

THE 2026 ENGAGEMENT SNAPSHOT

Better context for every click.

A look at email engagement across industries, based on campaigns sent through NewZapp.

This data represents a small snapshot of our sending in 2026.

26.4m

Emails sent

7,430

Campaigns analysed

49.36%

Average open rate

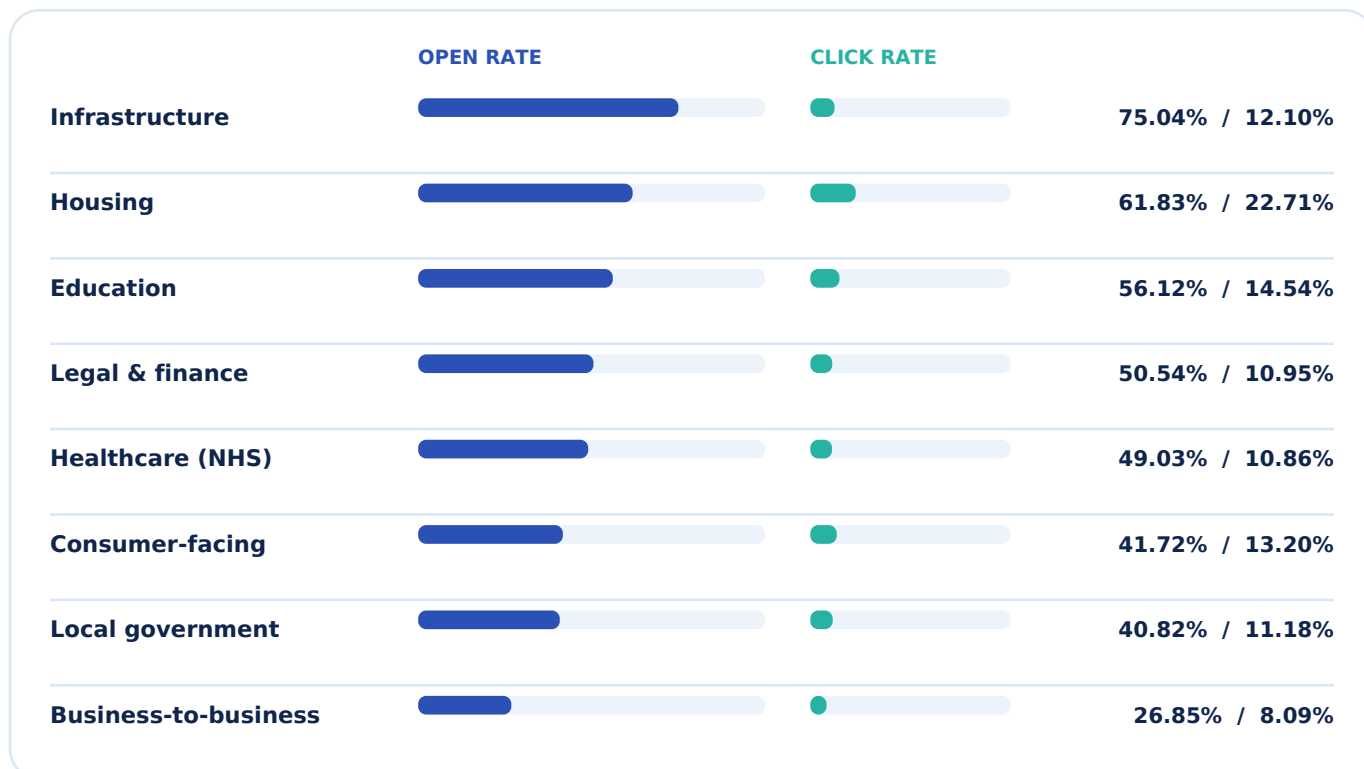
11.70%

Average click rate

INDUSTRY BENCHMARKS

Engagement takes different shapes.

Average open and click rates vary by industry. Use these figures to put your own campaigns in context.



THE AUDIENCE MATTERS

Internal and external, side by side.

Campaign purpose helps put performance into perspective.

56.08%**Internal communications**

Average open rate

11.28% click rate

13.3m emails sent

42.55%**External communications**

Average open rate

12.26% click rate

12.7m emails sent

ENGAGEMENT SENTIMENT

One score, a broader view.

5.18 /10

The sentiment score combines open rate, total opens, click rate and total clicks. It measures engagement with emails, not the emotional tone of responses.

DAY & TIME HEAT MAPS

When audiences are most engaged.

52.20%**Monday opens**

Monday recorded the strongest overall weekday open rate, with a 13.15% click rate.

14.82%**Late afternoon clicks**

At 17:00, the average click rate was above the overall 11.70% benchmark.

Your best benchmark starts with your audience.

Compare campaigns with a similar purpose and call to action. Test send times against your own audience.