

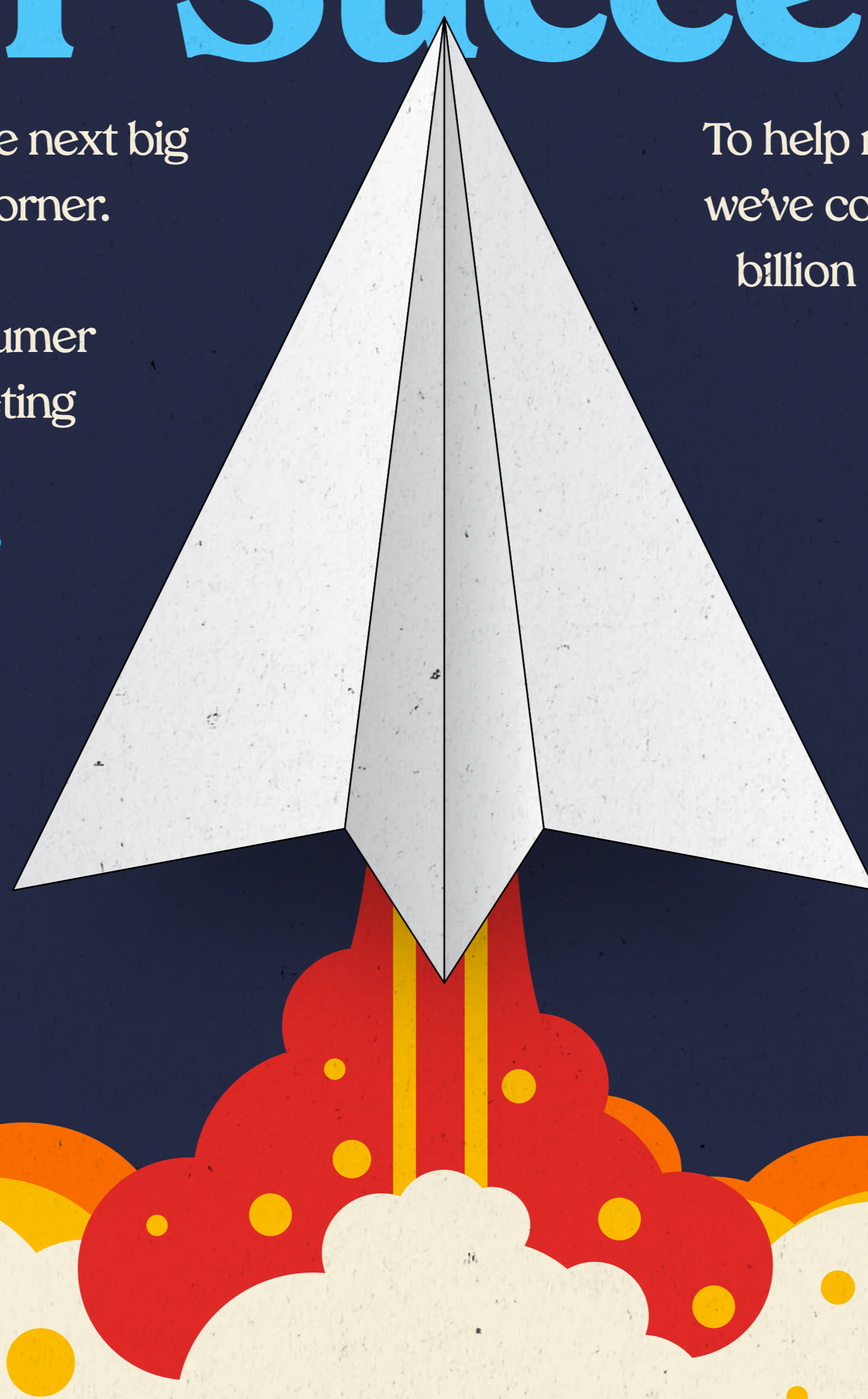
# 2024 Email Marketing Insights: 5 Must-Know Stats for Success

In the world of email marketing, the next big change is always just around the corner.

In the past year alone, global consumer privacy laws tightened, AI in marketing became mainstream, and mailbox providers launched major updates to boost the end-user experience.

To help marketers stay ahead of the curve, we've collected and analyzed data from 2.5 billion (yes *billion*) inboxes in our [State of Email in 2024](#) report.

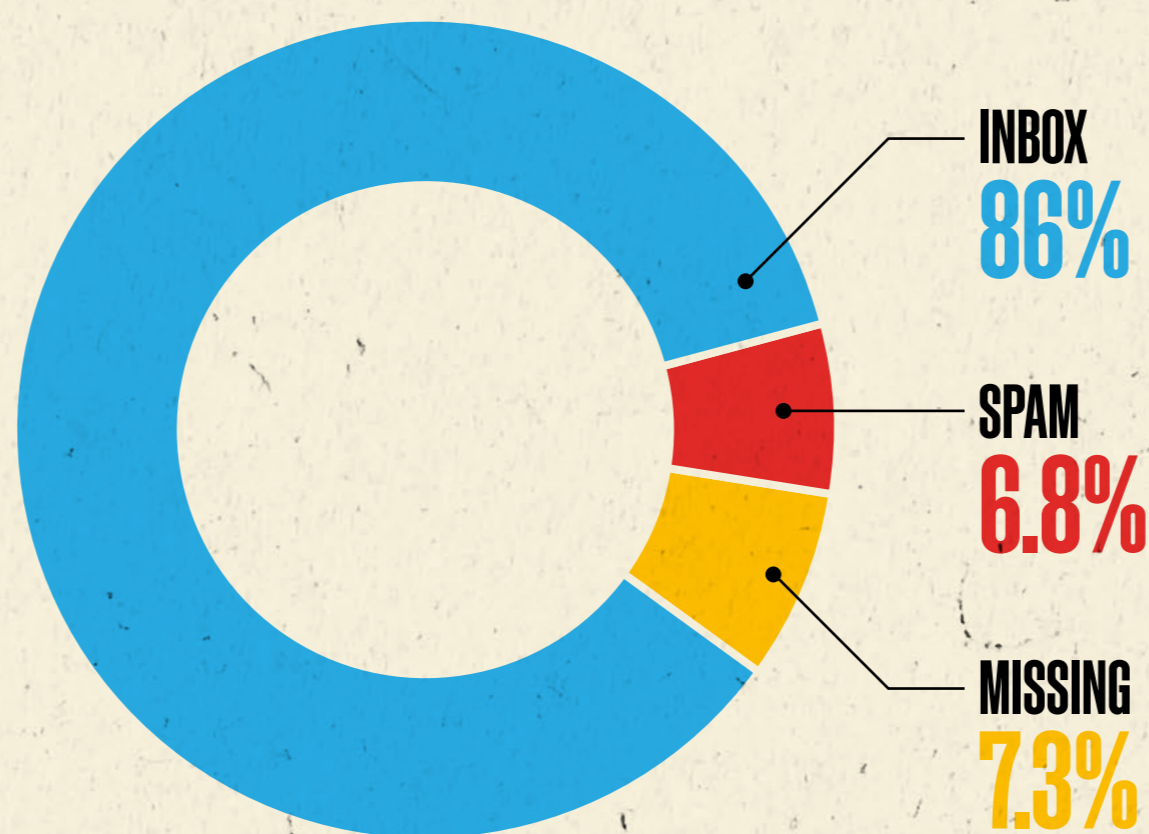
Short on time? Enjoy this quick infographic that breaks down a few major findings.



## Inbox placement rate

Inbox placement rate (IPR) measures the percentage of emails that reach subscribers' inboxes instead of being blocked by mailbox providers or filtered to spam.

The average IPR in 2023 was 86 percent—meaning roughly 1 in 6 legitimate, permission-based marketing emails never reached the inbox (a slight improvement from our previous report).



2023 Average IPR

**86%**

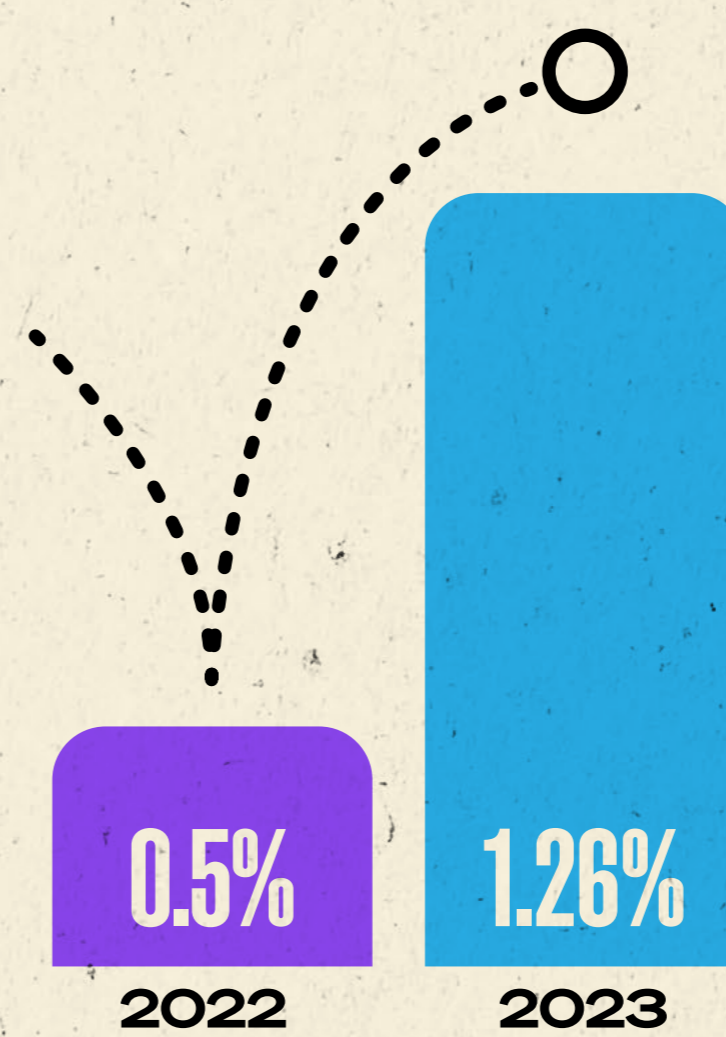


1 out of every 6 emails fail to reach the inbox.

## Bounce rates

Monitoring bounce rates is an important part of good list hygiene. Generally speaking, a bounce rate above two percent should be cause for concern.

The average bounce rate rose was 1.26 percent in 2023—a significant increase from our last study. As the full report explains, bounce rates doubled during the holiday season, demonstrating the deliverability pressures marketers should be aware of during high-volume sending periods.



2023 Average bounce rate:

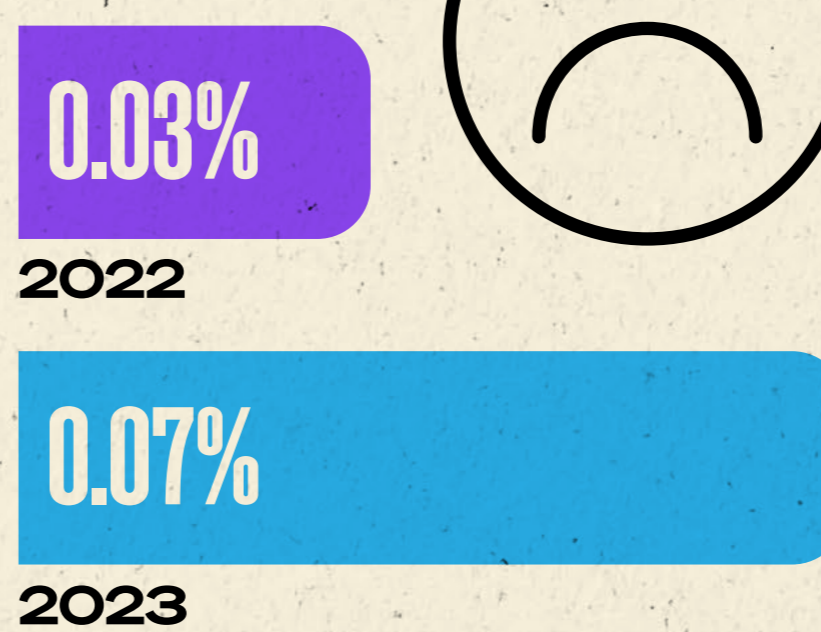
**1.26%**

**2.5x**

Increase since 2022

## Spam complaint rate

Spam complaints are generated by subscribers who use “this is spam” or “mark as junk” buttons in response to undesirable emails. The average spam complaint rate was .07 percent in 2023. This average has more than doubled since 2021. As our research shows, complaints skyrocketed around heavy promotional holidays like Valentine’s Day and Black Friday. Senders should also note that complaint rates were 40 percent lower on weekends vs. weekdays—presenting an opportunity for senders to reach a more tolerant audience.



**<2x**

Increase in spam complaints since 2022

**40%**

Increase in spam complaints during weekdays

## Open rates

The average open rate in 2023 was 65.1 percent—an increase of more than 40 percentage points from our last report. This clearly shows the impact of Apple’s Mail Privacy Protection—and indeed Validity’s reporting shows that 70 percent of all opens are now generated by Apple’s privacy proxy. The bottom line? Senders can’t rely on this metric to accurately measure email engagement.



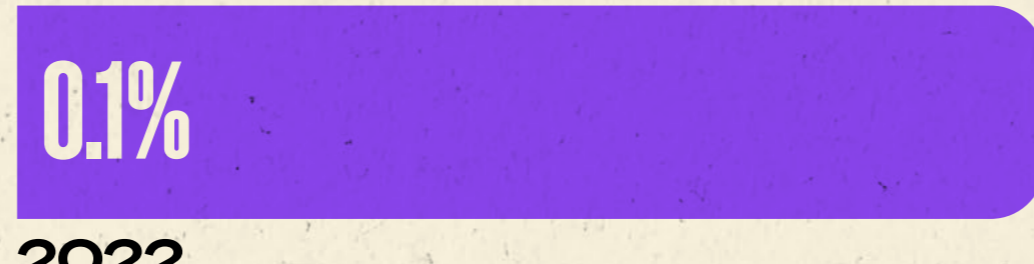
**65%** Average open rate in 2023

**40%** Increase in open rates since 2022

**70%** Opens generated by Apple’s privacy policy

## Unsubscribe rates

Marketers often view unsubscribes as a negative metric. However, reputation-wise, unsubscribes are far preferable to receiving spam complaints. The average unsubscribe rate in 2023 was 0.03 percent—a slight reduction from our previous report. While this may seem like good news, we should remember that complaint rates rose over the same period—suggesting more subscribers are choosing to complain about unwanted emails rather than simply unsubscribing.



## Fueling a future of successful email campaigns

Our team of email experts fully analyzed these data points and more to build an in-depth, comprehensive forecast of the 2024 email landscape, complete with upcoming trends, recommendations, and more. Want to gaze into their crystal ball for email success? Download the report today!

[Get the report!](#)