

Benchmarks by Industry (small to medium size businesses)

Open	Open rate (%)	Clickthrough rate (%)	Soft Bounce	Hard Bounce	Unsub
Agriculture and Food Services	25.17%	3.21%	0.62%	0.48%	0.29%
Architecture and Construction	25.06%	2.98%	1.56%	1.16%	0.37%
Beauty and Personal Care	18.96%	2.14%	0.44%	0.44%	0.33%
Business and Finance	21.36%	2.75%	0.72%	0.60%	0.24%
Computers and Electronics	21.27%	2.32%	1.08%	0.75%	0.30%
Construction	22.64%	1.97%	1.68%	1.34%	0.45%
Consulting	19.63%	2.37%	0.96%	0.75%	0.29%
Creative Services/Agency	22.65%	2.74%	1.12%	0.91%	0.36%
Daily Deals/E-Coupons	13.87%	1.81%	0.13%	0.09%	0.10%
Education and Training	21.96%	2.75%	0.58%	0.50%	0.20%
Entertainment and Events	21.56%	2.37%	0.53%	0.44%	0.28%
Gambling	17.10%	3.23%	0.38%	0.47%	0.16%
Games	21.41%	3.36%	0.48%	0.51%	0.24%
Government	26.26%	3.62%	0.51%	0.42%	0.13%
Health and Fitness	22.47%	2.81%	0.47%	0.48%	0.38%
Home and Garden	24.60%	3.77%	0.64%	0.45%	0.38%
Insurance	20.60%	2.14%	0.76%	0.83%	0.24%
Legal	22.73%	2.97%	0.79%	0.68%	0.22%
Marketing and Advertising	18.31%	2.06%	0.81%	0.66%	0.29%
Media and Publishing	22.26%	4.62%	0.30%	0.20%	0.12%
Medical, Dental, and Healthcare	22.68%	2.49%	0.79%	0.80%	0.30%
Mobile	19.75%	2.18%	0.63%	0.67%	0.38%
Music and Musicians	22.99%	2.93%	0.63%	0.47%	0.29%
Non-Profit	25.25%	2.84%	0.52%	0.43%	0.19%
Other	23.33%	2.95%	0.84%	0.66%	0.28%
Pharmaceuticals	20.06%	2.60%	0.78%	0.73%	0.22%
Photo and Video	26.37%	3.87%	0.77%	0.66%	0.41%
Politics	22.84%	2.35%	0.47%	0.43%	0.21%
Professional Services	20.89%	2.63%	0.92%	0.73%	0.30%
Real Estate	21.52%	1.98%	0.69%	0.59%	0.32%
Recruitment and Staffing	20.17%	2.30%	0.56%	0.59%	0.31%
Religion	26.35%	3.29%	0.21%	0.18%	0.12%
Restaurant	21.79%	1.30%	0.25%	0.21%	0.27%
Retail	21.44%	2.65%	0.40%	0.34%	0.29%
Telecommunications	21.41%	2.49%	1.20%	0.94%	0.28%
Travel and Transportation	20.65%	2.30%	0.69%	0.51%	0.24%
Vitamin Supplements	17.45%	1.92%	0.39%	0.28%	0.27%