

Average Email Campaign Stats of MailChimp Customers by Industry

Type of Company	Open Rate	Click Rate	Soft Bounces	Hard Bounces	Abuse Complaints	Unsubscribes
Accounting	27.36%	4.13%	3.91%	10.67%	0.04%	0.35%
Advertising	23.79%	4.20%	2.77%	6.67%	0.08%	0.36%
Architecture	32.05%	1.52%	6.16%	8.04%	0.00%	0.25%
Art	26.12%	6.86%	2.04%	4.49%	0.09%	0.41%
Arts_Music	16.22%	2.09%	0.97%	1.86%	0.08%	0.26%
Beauty/Health	29.88%	6.94%	2.63%	8.54%	0.15%	0.85%
Church	32.95%	4.48%	1.18%	2.89%	0.05%	0.26%
Construction	23.86%	4.44%	2.95%	5.33%	0.19%	0.85%
Consulting	22.34%	3.30%	4.29%	6.57%	0.03%	0.29%
Creative Agency	20.97%	3.12%	2.69%	5.16%	0.06%	0.38%
Creative Other	29.94%	0.86%	1.11%	0.60%	0.03%	0.10%
E-commerce	19.80%	4.78%	1.48%	3.21%	0.10%	0.37%
Education	25.86%	4.72%	2.11%	4.39%	0.05%	0.26%
Entertainment	15.42%	3.27%	1.10%	5.59%	0.12%	0.25%
Entertainment/Events	21.96%	0.42%	3.27%	7.58%	0.09%	0.14%
Financial Services	20.87%	2.47%	2.76%	3.98%	0.06%	0.33%
Food	36.62%	7.90%	0.84%	2.02%	0.09%	0.63%
Freelancer	32.95%	6.33%	3.16%	7.15%	0.07%	0.50%
Government	26.64%	4.30%	1.33%	1.95%	0.03%	0.22%
Graphic Design	25.35%	4.34%	2.49%	11.71%	0.12%	0.41%
Hardware	28.05%	3.57%	1.29%	2.01%	0.02%	0.18%
Healthcare	19.91%	3.99%	1.47%	3.81%	0.12%	0.50%
Healthcare/Medical	24.66%	6.96%	10.47%	9.00%	0.23%	0.41%
Hotel	27.50%	7.17%	2.90%	5.31%	0.08%	0.49%
Insurance	24.43%	2.92%	2.85%	5.71%	0.04%	0.37%
Internet/Web Svc.	20.34%	5.65%	1.46%	3.18%	0.06%	0.27%
Janitorial	27.82%	0.10%	10.18%	16.26%	0.05%	0.00%
Legal Services	25.48%	3.97%	4.14%	4.60%	0.04%	0.35%
Manufacturing	26.70%	4.92%	3.15%	5.61%	0.09%	0.46%
Marketing	20.52%	2.97%	3.32%	8.29%	0.16%	0.40%
Multimedia	19.46%	3.54%	1.24%	1.60%	0.06%	0.25%
Music	27.94%	5.17%	2.05%	7.73%	0.12%	0.39%
Non-profit	27.66%	4.06%	2.24%	4.31%	0.06%	0.24%
Other	15.29%	2.36%	1.74%	3.19%	0.07%	0.29%
Other Groups	27.66%	6.83%	1.72%	13.16%	0.08%	0.34%
Other Marketing	18.49%	3.66%	2.39%	3.15%	0.04%	0.21%
Photography	34.17%	6.82%	1.73%	3.59%	0.07%	0.36%
Public Relations	20.99%	3.13%	4.00%	8.21%	0.11%	0.30%
Publishing	21.05%	1.60%	1.11%	3.22%	0.03%	0.18%
Real Estate	22.84%	4.24%	2.02%	4.31%	0.08%	0.30%
Recruitment/Staffing	27.59%	4.61%	2.82%	6.49%	0.07%	0.74%
Restaurant	26.17%	3.40%	1.33%	3.44%	0.08%	0.41%
Retail	27.61%	5.76%	1.48%	2.80%	0.08%	0.42%
Self-Explanatory	34.80%	6.02%	6.14%	17.33%	0.04%	0.20%

Software	18.22%	3.26%	3.00%	6.01%	0.08%	0.43%
Technology	21.05%	2.75%	4.01%	6.60%	0.07%	0.40%
Telecommunications	29.77%	5.46%	2.98%	9.35%	0.10%	0.53%
Travel	24.97%	4.96%	2.17%	3.74%	0.10%	0.39%
Video Production	33.09%	6.81%	2.48%	2.63%	0.09%	0.43%
Web Design	27.42%	6.90%	2.45%	5.05%	0.09%	0.37%