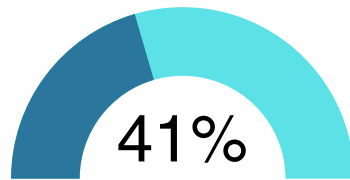# Email Marketing Services Performance Report

Average Open Rate

Our nonprofit client achieved a 41% open rate in 2024, significantly surpassing the industry standard of 20-30%.

41%

Average Number of Link Clicks to Event Tickets/Fundraisers Per Email

80-100

link clicks per email

Turning Research into Revenue

Using our data-backed research methods, we help our clients turn email engagement into ticket sales, donations, increased website/social traffic & more!

Summary

In 2024, our email marketing campaigns for a nonprofit client consistently exceed industry benchmarks, achieving a **41% average open rate** (well above the nonprofit average) and a **high click rate** that drives meaningful engagement.

We use audience insights, data analysis, and testing to optimize each campaign, including but not limited to:

- **Subject Line Optimization:** Research-backed keywords & A/B testing for higher open rates
- **Content Strategy:** Data-driven email copy & visuals tailored to audience preferences
- **Segmentation & Targeting:** Personalized messaging to boost engagement
- **Call-to-Action (CTA) Testing:** Refining CTA placement & language for higher conversions
- **Performance Analysis:** Tracking & adapting based on real-time results