

Benchmarks by Industry (small to medium size businesses)

Industry	Open rate (%)	CTR % based on Delivered Qty)
Automotive	15.32%	0.94%
Beauty and Personal Care	13.68%	1.15%
Business and Finance	9.87%	0.75%
Computers and Electronics	10.52%	0.81%
Construction	11.37%	1.01%
Daily Deals/E-Coupons	7.34%	0.55%
Education and Training	15.71%	0.77%
Entertainment and Events	10.35%	0.82%
Gambling	11.08%	0.91%
Games	7.63%	0.53%
Health and Fitness	8.47%	0.72%
Home and Garden	8.29%	0.63%
Insurance	9.55%	0.78%
Medical, Dental, and Healthcare	18.28%	1.02%
Non-Profit	9.64%	1.19%
Other	8.30%	0.89%
Pharmaceuticals	8.59%	0.61%
Professional Services	9.33%	0.69%
Real Estate	8.06%	0.64%
Restaurant	13.78%	1.09%
Retail	14.03%	1.24%
Telecommunications	11.23%	0.87%
Travel and Transportation	13.37%	8.23%
Vitamin Supplements	8.66%	0.56%
Utility	7.72%	0.65%