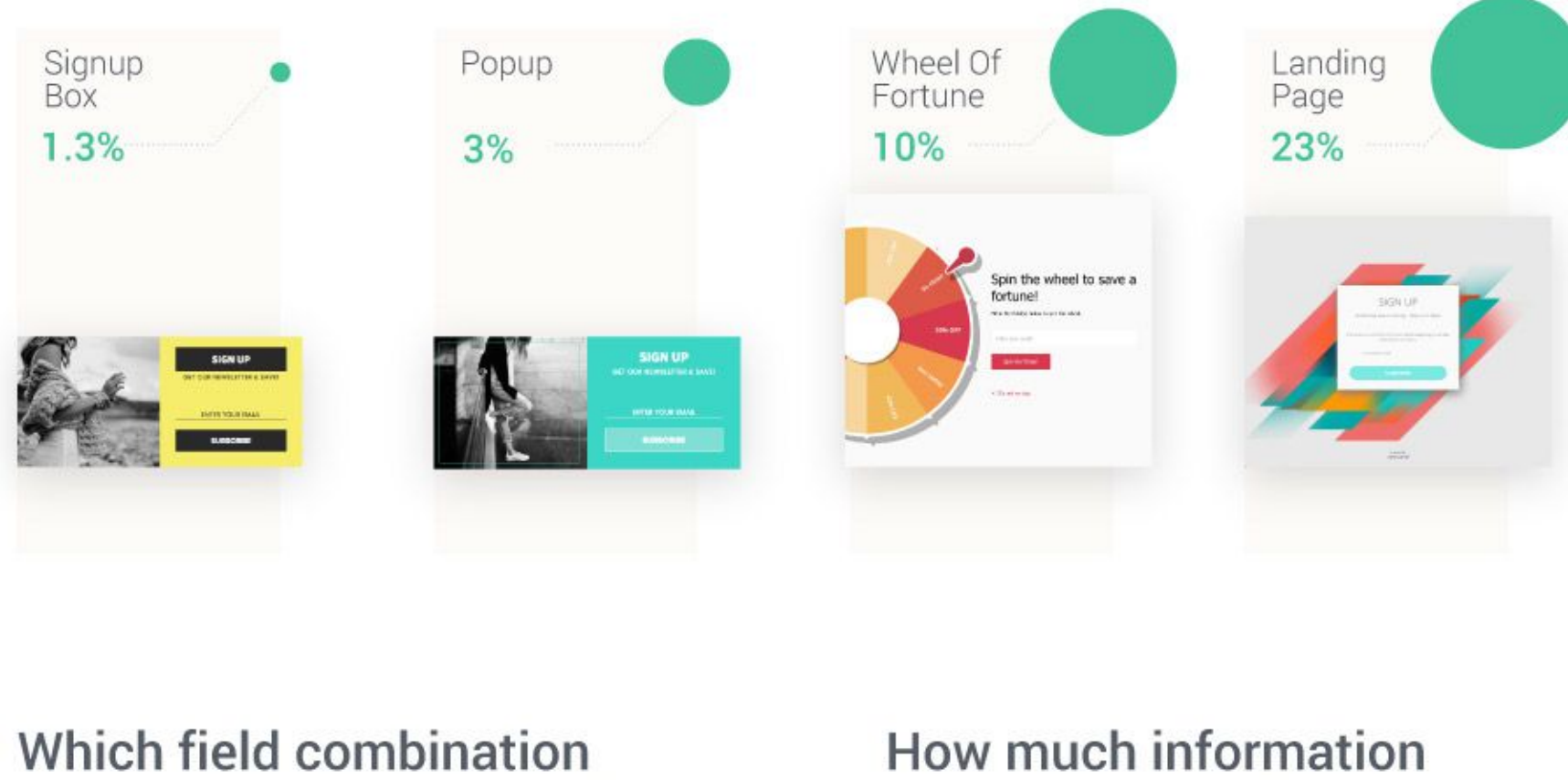


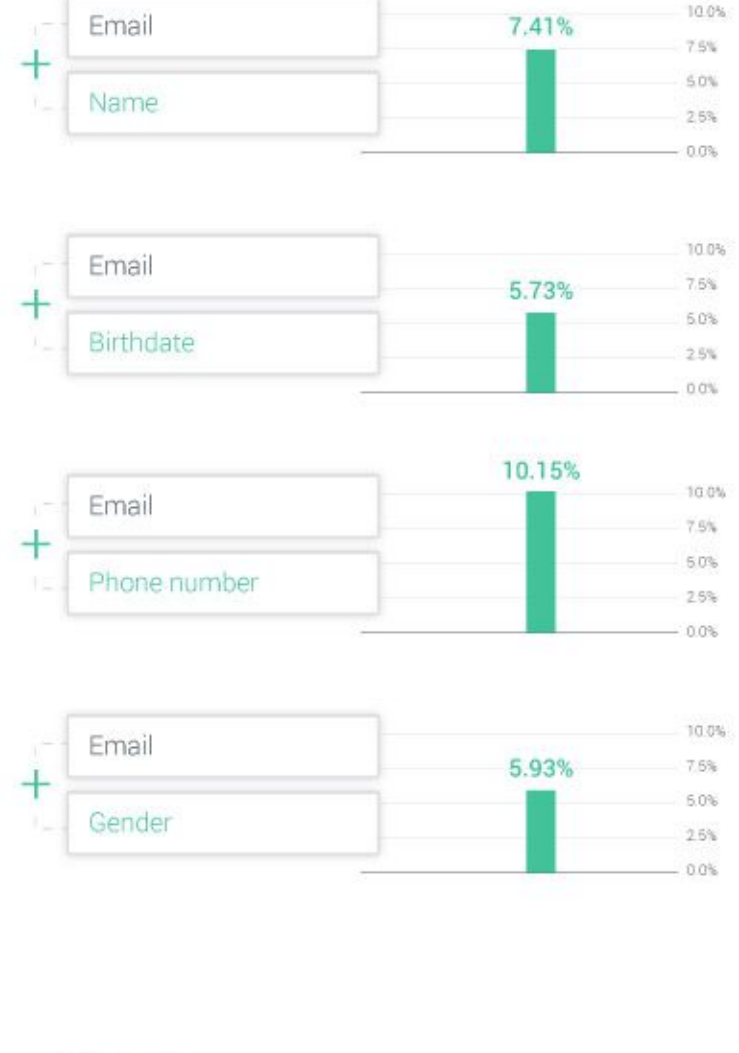
Ecommerce email marketing statistics

1 List Building

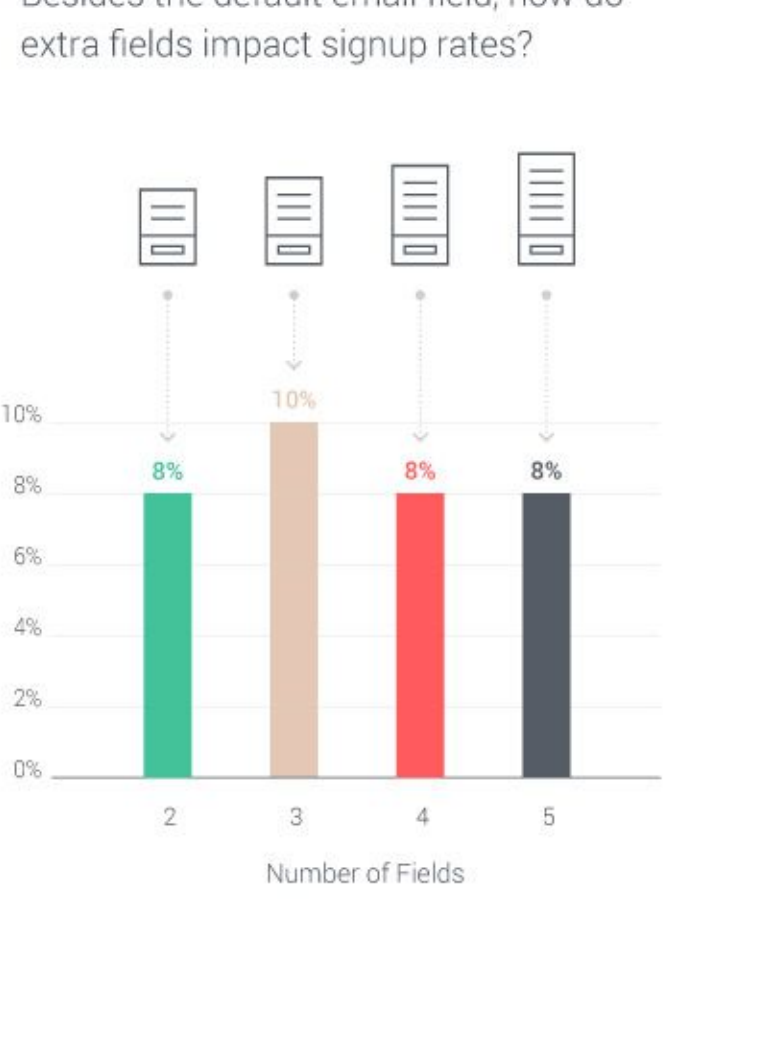
Which signup form works the best?



Which field combination has the best signup rate?



How much information should you ask for on your signup forms?



2 Campaigns

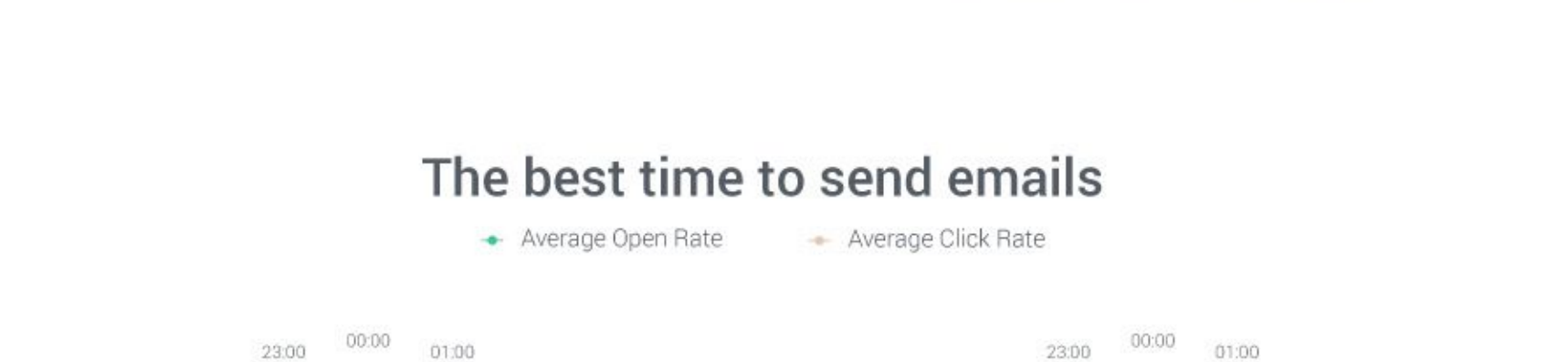
Omnisend segmentation vs average segmentation data

Omnisend's clients had better open, click and revenue rates for their segmented campaigns

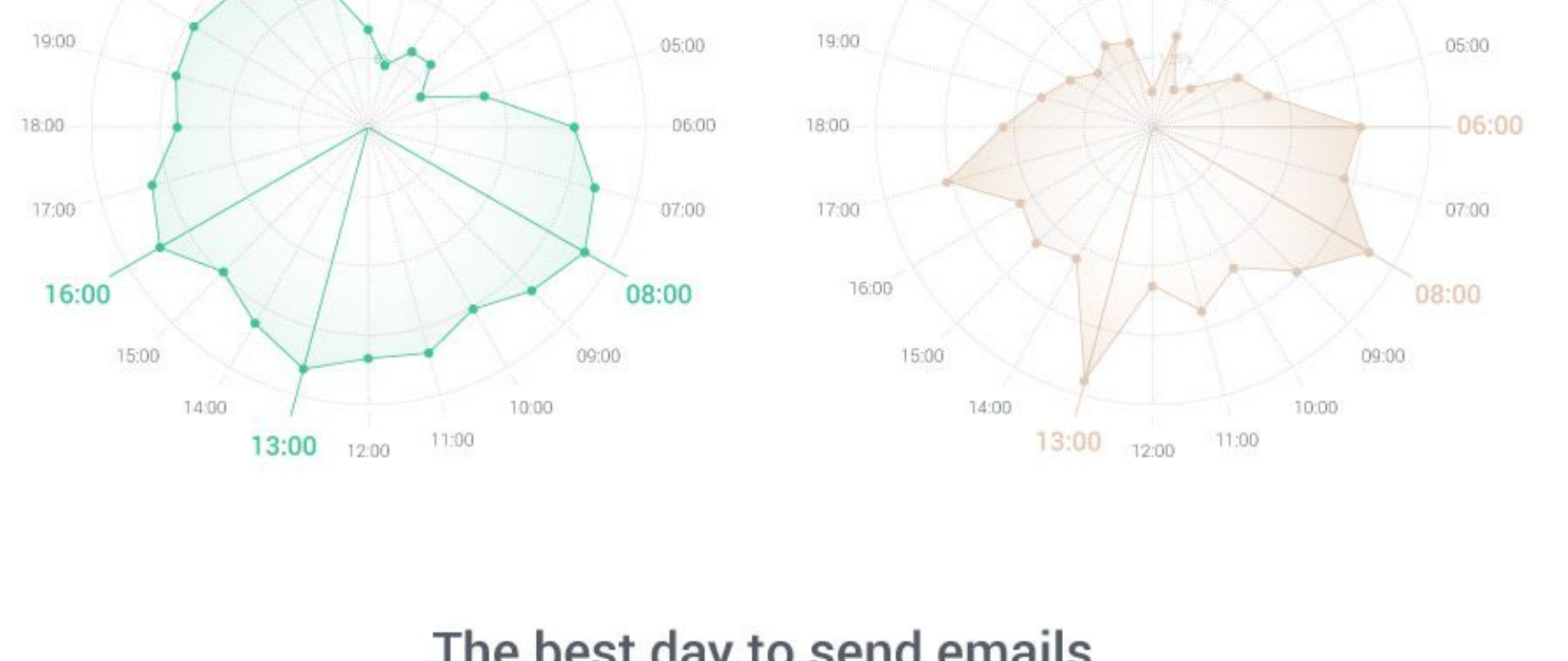


The best open and click rates by month

While November has the most campaigns sent, the first half of the year performs the best overall.

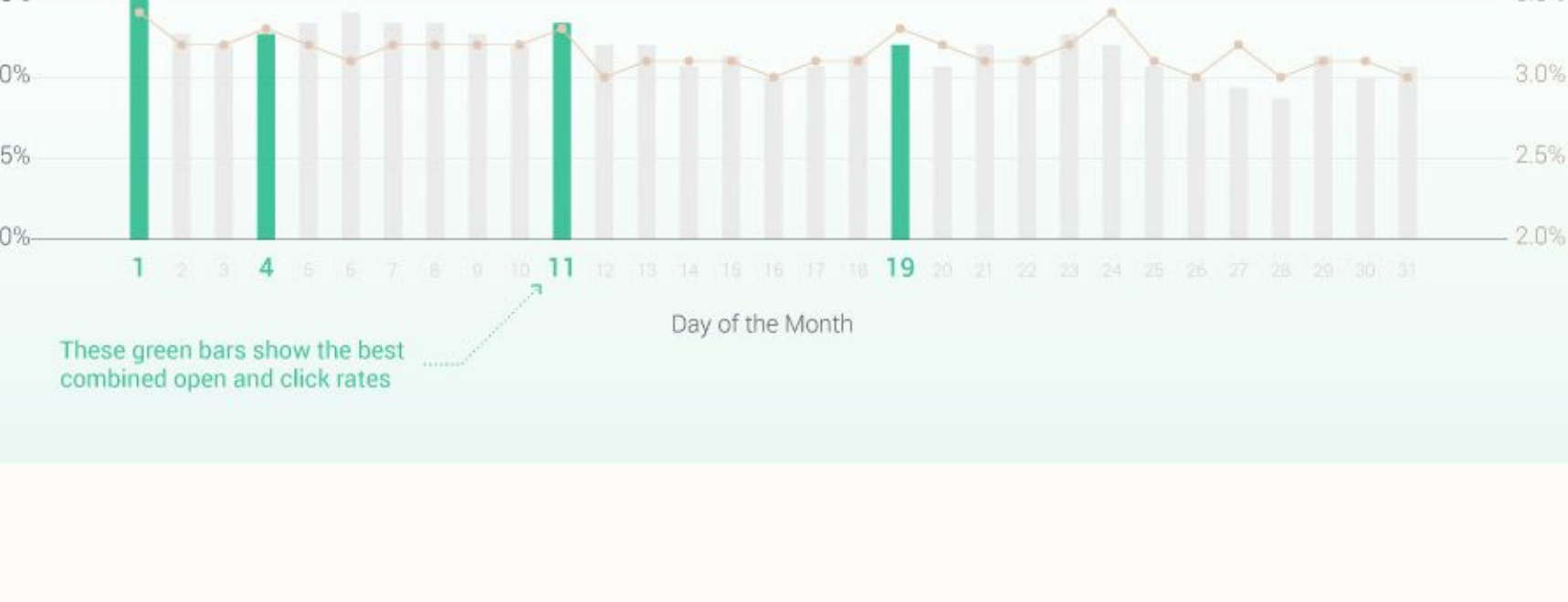


The best time to send emails



The best day to send emails

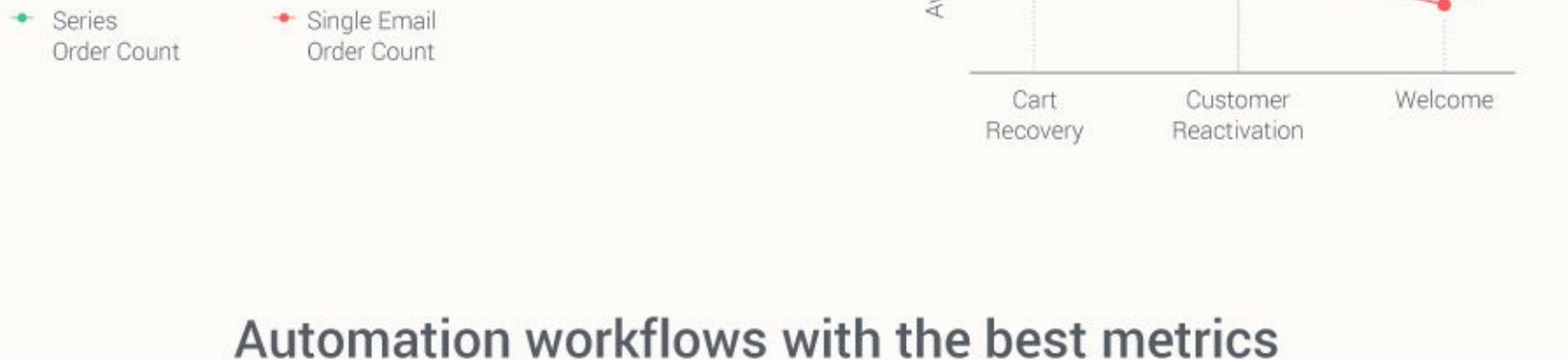
The absolute best day (for open and click rates) is the first of the month.



3 Automation

Single email or series of emails?

A series of 3 emails performs better: 90% more orders for welcome series, 63% more orders for cart recovery, and 75% more orders for customer reactivation.



Automation workflows with the best metrics

These are the best opens, clicks, and order rates for various automation workflows.



4 Black Friday Automation

Automation workflows for Black Friday

The best opens, clicks, and order rates for Black Friday - Cyber Monday in 2017.

