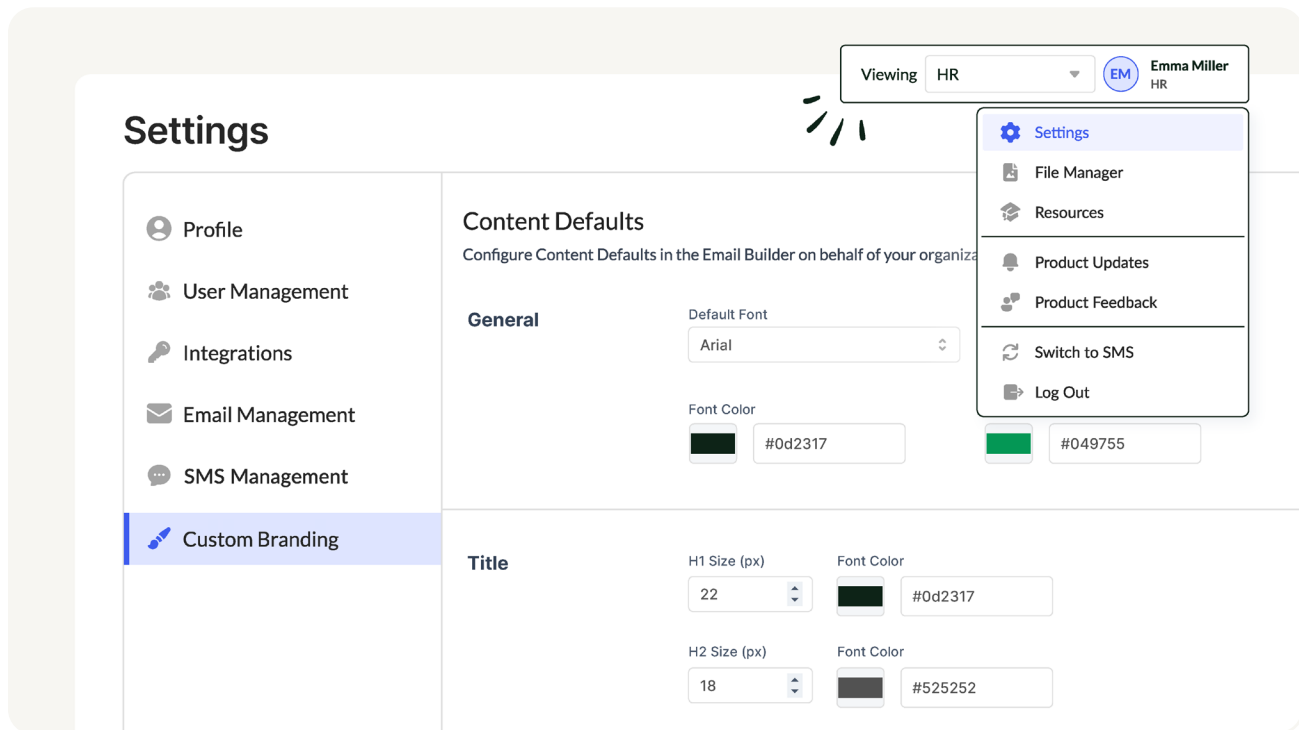
Consistent branding in internal communications reinforces trust and strengthens your company's identity. By maintaining visual cohesion and optimizing design for accessibility, you can ensure that your messages resonate with employees and reflect the professionalism of your organization.

### Custom Branding for Cohesion

Consistent branding across all communications strengthens your company's identity. Set default templates with company colors, fonts, and logos to ensure visual uniformity.

### How to implement:

- Use ContactMonkey to set up branded email templates with default settings for company font colors, logos, and layouts, ensuring visual consistency across all communications ensuring visual consistency.
- Ensure all departments use these templates for uniform communication.



ContactMonkey's Custom Branding Feature

## Visual Hierarchy for Easy Navigation

A clear visual hierarchy helps employees quickly find the most important information in your emails emails and content.

### How to implement:

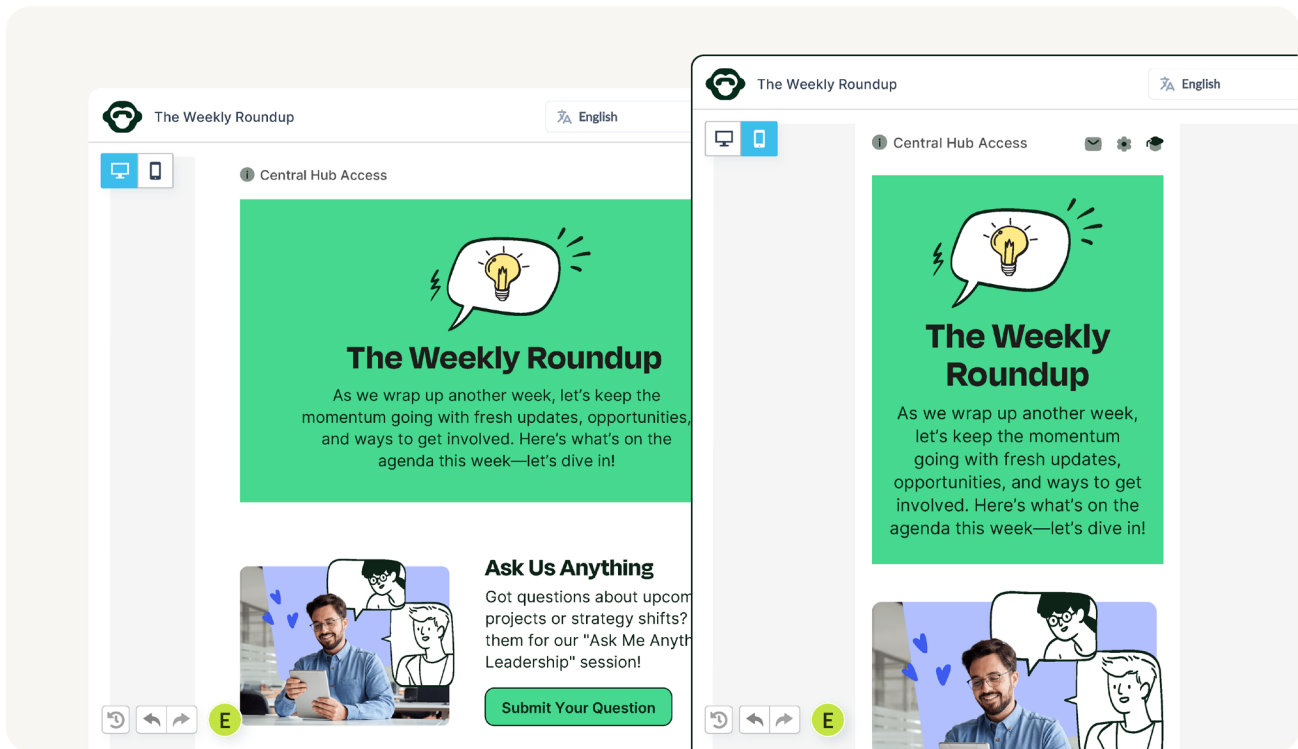
- Use bold headlines and subheadings to break up content into digestible sections.
- Highlight key information using contrasting colors or larger fonts.
- Place CTAs prominently to guide employees toward the intended action.

## Keep it Mobile-Friendly

As remote and deskless work rises, optimize emails for mobile. Ensure fonts are legible, and designs adapt seamlessly to smaller screens.

### How to implement:

- Use ContactMonkey to preview emails on mobile and desktop.
- Adjust font sizes (14pt+ for body text) and ensure CTAs are easily tappable.



ContactMonkey's Responsive Email Template Builder

## Tip #8: Consider Multinational Communication

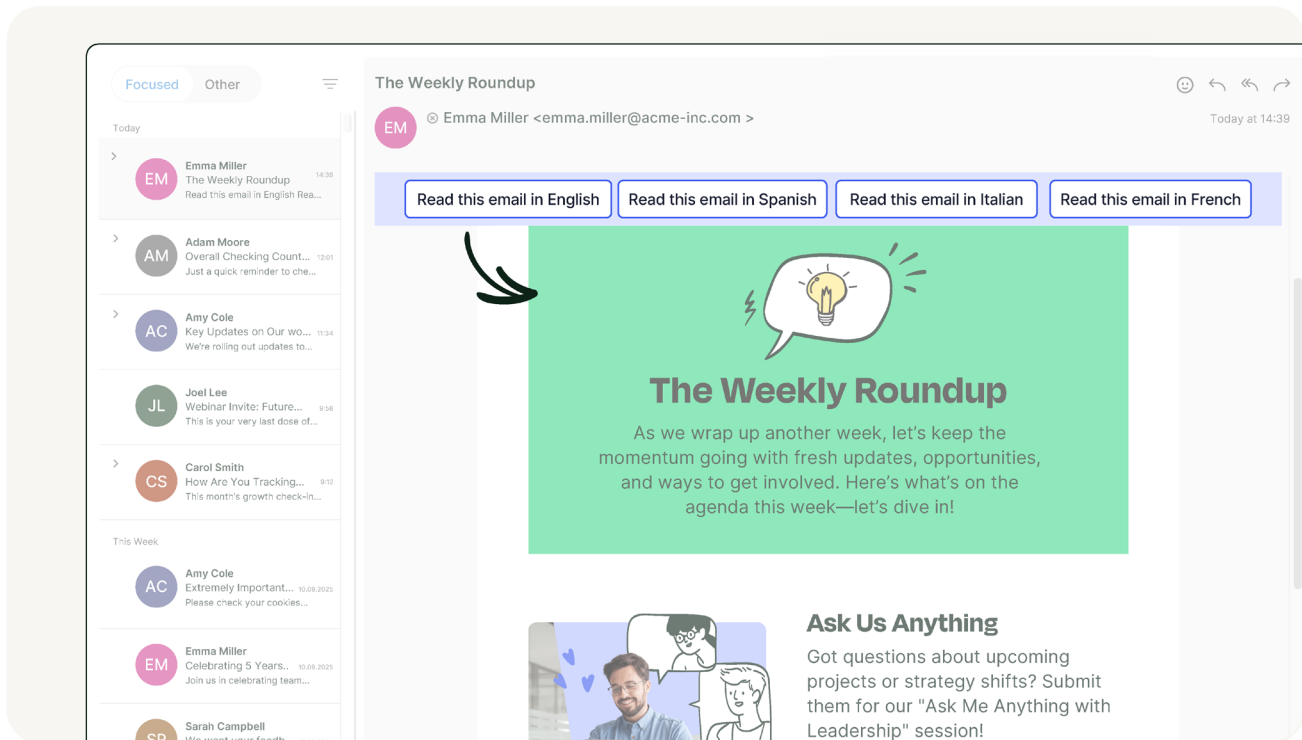
Reaching a global workforce requires thoughtful consideration of cultural diversity and language preferences. Effective communication fosters inclusivity, boosts engagement, and ensures employees feel valued no matter where they are.

### Multilingual Messaging for Inclusivity

Language is a key factor in making employees feel included. Providing communications in their preferred language helps build trust and eliminates barriers to understanding.

### How to implement:

- Use ContactMonkey's multilingual feature to create emails in multiple languages.
- Customize templates to reflect language-specific formatting like dates.
- Test translations to ensure they convey the intended tone and message.



ContactMonkey's Multilanguage Email Feature

## Localized Content for Cultural Relevance

Cultural sensitivity enhances employee engagement and demonstrates that your organization values diversity. Tailor your messages to reflect regional customs and traditions.

### How to implement:

- Adapt content to include regional holidays, local events, or cultural practices.
- Use visuals and examples that resonate with specific cultural contexts.
- Ensure timing is appropriate for different time zones and regional work schedules.

## Unified Branding with Local Flexibility

While localization is essential, maintaining consistent branding across all communications reinforces your company's identity and professionalism.

### How to implement:

- Use ContactMonkey to set up branded templates that incorporate local languages and design preferences.
- Ensure logo placement, fonts, and colors remain consistent while allowing for minor regional adaptations.
- Create guidelines for local teams to maintain uniformity and cultural relevance.



# Conclusion: A Year of Growth in Internal Communications

Our **2025 Internal Email Benchmark Report** reflects a year of evolution and progress in internal communications, showcasing marked improvements over the 2024 report. As organizations continue to prioritize data-driven strategies, these efforts have translated into measurable gains across key email performance metrics.

Here are the differences between 2024 and 2025's report findings:

- **Enhanced Interaction Metrics:** Improvements in read times are particularly noteworthy, with a 40% "read" rate in 2025, up from 37% in 2024. This indicates that emails are becoming more engaging and effective at holding employees' attention.
- **Expanded Data Scope:** The 2025 report analyzed 195,000+ email campaigns, a significant increase from 140,000+ in 2024. This broader dataset provides deeper insights across 20+ industries, helping communicators benchmark their performance more accurately.
- **Refined Best Practices:** The 2025 report includes new insights into leveraging AI tools, advanced segmentation, and improved collaborative email-building platforms. These strategies have empowered communicators to craft more targeted, impactful messages.

The 2025 report serves not only as a benchmarking tool but also as a testament to how incremental changes can drive significant results.

As internal comms continues to evolve, our **Internal Email Benchmark Report** will remain a cornerstone for organizations looking to stay ahead, refine their strategies, and foster stronger employee engagement. Here's to building on these successes in the year ahead!

— *The ContactMonkey Team*



ContactMonkey is the leading internal email software that elevates the design, data, and deployment of internal communications for growing businesses by integrating with Outlook or Gmail.

[contactmonkey.com](https://contactmonkey.com)

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