

# EMAIL STATISTICS TO INSPIRE HOLIDAY MARKETING IN 2019



Across various industries, holiday season is that time of the year when brands get to boost sales and grow their customer base. If optimized well, holidays can make a business and if left unattended than can break a business. It means that during holiday, businesses have the opportunity to sell more and reach out to a wider audience through effective marketing and promotional campaigns. Occasions like Thanksgiving, Black Friday and Cyber Monday provides huge opportunity to brands to develop customer relationships, build brand reputation, and drive increased revenue generation.

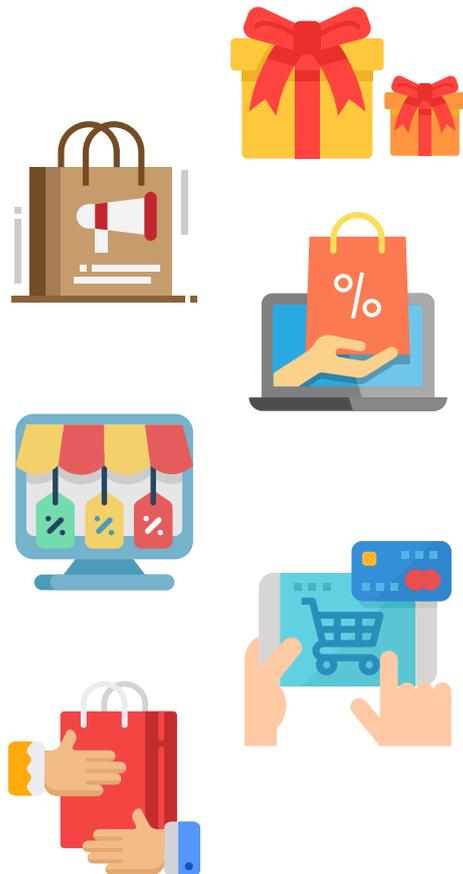
Email marketing has a greater role to play in holiday marketing and communication with the targeted audience. It is one of the personal, most direct, and flexible marketing channel that enables businesses to initiate responsive and productive conversations with the customers. Brands using emails as their holiday marketing medium can reach the prospects at the right time with relevant promotional content way faster than the others. Even stats prove that emails can scale up the holiday sales revenue for both online and in-store retailers. That is why in 2018, retailers sent over 4.1 billion emails on Cyber Monday and 3.5 billion on Black Friday.

Therefore, the best way to build your future holiday marketing strategy is to take useful lessons from the experiences of the recent past. In this report we would discuss the statistics and trends of last year's holiday season performance so that marketers in 2019 get valuable insights about buying patterns and customer behaviour to utilize the same for building strategies for this year's upcoming holiday season.

	Open rate	CTR	Click to open rate	Unsubscribe rate
Agencies	19.13%	2.38%	12.42%	0.17%
Arts & Entertainment	30.00%	4.90%	16.32%	0.22%
Automotive	31.28%	4.40%	14.06%	0.32%
Financial Services	25.05%	4.54%	18.13%	0.20%
Health & Beauty	23.88%	4.15%	17.36%	0.26%
Health Care	26.24%	3.97%	15.15%	0.24%
Internet Marketing	18.41%	2.94%	15.99%	0.22%
Legal Services	26.65%	2.60%	9.76%	0.22%
Non-profits	33.86%	3.89%	11.48%	0.18%
Publishing	33.29%	8.86%	26.61%	0.18%
Restaurants & Food	37.40%	5.02%	13.43%	0.26%
Retail	21.82%	3.31%	15.18%	0.20%
Travel	22.79%	2.63%	11.52%	0.18%
All	22.86%	3.71%	16.23%	0.21%

## Here's Some Context From 2018:

Over the years, email marketing has been an effective marketing tool for marketers, especially during the holiday season. Last year, many new records were set, and there has been a drastic growth in the overall performance of holiday sales, campaign performance, and businesses have done it all to make it a memorable year. As we are closing towards this year's holiday sale, many marketers have a lot of apprehensions and confusion regarding what their strategy should be to attract more customers and encourage them to make a purchase. While offers and discounts occupy a significant part of any brand's holiday marketing strategy, there are other aspects, too, especially your marketing strategy that needs to be focused. So, here is a list of some of the important stats from 2018 that might help in better understanding numbers:



Last year, an average American shopper had spent **\$846** on gifts, indicating a substantial increase of **14%**.

Promotions and sales influence **65%** of holiday purchases.

Cyber Monday generated online sales worth **\$7.9 billion**.

About **54%** of American shoppers bought from both in-store retailers and online sites over the Thanksgiving weekend.

The previous year, Black Friday witnessed **\$ 6.2 billion** online sales, whereas Thanksgiving generated **\$3.7 billion**.

Over the five-day Thanksgiving period, **165+ M** shopped in **2018**.

## Email Tops the Chart of Holiday Season Conversion Rate



**4.29%**  
Email Conversions



**3.04%**  
Organic Search



**2.93%**  
Direct Sales



**1.81%**  
Social Media

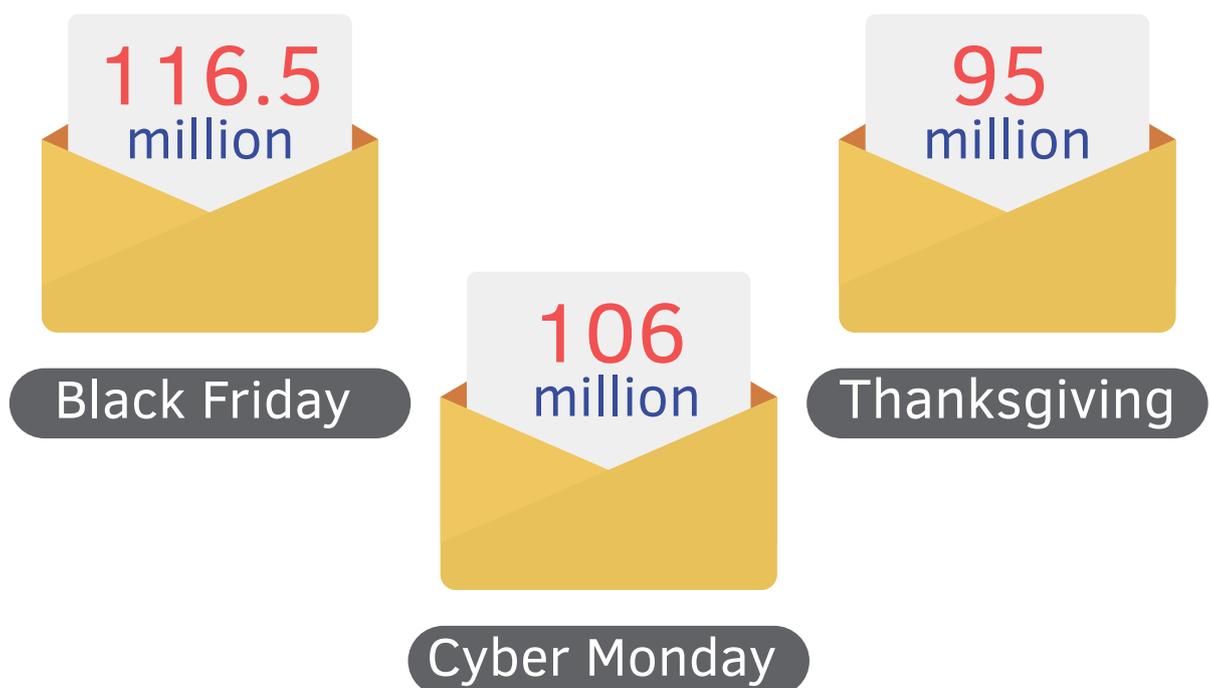
## Holiday Season Email Statistics and Trends

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### Maximum Emails Sent on Black Friday

As per Campaign Monitor's research, on Black Friday alone 116.5 million emails were sent which is way more than any other day over the Thanksgiving long weekend ending with Cyber Monday. It shows that even though 'Cyber Monday' is designated as official online shopping holiday, consumers are found shopping more on Black Friday to avoid the rush and long queue. In fact, Black Friday constituted over 40% of weekend's email campaign.

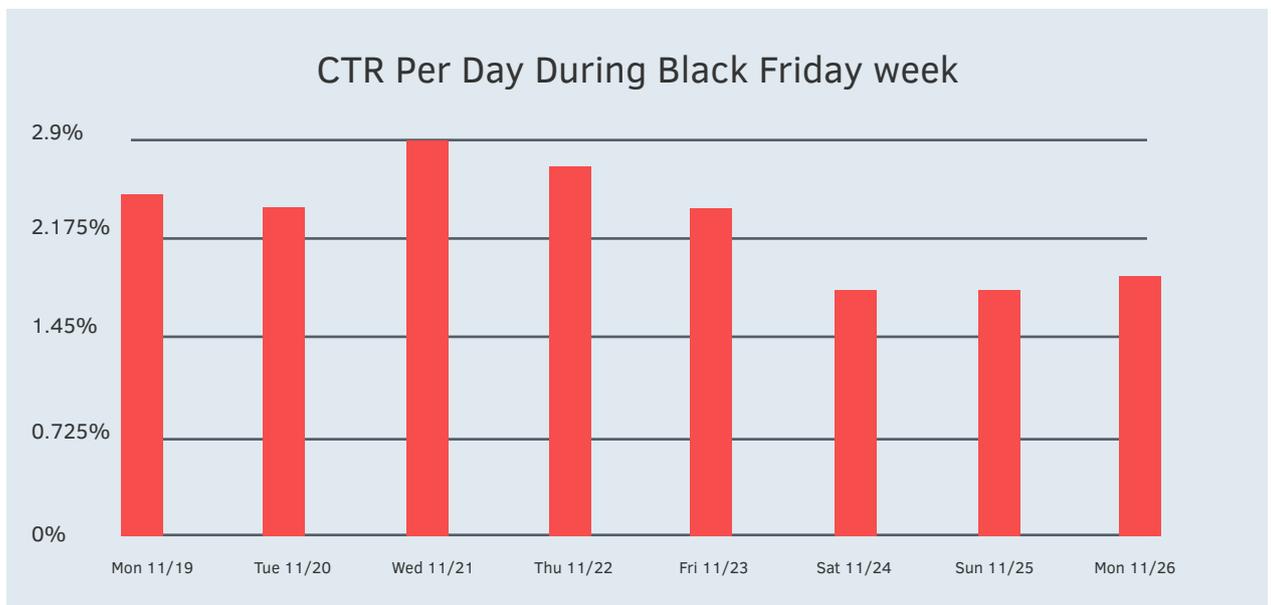
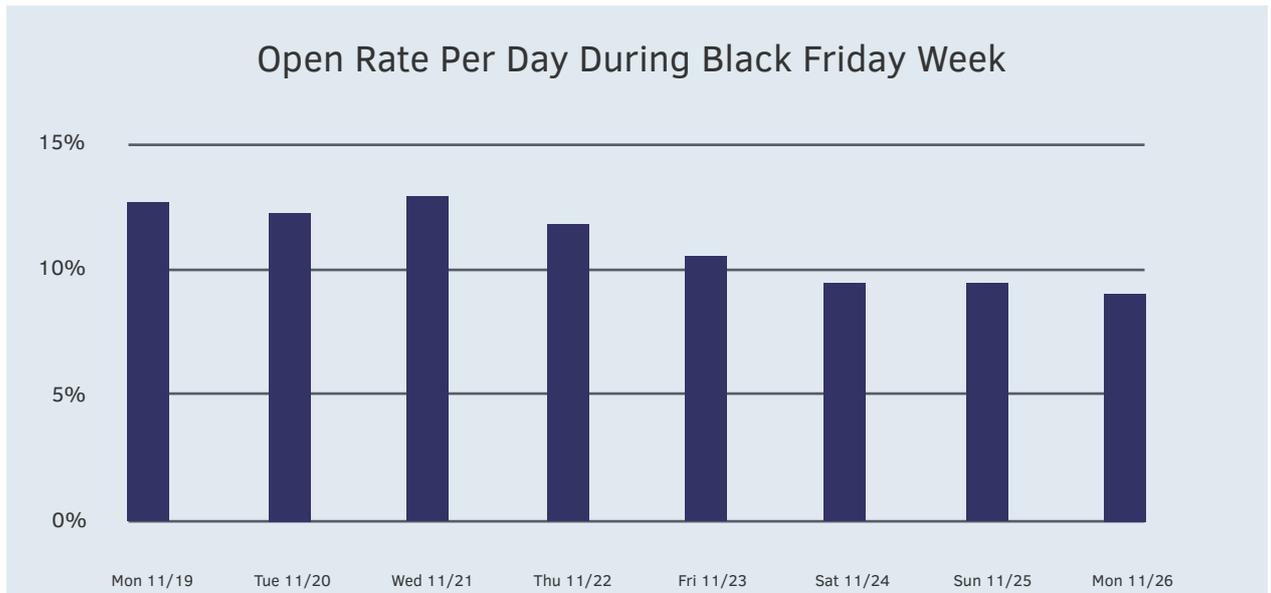
Emails sent during the holidays:



### Consumers Opened and Clicked Emails More on Black Friday

Considering 2018's holiday email campaigns performance, one thing is very clear that more than Cyber Monday, the week leading up to Black Friday has witnessed more numbers of open and click-through rate (CTR). Next to Black Friday was Thanksgiving that had the second highest number in terms of email open rate and CTR.

All these trends and stats indicate that consumers are starting to shop early with every passing year. Even businesses no longer wait till the month of holidays to start their marketing game. A month before only, brands come up with offers and discounts to attract the early crowd and avoid competition later. This is why even customers are beginning to shop around October end to grab the best deals and avoid last-minute crowd. Below are statistical graph that show cases email campaign performance during last year's Black Friday weekend:



## Sending Emails to Cart Abandoners Proved Profitable in 2018

Cart recovery emails are important and there are stats to support the fact. Especially during holiday season, possibilities are many that a potential buyer may not complete the purchase and leave the cart at the final stage. In such cases, brands cannot afford to lose the consumer forever. An automated email to cart abandoners can help them bring back. It really works and that is why cart recovery email success increased in 2018 as compared to 2017. During Black Friday weekend, cart recovery emails boasted an open rate of 34% and a CTR of 9% out of which 2.13% resulted in a purchase.

Brands can use automated email workflow to send cart recovery emails during the holidays so that they don't miss out opportunities to sell that too when the abandoner leaves at a stage close to conversion.

2018's Black Friday Statistics show greater recover success with cart abandonment emails in comparison to 2017:

CTR increased to **9%** in 2018 from **7.62%** in 2017.

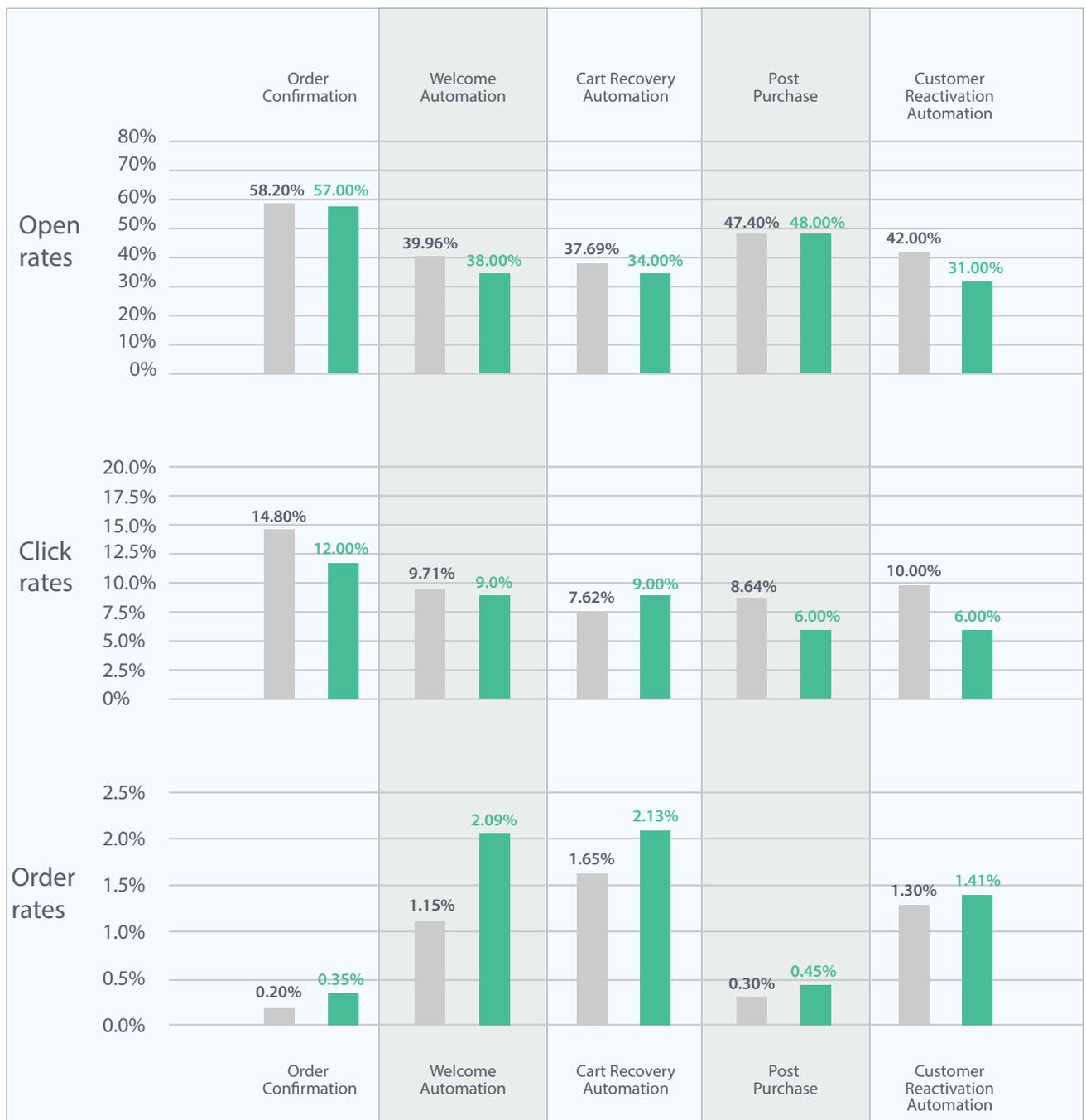


Order rate jumped to **2.13%** in 2018 from **1.65%** in 2017.



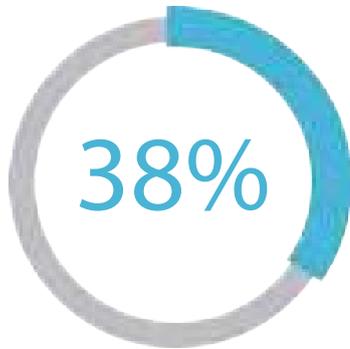
## Email Automation Statistics for Black Friday

Average open rate, CTR, and order rate – 2017 vs. 2018

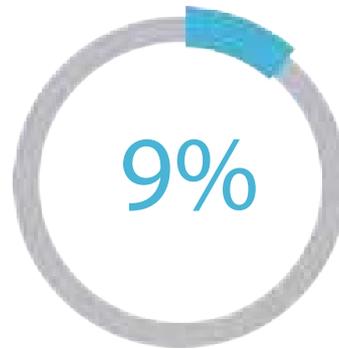


## Welcome Emails Are Equally Important

In 2018, we have seen that cart recovery emails were highly successful during the holiday season. However, much to the surprise, even automated welcome emails did perform well throughout holiday marketing segment. For new visitors across the holiday season, automated welcome emails along with cart abandonment emails and pop-up email captures have proven effective in capturing customer's attention. Here are some success stats of the same:



In 2018, **38%** of welcome emails had been opened



Welcome emails witnesses **9%** CTR



**38%** of all welcome emails were opened

## Key Takeaways

The entire holiday season is important. However, brands should not focus only during the peak days. Marketing efforts should start a month before so as to ripe the benefits at the ends. Considering the stats one thing is clear that slowly Black Friday is becoming the most sought after day for consumers to shop both online and offline. Out of all the channels, email is the best for holiday marketing as it's proved with every passing year. Hence, marketers across industries should invest more resource and time in building a robust email marketing strategy for the holiday shoppers to engage them better with their brand and turn them into paying customers. For 2019 holiday marketing, the above discussed statistics will prove useful, providing key insights into the market dynamics and the changing patterns of customer behavior and marketing channel performance metrics.



## About US

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