

Internal Email Benchmark Report 2022



Introduction

Email is a proven, reliable, and efficient channel for internal communications. With an internal email platform like ContactMonkey, emails can be tracked to accurately measure internal communications. With access to comprehensive and concrete email metrics internal communicators can assess the effectiveness of their efforts, and gain data to prove the ROI of employee communications.

To consistently maximize the effectiveness of employee communication through email, you should set realistic targets that can be the goal post of your internal communications strategy in 2022. But beyond one's own data, there is a wealth of information in the internal communications industry that can help you make your email communication more impactful and effective.

Yet, according to the [Gallagher State of the Sector 2021 report](#), 51% of internal communicators consider lack of technology and access to metrics as a barrier to measuring impact. Furthermore, 46% of internal communicators state that they lack benchmarking data to set realistic goals to evaluate their success. With these challenges in mind, we've built the Internal Email Benchmark Report.

In this report, we've collected and analyzed the data of over 43,000+ anonymized email campaigns sent through ContactMonkey's internal email platform to provide the most accurate internal email benchmarks for 18 key industries, across various company sizes.

**All data has been compiled from anonymised internal email campaigns sent via ContactMonkey*



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1. Key Overview

1.1 Email Campaigns Analyzed

43,000+

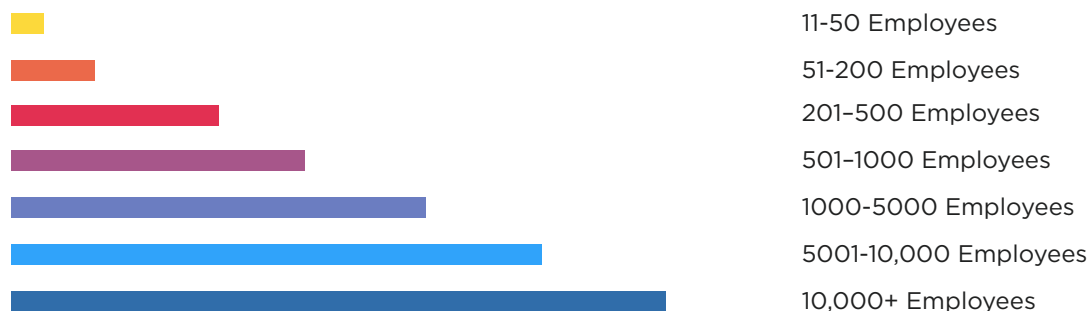
1.2 Industries Analyzed

18 Industries

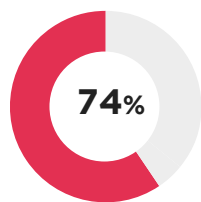
- | | |
|------------------------------|------------------------------|
| 1. Automotive | 10. Mining & Metals |
| 2. Construction | 11. Not for Profit |
| 3. Consumer Goods & Services | 12. Pharmaceuticals |
| 4. Education | 13. Real Estate |
| 5. Financial services | 14. Retail |
| 6. Food & Beverage | 15. Sports |
| 7. Government | 16. Technology |
| 8. Hospital & Healthcare | 17. Telecommunications |
| 9. Insurance | 18. Utilities, Oil, & Energy |

1.3 Employee Size

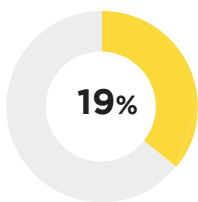
We analyzed companies of the following sizes:



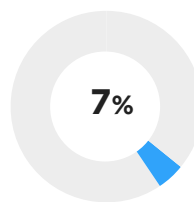
1.4 Email Platform Breakdown



Office 365
(Web Add-in)



Outlook Desktop
(non Office 365 COM Add-in)



Gmail

2. Email Metrics for Internal Communications

2.1 Average Email Open Rate

The average email open rate is the percentage of recipients who opened an email out of the total number of recipients.



70%



Highest open rate: **100%**

Lowest open rate: **29%**

2.2 Average Click Rate

The average click rate is the percentage of recipients who clicked on specific links in an email out of the total number of recipients.



7%



Highest click rate: **35%**

Lowest click rate: **2%**

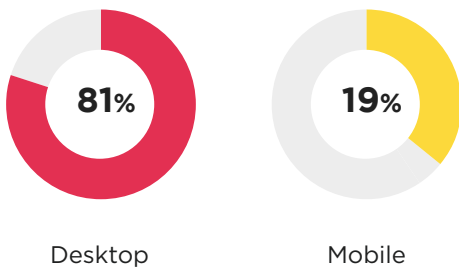
2.3 Average Click-to-Open Rate

The average click-to-open rate is the percentage of recipients who clicked on specific links in an email out of the total number of unique opens.



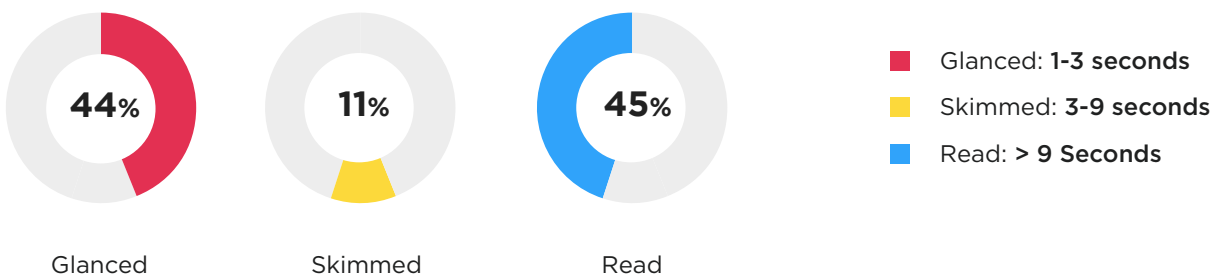
2.4 Desktop/Mobile Breakdown

Desktop/Mobile breakdown is a view of what device recipients are using to view emails. This is split between on a desktop or mobile device.



2.5 Read Time

Read time is the average time a recipient spends reading an email.



3. Email Metrics by Industry

3.1 Automotive

62%

Average
Open Rate

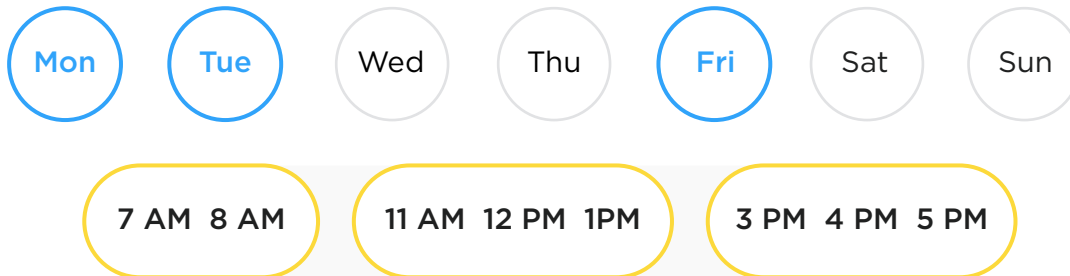
4%

Average
Click Rate

6%

Average
Click-to-Open Rate

Best Time and Day for Internal Emails:



3.2 Construction

69%

Average
Open Rate

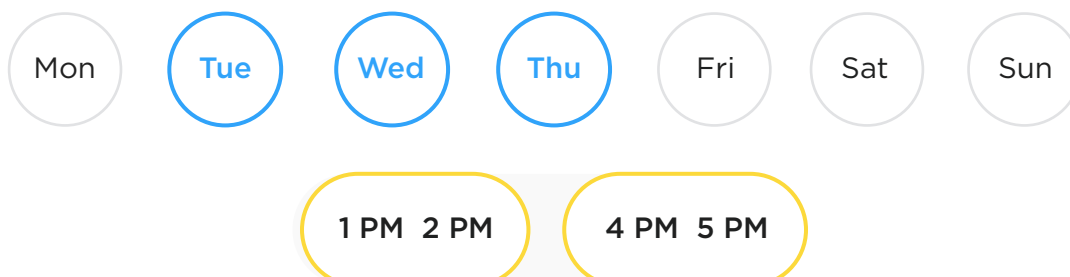
11%

Average
Click Rate

16%

Average
Click-to-Open Rate

Best Time and Day for Internal Emails:



3.3 Consumer

68%

Average
Open Rate

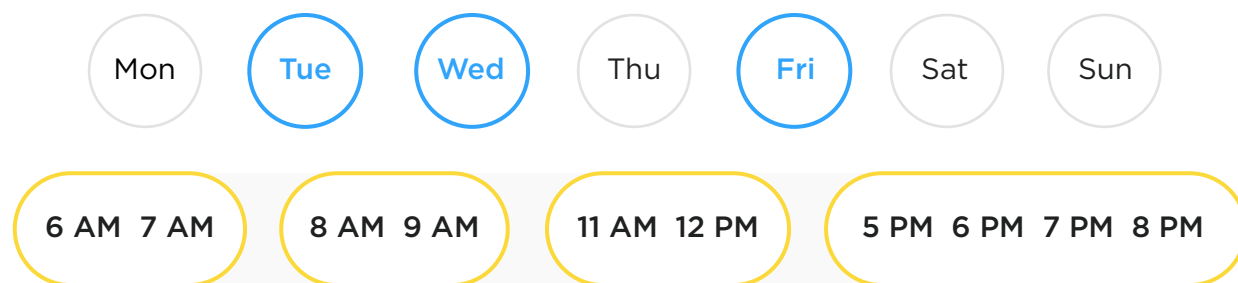
10%

Average
Click Rate

14%

Average
Click-to-Open Rate

Best Time and Day for Internal Emails:



3.4 Education

73%

Average
Open Rate

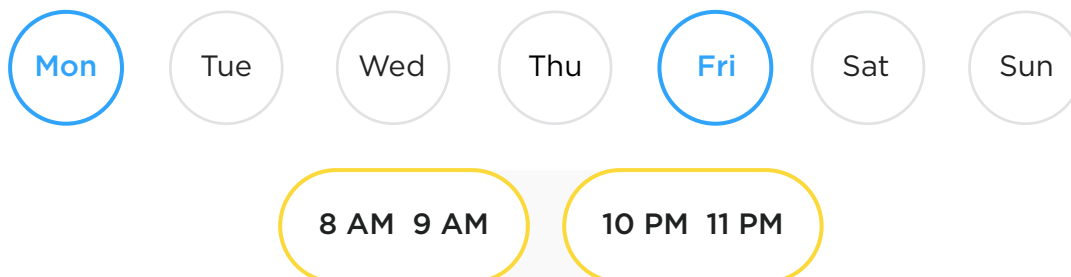
8%

Average
Click Rate

11%

Average
Click-to-Open Rate

Best Time and Day for Internal Emails:



3.5 Financial Services

97%

Average
Open Rate

10%

Average
Click Rate

11%

Average
Click-to-Open Rate

Best Time and Day for Internal Emails:

Mon

Tue

Wed

Thu

Fri

Sat

Sun

6 AM 7 AM 8 AM 9 AM 10 AM 11 AM

9 PM 10 PM 11 PM

3.6 Food & Beverage

53%

Average
Open Rate

3%

Average
Click Rate

6%

Average
Click-to-Open Rate

Best Time and Day for Internal Emails:

Mon

Tue

Wed

Thu

Fri

Sat

Sun

7 AM 8 AM 9 AM 10 AM 11 AM 12 PM 1 PM 2 PM 3 PM 4 PM 5 PM

3.7 Government

70%

Average
Open Rate

9%

Average
Click Rate

13%

Average
Click-to-Open Rate

Best Time and Day for Internal Emails:

Mon

Tue

Wed

Thu

Fri

Sat

Sun

4 AM 5 AM 6 AM 7 AM 8 AM 9 AM 10 AM 11 AM

1 PM 2 PM

6 PM 7 PM

3.8 Hospital & Healthcare

85%

Average
Open Rate

6%

Average
Click Rate

7%

Average
Click-to-Open Rate

Best Time and Day for Internal Emails:

Mon

Tue

Wed

Thu

Fri

Sat

Sun

4 AM 5 AM 6 AM 7 AM 8 AM

11 AM 12 PM

3 PM 4 PM 5 PM 6 PM

9 PM 10 PM

3.9 Insurance

91%

Average
Open Rate

11%

Average
Click Rate

12%

Average
Click-to-Open Rate

Best Time and Day for Internal Emails:

Mon

Tue

Wed

Thu

Fri

Sat

Sun

4 AM 5 AM 6 AM

10 AM 11 AM

7 PM 8 PM 9 PM

3.10 Mining & Metals

71%

Average
Open Rate

4%

Average
Click Rate

6%

Average
Click-to-Open Rate

Best Time and Day for Internal Emails:

Mon

Tue

Wed

Thu

Fri

Sat

Sun

7 AM 8 AM 9 AM 10 AM 11 AM

3 PM 4 PM 5 PM 6 PM

3.11 Not for Profit

53%

Average
Open Rate

9%

Average
Click Rate

18%

Average
Click-to-Open Rate

Best Time and Day for Internal Emails:

Mon

Tue

Wed

Thu

Fri

Sat

Sun

4 AM 5 AM 6 AM 7 AM

12 PM 1 PM 2 PM 3 PM 4 PM 5 PM 6 PM

3.12 Pharmaceuticals

82%

Average
Open Rate

3%

Average
Click Rate

3%

Average
Click-to-Open Rate

Best Time and Day for Internal Emails:

Mon

Tue

Wed

Thu

Fri

Sat

Sun

9 AM 10 AM 11 AM 12 PM 1 PM 2 PM 3 PM

3.13 Real Estate

63%

Average
Open Rate

7%

Average
Click Rate

10%

Average
Click-to-Open Rate

Best Time and Day for Internal Emails:

Mon

Tue

Wed

Thu

Fri

Sat

Sun

9 AM 10 AM 11 AM 12 PM 1 PM 2 PM 3 PM 4 PM 5 PM 6 PM

3.14 Retail

89%

Average
Open Rate

12%

Average
Click Rate

13%

Average
Click-to-Open Rate

Best Time and Day for Internal Emails:

Mon

Tue

Wed

Thu

Fri

Sat

Sun

7 AM 8 AM

1 PM 2 PM 3 PM 4 PM 5 PM

3.15 Sports

83%

Average
Open Rate

11%

Average
Click Rate

13%

Average
Click-to-Open Rate

Best Time and Day for Internal Emails:

Mon

Tue

Wed

Thu

Fri

Sat

Sun

10 AM 11 AM 12 PM 1 PM 2 PM

5 PM 6 PM 7 PM 8 PM

3.16 Technology

65%

Average
Open Rate

4%

Average
Click Rate

6%

Average
Click-to-Open Rate

Best Time and Day for Internal Emails:

Mon

Tue

Wed

Thu

Fri

Sat

Sun

7 AM 8 AM 9 AM

1 PM 2 PM 3 PM 4 PM 5 PM 6 PM 7 PM 8 PM 9 PM

3.17 Telecommunications

79%

Average
Open Rate

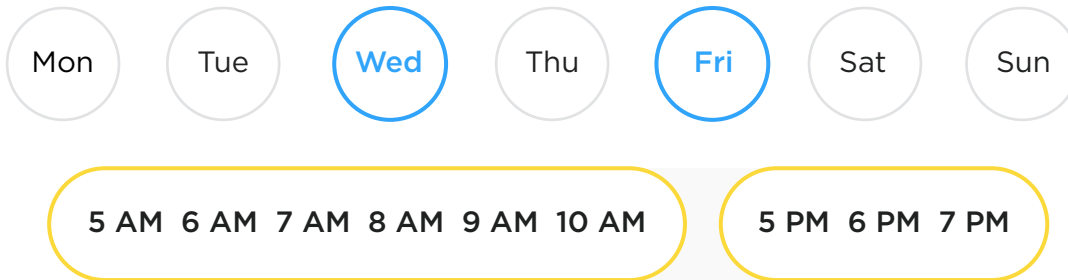
6%

Average
Click Rate

8%

Average
Click-to-Open Rate

Best Time and Day for Internal Emails:



3.18 Utilities

50%

Average
Open Rate

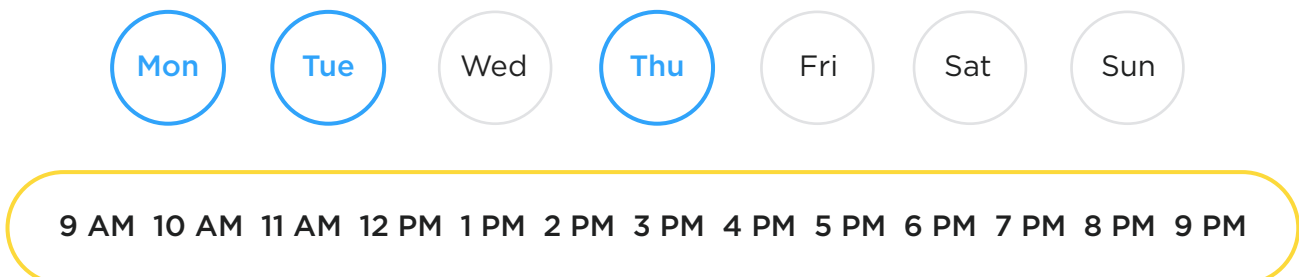
7%

Average
Click Rate

14%

Average
Click-to-Open Rate

Best Time and Day for Internal Emails:



4. Email Metrics by Employee Size

Employee Size	11-50	51-200	201-500	500-1000	1001-5000	5001-10000	10000+
Average Open Rate	51%	68%	72%	65%	68%	76%	69%
Average Click Rate	10%	12%	12%	15%	8%	7%	5%
Average Click-to-Open Rate	19%	18%	17%	23%	12%	10%	7%
Desktop	71%	71%	79%	82%	81%	85%	86%
Mobile	29%	29%	21%	18%	19%	15%	14%
Read Time of 1-3 seconds	40%	42%	39%	43%	44%	46%	45%
Read Time of 3-9 seconds	30%	10%	11%	11%	11%	11%	11%
Read Time of > 9 seconds	47%	48%	50%	46%	45%	43%	44%



5. Best Practices and Tips

5.1 Email Frequency

5.1.1 Don't over or under communicate

The ideal internal email frequency can be tricky to nail down. For some, increasing frequency has worked wonders; for others it has completely backfired. The right cadence for your employee newsletters depends on your internal communications goals, the rate of change at your company, number of employees, industry, and nature of work. Building your email frequency plan around these factors will help you identify whether weekly, monthly, quarterly, or event-based email communication fits your goals best. Once you have implemented a plan, it is crucial to collect employee feedback and analyze key email metrics to verify that it's working.

5.1.2 Consistency is key

Along with determining the ideal frequency of your emails, you should make sure you are communicating consistently. Consistent communication will help you build a stronger relationship with your employees over time. Having a consistent email cadence also means your employees will begin to expect the communication, and are therefore more likely to engage with it. If employees are in the habit of receiving a weekly newsletter on a specific day of the week, they'll start to look forward to receiving company updates and announcements on that day.



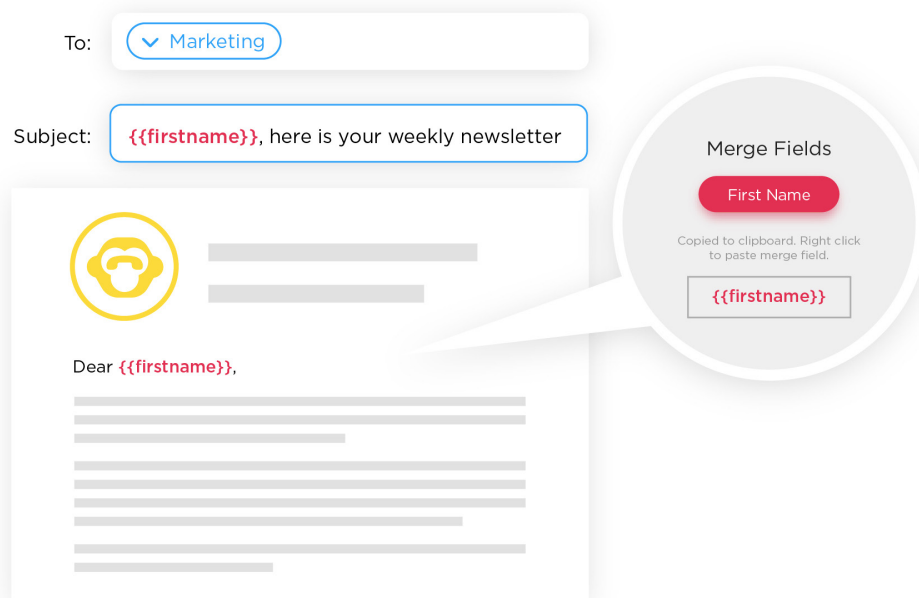
5.2 Improving Open Rates

5.2.1 Captivating subject lines

Your email subject line is the first component of your internal communication an employee sees. Open rates will largely depend on whether your subject lines have captured the attention of the recipient. Here's a few tips on how you can create a captivating internal email subject line:

Personalization: Personalizing subject lines help increase open rates by 26%. Seeing one's name immediately captures attention and creates a sense of belonging.

Here's how ContactMonkey makes it easy to personalize your internal email subject lines using Merge Fields:



Create a sense of urgency: Use words that make it impossible for a recipient to ignore the email. Words like “now” or “fast” imply a deadline and compel recipients to open the email.

Be specific: If employees are inundated with emails, they will overlook cryptic subject lines that don't mean much to them. Use specific subject lines that explicitly highlight the content of the email. Assuming your email content is relevant to the recipients, a specific subject line is more likely to pique their interest.

Character count: Our advice is to keep your top email subject lines to no more than 42 characters. This ensures that your messages won't get cut off in mobile inboxes!

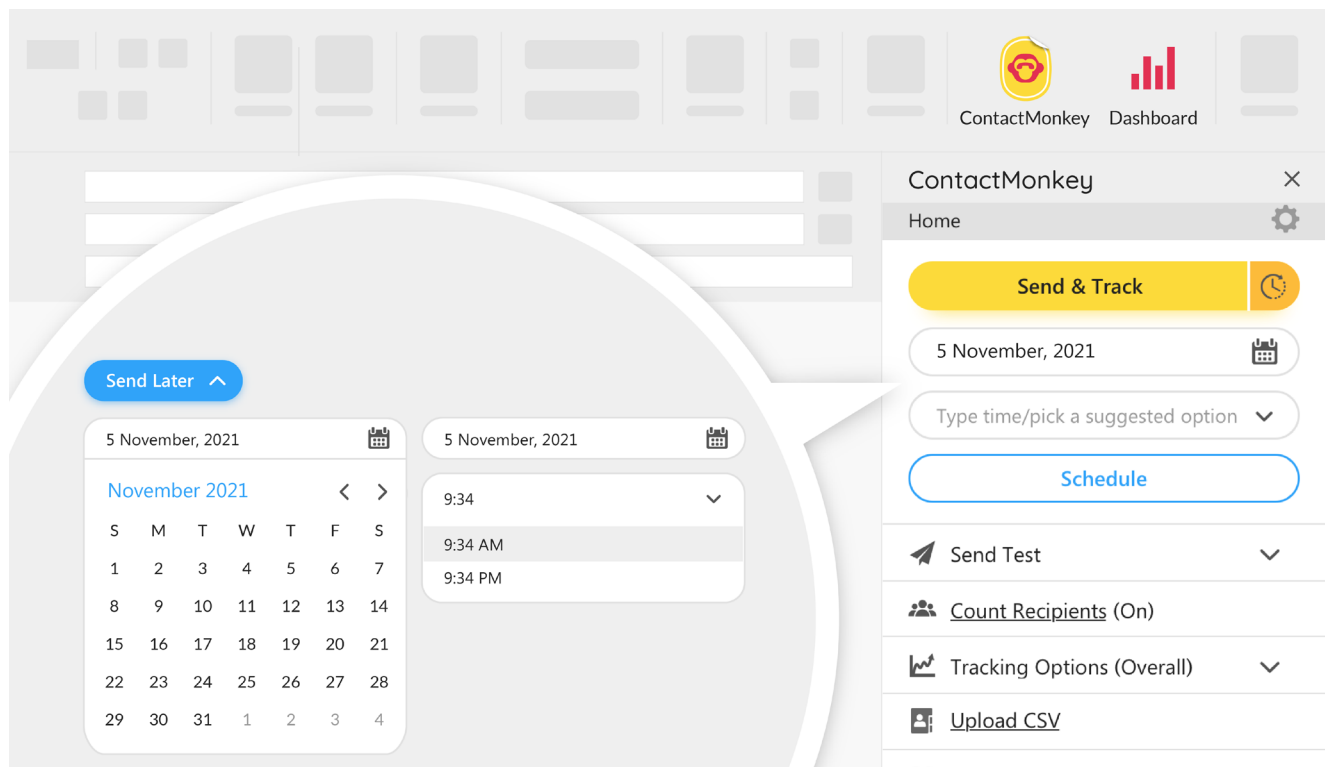
Use emojis: Using emojis in your email subject line can increase your email open rate by 29% —they are extremely effective in capturing your audience's attention.

5.2.2 Identify best time and day to send

Emails should not be sent on an ad-hoc basis if you truly want them to work. In order to have a consistent communication strategy, schedule emails so they reach your employees at the perfect time.

As highlighted in this report, there are certain days and times that promise stronger email open rates, depending on your industry. You should also consider the different time zones of your various office locations.

Here's how you can easily schedule emails using ContactMonkey:



5.2.3 Segment your email lists

List segmentation involves dividing your email recipients into targeted segments based on a pre-decided set of criteria. In internal communications, segmentation is often based on department, location, or company hierarchy. This helps you deliver more personalized and relevant content to your employees, at the ideal time.

With ContactMonkey, you can use Segmented Email Stats to gain more granular insights on your email campaign based on Department, Title, and Location. This will help further refine your email communication approach.

The screenshot displays the ContactMonkey interface. At the top, there's a navigation bar with the ContactMonkey logo, a 'Campaigns' tab, and a user profile dropdown labeled 'Your Name Organization'. Below this, the 'Campaign Overview' section shows the campaign name 'Weekly ContactMonkey Newsletter'. A tabbed interface allows switching between 'Data Overview' and 'Segmented Email Stats', with the latter being the active tab. Under the 'Segmented Email Stats' tab, a dropdown menu titled 'Choose A Segment Below' is open, showing options: 'Department' (selected), 'Title', and 'Office Location'. Below the dropdown is a table with four columns: 'Segment', 'Recipients', 'Open % (Unique Opens) ↓', and 'Click % (Unique Clicks) ↓'. The table lists five segments: Marketing, Sales, Product, Customer Success, and HR, each with corresponding recipient counts, open rates, and click rates.

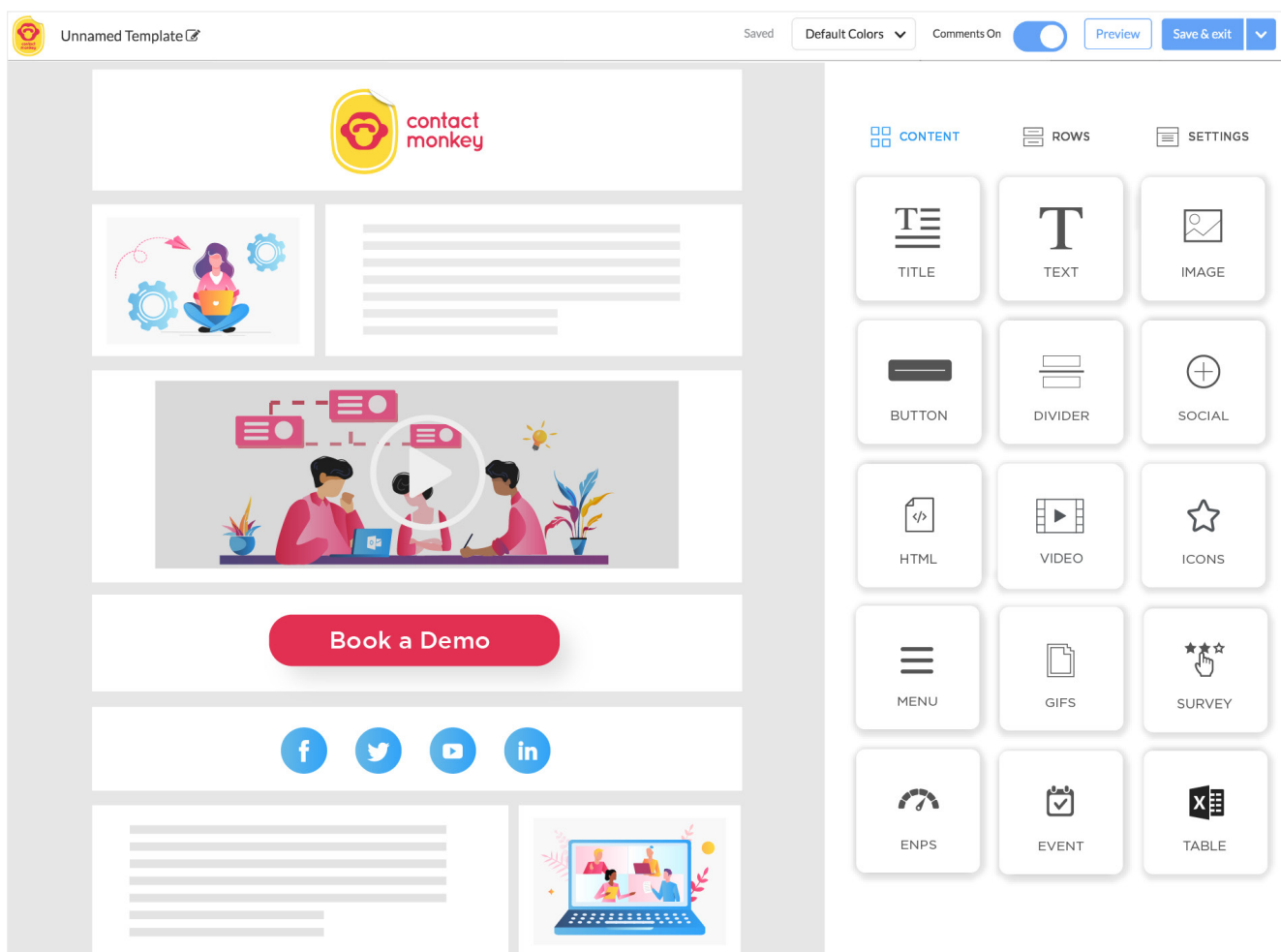
Segment	Recipients	Open % (Unique Opens) ↓	Click % (Unique Clicks) ↓
Marketing	234	60% (140)	6% (14)
Sales	1092	52% (568)	10% (109)
Product	897	45% (404)	8% (72)
Customer Success	421	43% (181)	17% (71)
HR	145	34% (49)	4% (6)

5.3 Improving Click Rates

5.3.1 Design beautiful layouts

Beautiful, responsive email designs are the cornerstone of an effective internal communications strategy. Email design is a great way to showcase your brand personality and company culture to your workforce. Custom branding is especially impactful now that most employees work remotely and don't have the opportunity to experience work culture at the office. It's also a great way to create a common experience for a workforce spread across different geographies.

That being said, designing effective layouts also has a direct impact on email engagement. Your layout should be clean, easy to navigate, mobile-friendly, and should successfully highlight the important engagement elements of your email content. This will not only increase clicks and create a seamless user experience for employees, but also encourage them to engage with future internal emails.



5.3.2 Include engaging content and elements

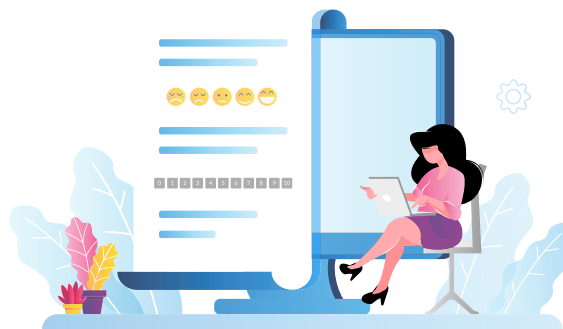
Relatable content: Just like marketers, internal communicators need to recognize the interests and priorities of their audience—the employees. The content of your emails needs to be relatable. If employees do not find the communication they receive applicable, they will stop opening or engaging with your newsletters. This makes it harder to achieve your internal communications goals of maintaining consistent communication, building a dialogue with your workforce, and receiving candid employee feedback.

Shareable content: One of the best ways to amplify your reach is to include shareable content in your newsletters. When you include relatable content in your newsletters, make sure your employees can easily share the content they like. Use prominent buttons and social media share icons so employees immediately know how to share engaging content. Also, with 19% of employees accessing emails on their phones, it is key to ensure your emails are mobile-friendly.

[Bonus: Get our free newsletter content ideas tipsheet](#)

5.3.3 Drive a two-way conversation

Candid employee feedback: A common challenge cited by internal communicators is difficulty gathering honest employee feedback. This might be the biggest measurement hurdle, as the true measure of successful internal communications is how it makes your employees feel. There are several reasons why genuine employee feedback is difficult. Maybe your employees don't feel confident expressing their views. Enabling anonymous feedback is a solution to that. Another reason could be that employees lack the patience to respond to questionnaires or long surveys. Including rating scales like emoji reactions or star ratings in your emails is a quick way to capture feedback, and it requires little time and effort from employees.



Anonymous Comments

Thank you for your response!

Question: How would you rate your overall workplace experience?

You voted 4 stars out of 5.

★★★★☆

[Click here to change your vote](#)

Please leave a comment below:

PS. All feedback is anonymous

[Submit](#)

Emoji Reactions & Ratings

Unnamed Template

Saved Default Colors Comments On Preview Save & exit

Weekly Newsletter

Surveys

- Thumbs Up
- Thumbs Up/Down
- Yes/No
- Star Rating
- Emoji Rating

What do you think about this newsletter?

Embed a Survey

Select a Survey

CONTENT ROWS SETTINGS

TITLE TEXT IMAGE

BUTTON DIVIDER SOCIAL

HTML VIDEO ICONS

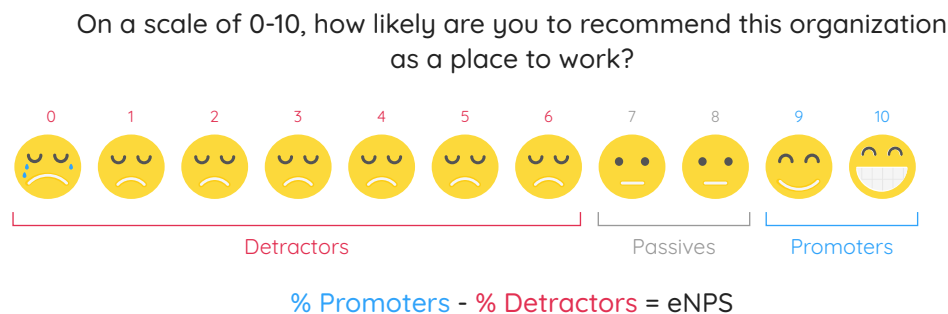
MENU GIFS SURVEY

ENPS EVENT TABLE

Pulse surveys: Annual employee surveys are commonplace at organizations. These long-form questionnaires are useful in assessing the performance of your long-term strategy, but there is a lot that can get missed over the course of a year. As you go through organizational changes, introduce new initiatives or training, announce internal or external news, and monitor employee sentiment in real time.

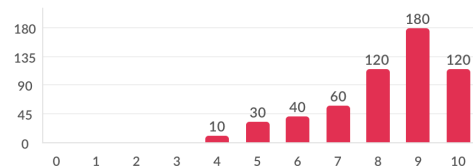
Pulse surveys are short surveys, which usually take under 5 minutes to complete. They can be used multiple times all year long to gauge how employees feel about a particular event. Pulse surveys are likely to garner a higher number of responses, and they also enable you to adapt your strategy based on real-time employee feedback.

eNPS: Employee Net Promoter Score (eNPS) is a metric used to measure your employees' level of engagement. An eNPS survey asks employees to respond to an engagement-related question using a scale of zero to ten. With ContactMonkey, you can easily embed eNPS into your email newsletters and receive summarized insights on current employee engagement levels in your company.



Employee NPS

Question: On a scale of zero to ten, how likely are you to recommend ContactMonkey to friends or family as a place to work?



40
Employee NPS

54%
Promoters

32%
Passives

14%
Detractors

Detractors (0-6): 80 (14%)

Passives (7 and 8): 180 (32%)

Promoters (9 and 10): 300 (54%)

Employee NPS = 54% (Promoters) - 14% (Detractors) = 40

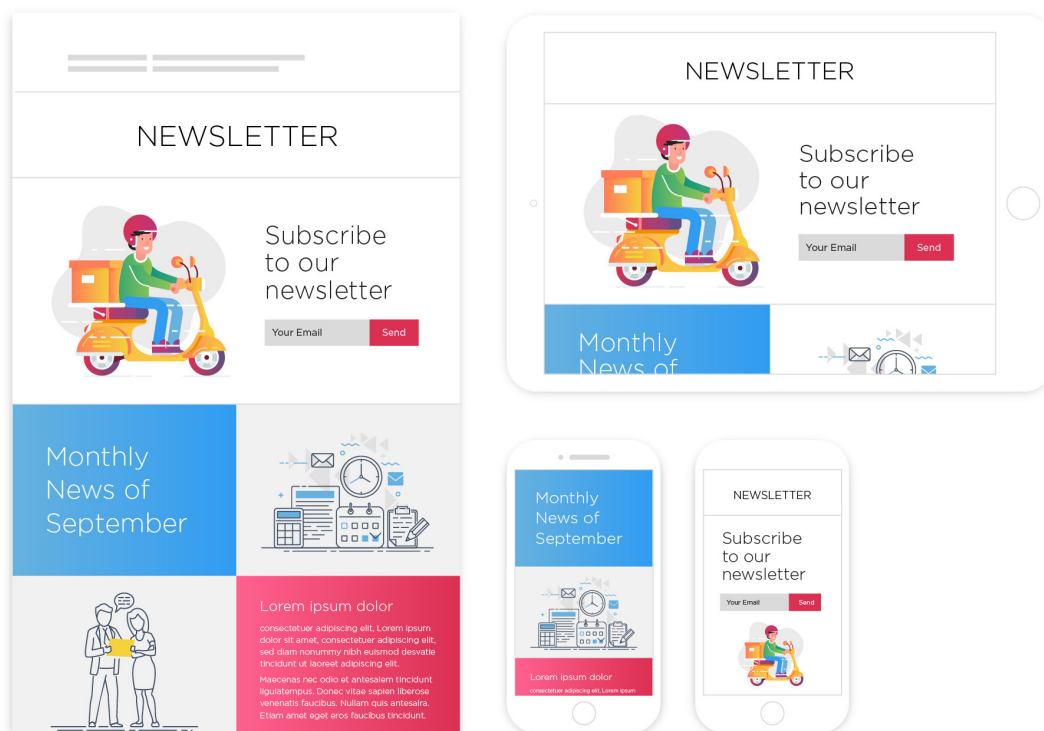
Comments ▾

5.4 Other Best Practices

5.4.1 Mobile-friendly communication

With the rise of remote work and the deskless workforce, more employees are accessing company emails on their mobile phones. Creating mobile-friendly email newsletters creates a better user experience for readers and will help improve internal email engagement and performance.

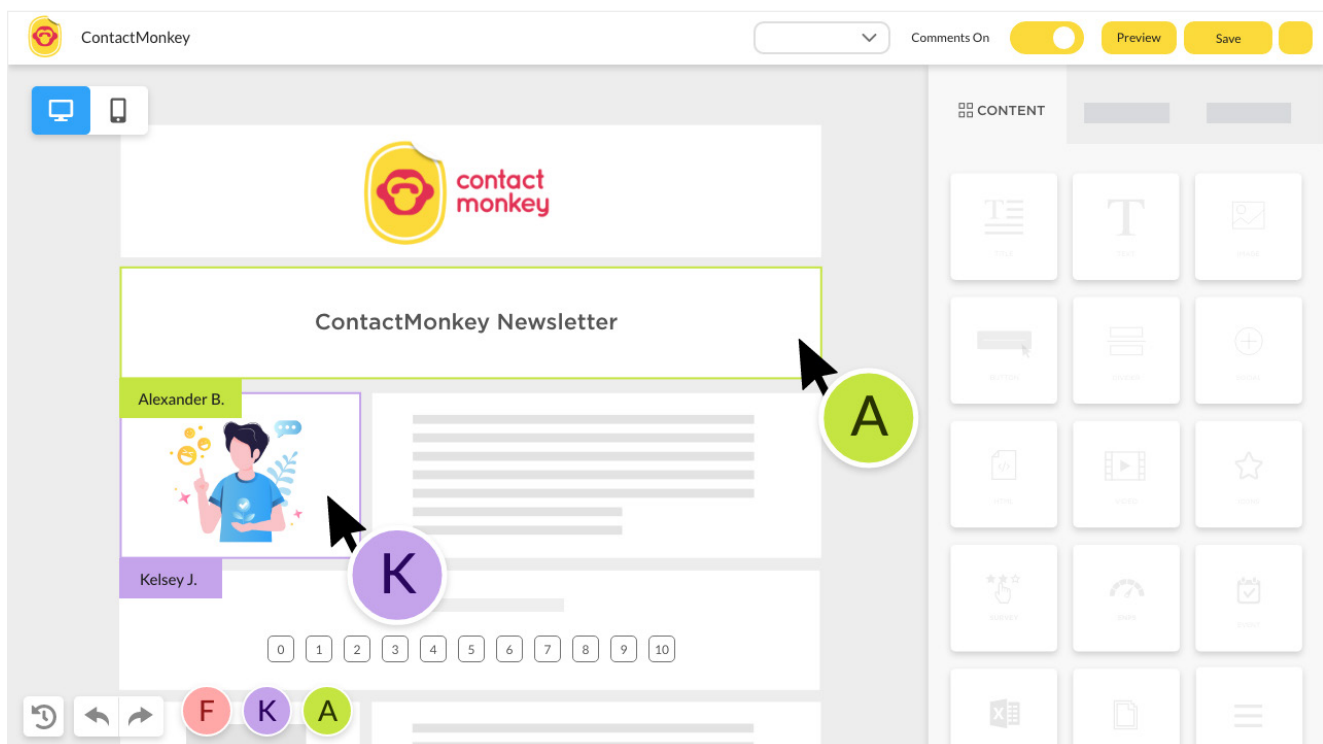
With ContactMonkey, you can have complete control over email design for mobile. You can view and edit email newsletters as they appear on mobile devices, switch between desktop and mobile view while building employee emails, hide elements from displaying on a particular device, toggle between the hidden and original previews, and see how mobile-specific settings affect content.



5.4.2 Team collaboration

Make sure all team members are aligned on the content and communication being disseminated across the organization.

With many teams still working remotely, keeping them on the same page can be difficult. ContactMonkey enables team members to build and access shared email templates. Teammates can also work on an email template simultaneously and view changes being made in real-time. This helps to collaborate easily, and ensures everyone is on the same page.



5.4.3 Custom branding

Create on-brand content to strengthen your employer brand and communicate your company culture to employees. ContactMonkey's Custom Branding feature enables you to set default colors, fonts, and text box padding on behalf of the organization. This helps overcome the challenge of visual inconsistencies in emails created by different team members across the company.



Settings

> Timezone

> File Manager

> Notifications

> Email Collaboration

> Custom Branding

- General

Default font

Font size (px)

Font color

- Title

H1 font size (px)

H1 font color

- Button

Button color

Text color

Save

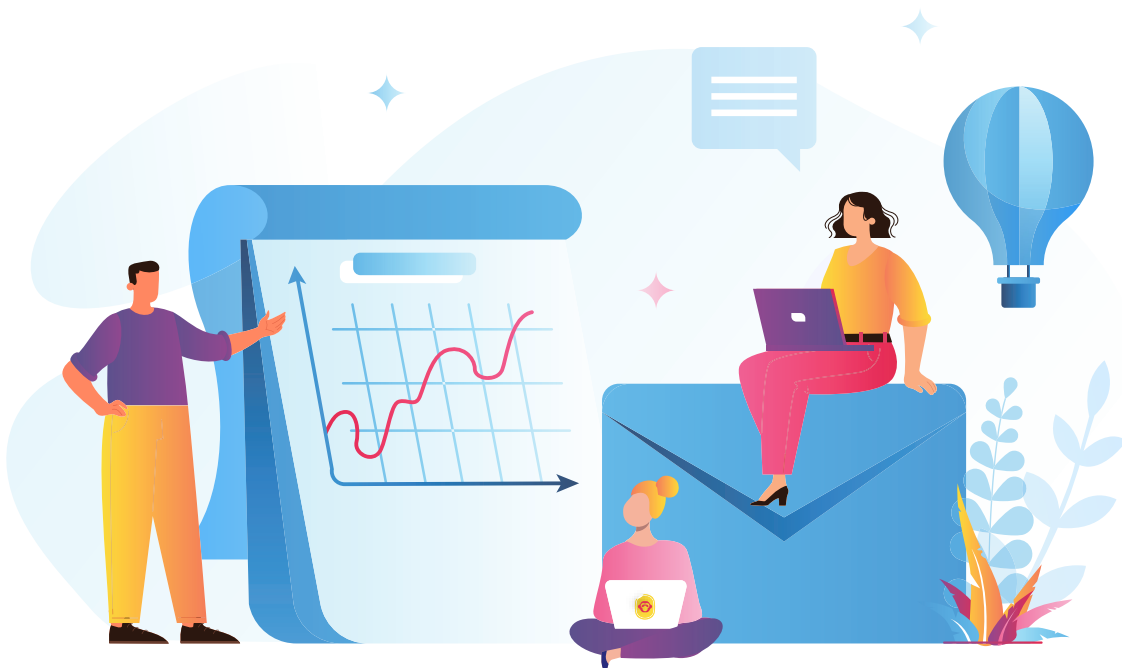
6. Conclusion

While internal communicators experiment with a variety of channels, it is clear that email will remain a constant component of most communication plans. However, it can be challenging to devise an effective email strategy without the right input. The key to successful internal communications is having access to vital metrics, along with useful insights.

As this report highlights, email performance varies across industries and company sizes. A closer look at the data makes it evident that a winning internal email strategy doesn't have a one-stop-shop solution. Understanding employee preferences and behaviors in the context of your organization needs to be a continuous process in order to nail your internal email performance. Collecting feedback from employees and relying on research and best practices is an important supplement to informative analytics.

When it comes to improving open rates, click rates, and overall employee engagement, make sure you test different tactics and best practices to build a results-focused email communication plan for 2022.

We hope this sets you up for success!





About ContactMonkey

ContactMonkey is an internal communications and employee engagement tracking solution that integrates into Outlook and Gmail inboxes. We built our tool to help internal communicators transform employee newsletters into a two-way communication channel.

Use ContactMonkey to create, send, track, and measure employee feedback and the effectiveness of your corporate communications.

**Interested in learning more about how
ContactMonkey can help you drive employee
engagement from your inbox?**

[Book a Call](#)