9 Target Rates for Your Next Email Campaign

By now you've read our blog, *9 Email Statistics You Shouldn't Ignore*. But how are you supposed to memorize all of those stats while hard at work on your next campaign? With our printable PDF memory Cheat Sheet, you don't have to! Granted, many of these numbers vary by industry, but they're helpful benchmarks of what to aim for. Remember: there's no magic pixie dust in email delivery. But there *are* cheat sheets!

METRIC	TARGET
Deferral Rate	*Under* **5%**
Throttle Rate	*Under* **50%**
Bounce Rate	*Under* **2%**
Open Rate	**10% to 21%**, *depending on industry*
Click-through Rate	*At least* **0.5% to 3%**, *depending on industry*
Click to Open Rate	*At least* **5% to 15%**, *depending on industry*
Spam Complaint Rate	**0.1%** *or less*
Unsubscribe Rate	**0.05% to 0.3%** *or less, depending on industry*
Weighted Inbox Rate	*At least* **95%**

WHAT OUR CLIENTS ARE SAYING

"I am extremely happy with both the software and the service. **We're sending at least three times faster** than we did with our previous email platform. The software is extremely easy to use and the service we've received is amazing."

VP, Six Flags Entertainment

Six Flags

DELIVER EMAIL SMARTER

GreenArrow is battle-tested email delivery software combined with monitoring services that are designed to maximize your email sending success. **Learn more by scheduling a live demo.**