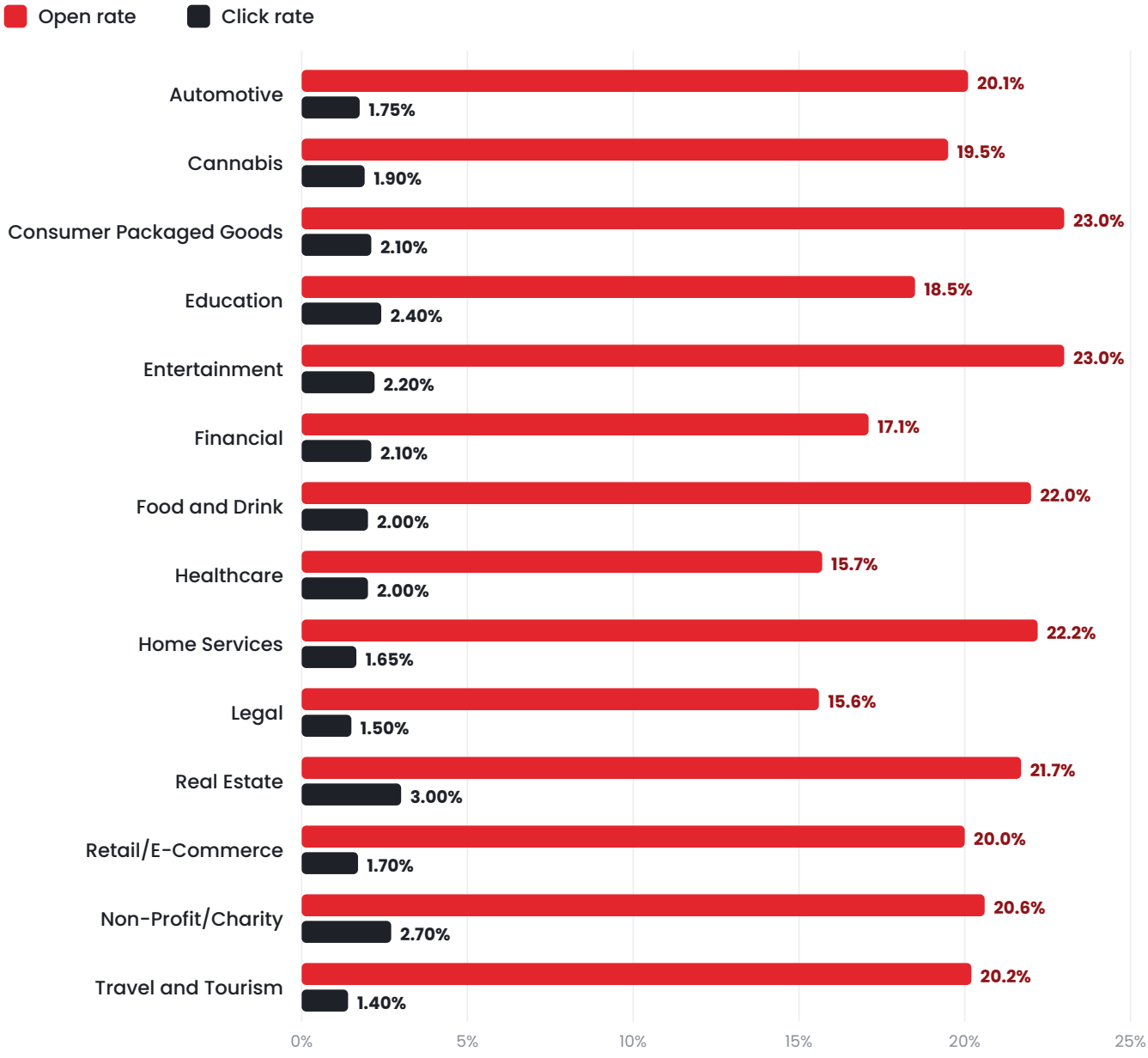
EMAIL

# Email Marketing Performance **and Creative Examples**

## PERFORMANCE BY INDUSTRY

Average open and click rates for email campaigns by industry. Use these as a benchmark when planning and reviewing your campaign.

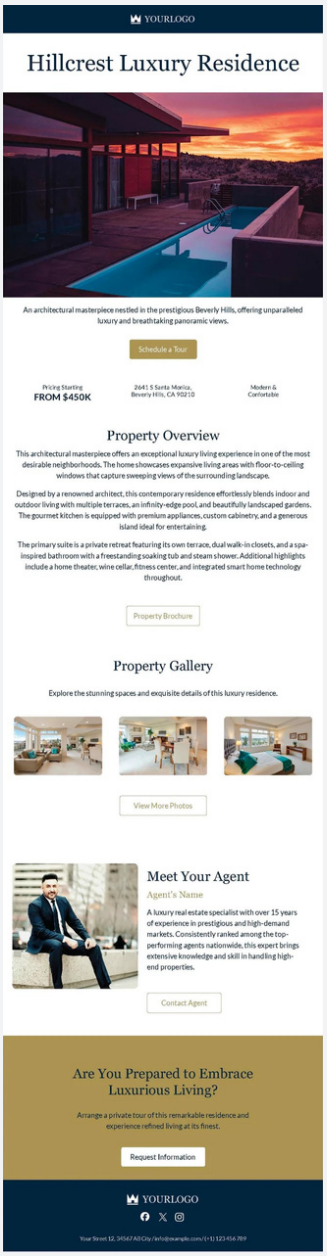



*While these benchmarks reflect average expected performance, actual results vary with targeting, geography, subject lines, seasonality, creative, and calls to action.*

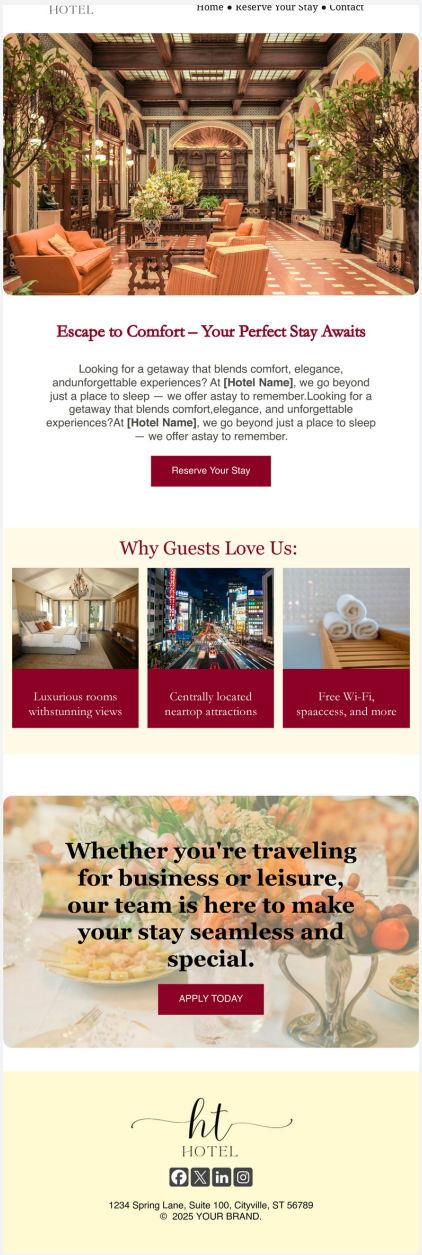
## CREATIVE EXAMPLES

A sample of email creative across industries, designed to be scanned quickly, look great on any screen, and drive one clear action.

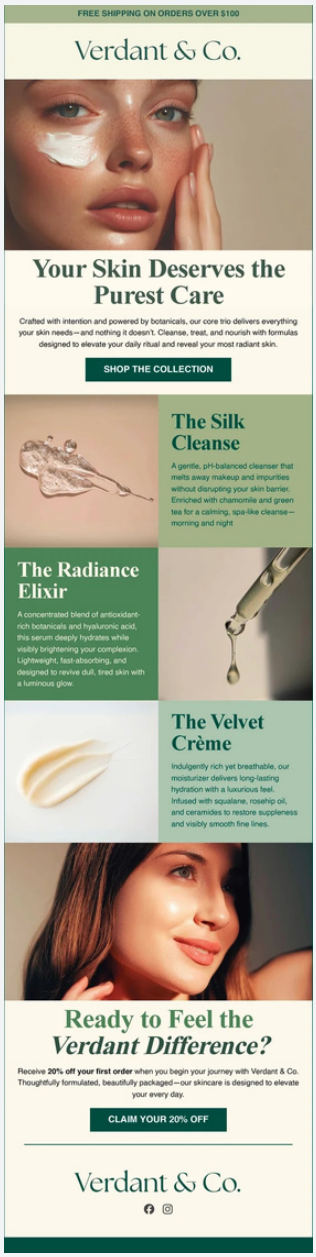
### Real Estate




### Travel and Tourism




### Retail




## Need creative for your campaign?

Our team can design and build email creative that matches your brand and is built to perform in every inbox.

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