

Constant Contact e-Newsletters
How Your Results Compare with Others in Your Industry
 (Updated 12/05/2011)

Business Type	Open Rate	Bounce Rate	Click-Through Rate
Accountant	14.7%	10.7%	13.1%
Art Gallery	23.2%	10.6%	10.3%
Association	20.6%	10.5%	10.2%
Communications	16.5%	9.5%	14.6%
Consultant	14.9%	12.2%	10.6%
Crafts	25.5%	6.2%	21.0%
Education and Services	19.0%	9.4%	13.5%
Entertainment	15.6%	8.1%	10.1%
Event Planning	17.0%	9.8%	12.5%
Franchise	16.3%	9.7%	8.9%
Government Agency	22.6%	9.8%	13.8%
Hotel, Inn, B&B	19.2%	9.2%	10.2%
Legal Services	18.9%	12.2%	11.7%
Manufacturing & Distribution	18.6%	10.8%	12.6%
Marketing/PR	14.5%	11.1%	11.8%
Medical Services	18.0%	9.8%	12.8%
Non-profit	21.7%	10.2%	11.5%
Office Supplies	13.3%	5.9%	9.0%
Personal Services	18.0%	9.2%	11.9%
Products & Services	15.8%	10.2%	12.6%
Professional Services	16.5%	10.7%	11.1%
Publishing	18.6%	8.6%	23.7%
Real Estate	16.4%	12.3%	10.4%
Religious Organization	22.8%	7.3%	9.7%
Restaurant/Bar/Catering	18.5%	10.1%	6.0%
Retail	17.6%	7.1%	14.7%
Salon/Spa	16.9%	11.6%	9.9%
Sports & Recreation	18.7%	9.0%	11.4%
Technology	14.8%	11.1%	10.2%
Transportation	18.4%	9.2%	13.0%
Travel & Tourism	17.4%	10.2%	11.2%
Web Developer	18.5%	6.4%	13.8%
Other*	17.5%	8.9%	14.7%