



2018/Q1 2019 AUDIENCE ENGAGEMENT DATA

More Data = More Insights

At the core of Omeda is a deep understanding and respect for the power of data. We know that our client's audience data is one of their most valuable assets. As such, having a better understanding of your data and current industry trends can help your organization make better decisions, grow faster, and benchmark your work against your peers.

We are pleased this year to be releasing the first ever B2B Audience Engagement Report. Below, we have provided some high-level industry benchmarks.

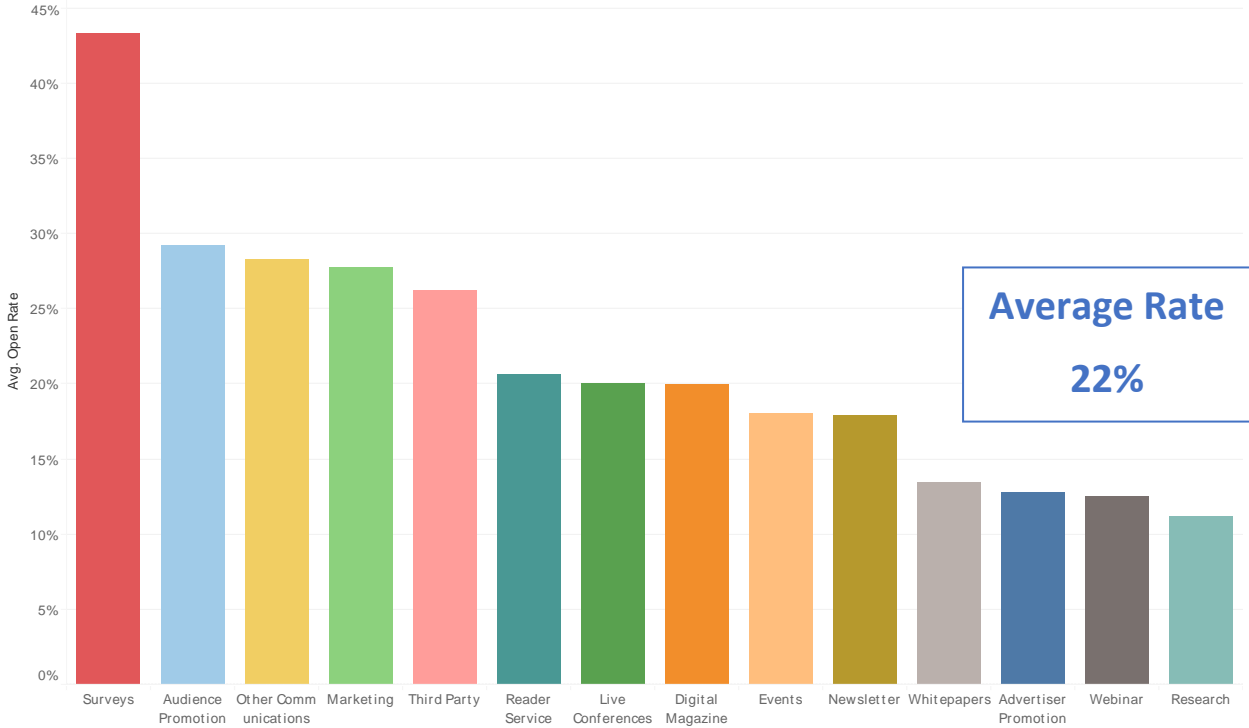
The data includes email engagement (open rates and click-through rates) from all email sends in 2018 and email fatigue and opt-out metrics from Q1 2019. For 2018, we analyzed over 2 billion emails and for Q1 2019 over 200 million emails.

Moving forward, we plan to release this report annually at the Omeda Idea Exchange. Our goal is to continue to build on this initial report and provide even more industry insights and benchmarks.

We hope you find this report to be helpful and insightful.

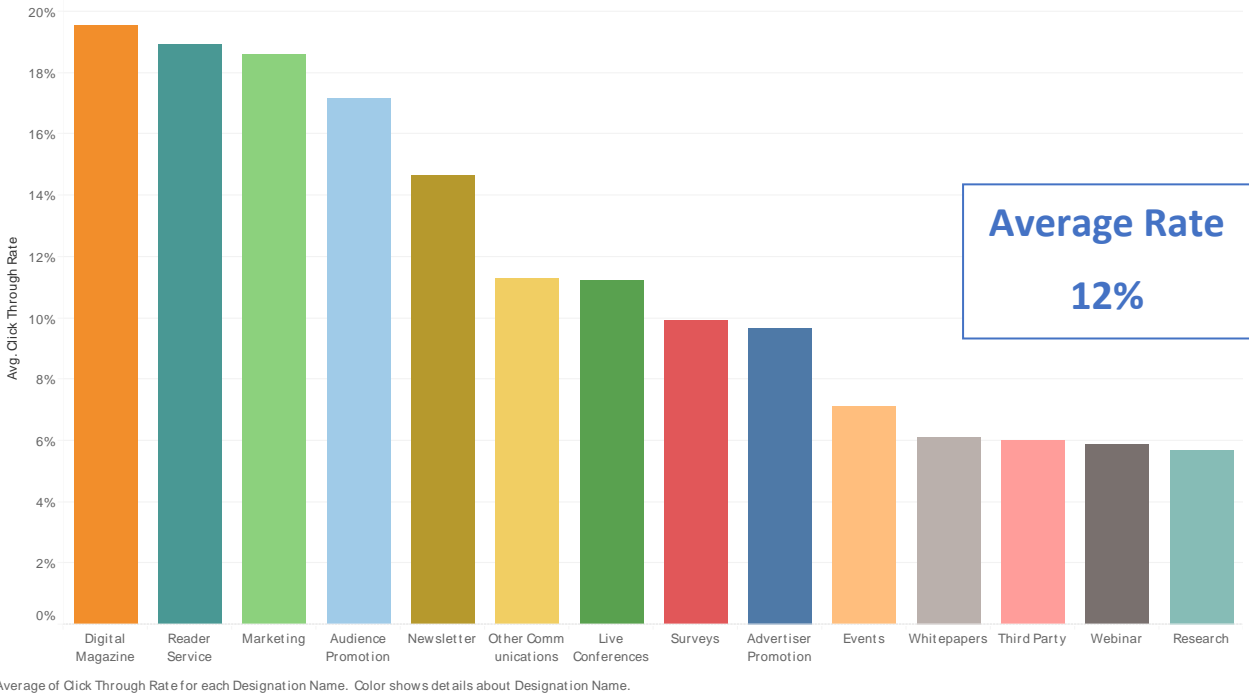


Average Email Open Rates 2018



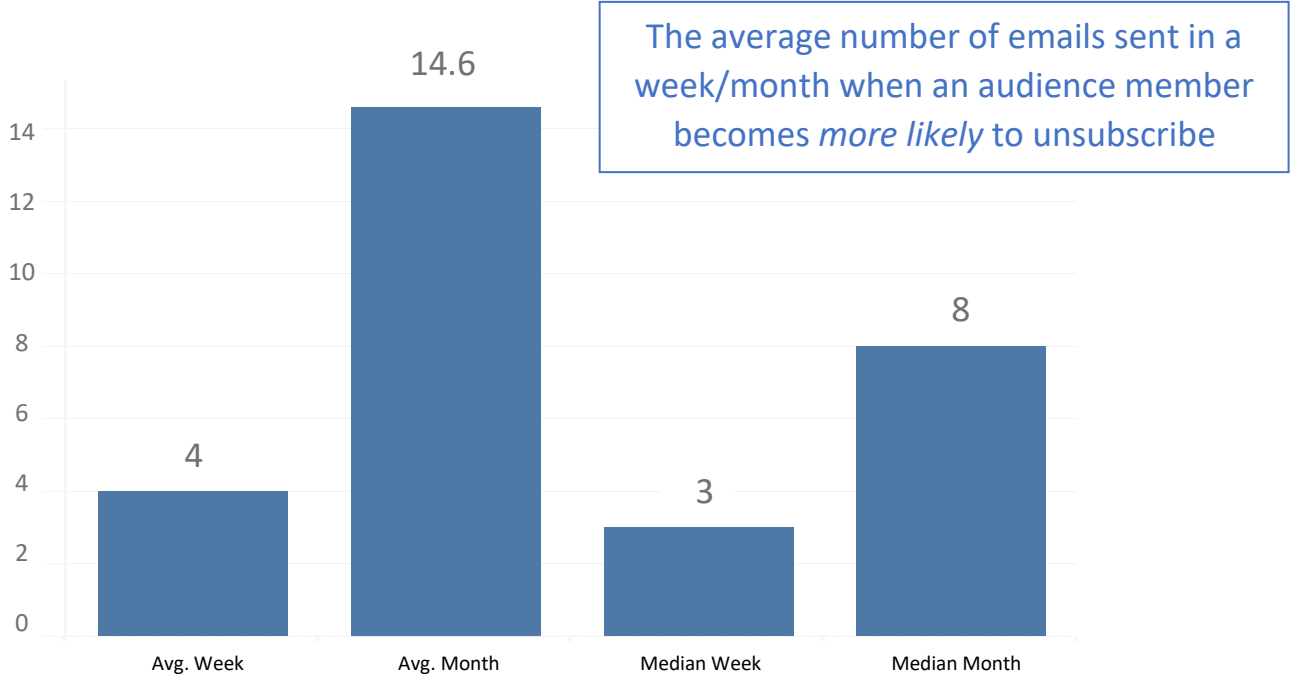
Total Sample Size: ~2 Billion Emails

Average Email Click-Through Rates 2018



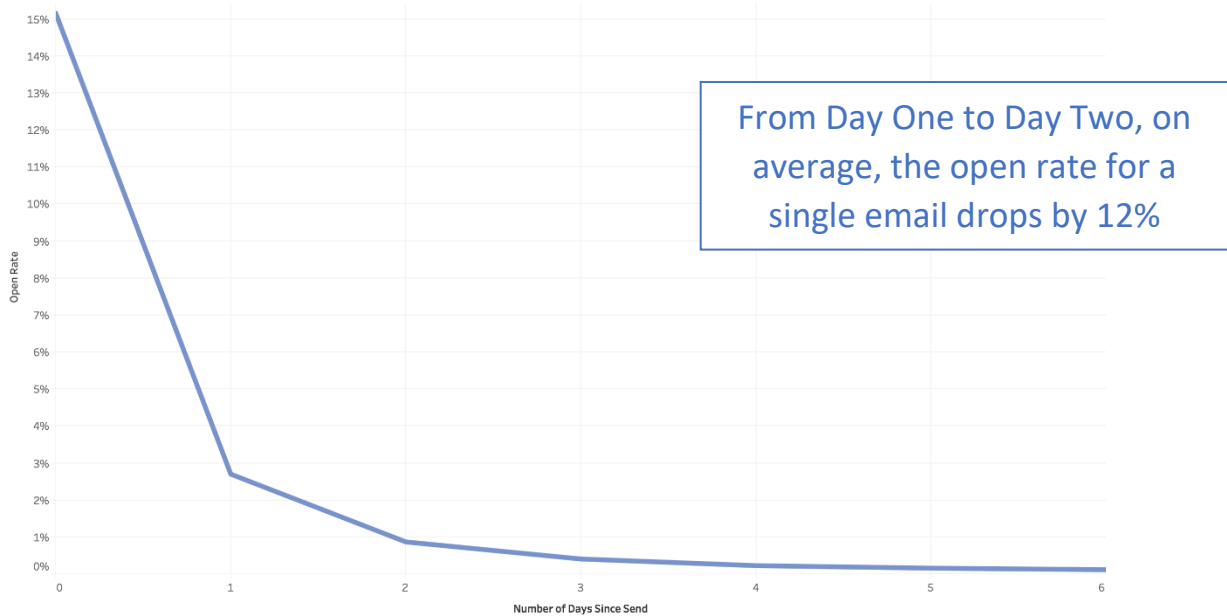
Total Sample Size: ~2 Billion Emails

Average Email Fatigue Q1 2019



Total Sample Size: ~200 Million Emails

Average Open Rate Since Day Sent Q1 2019

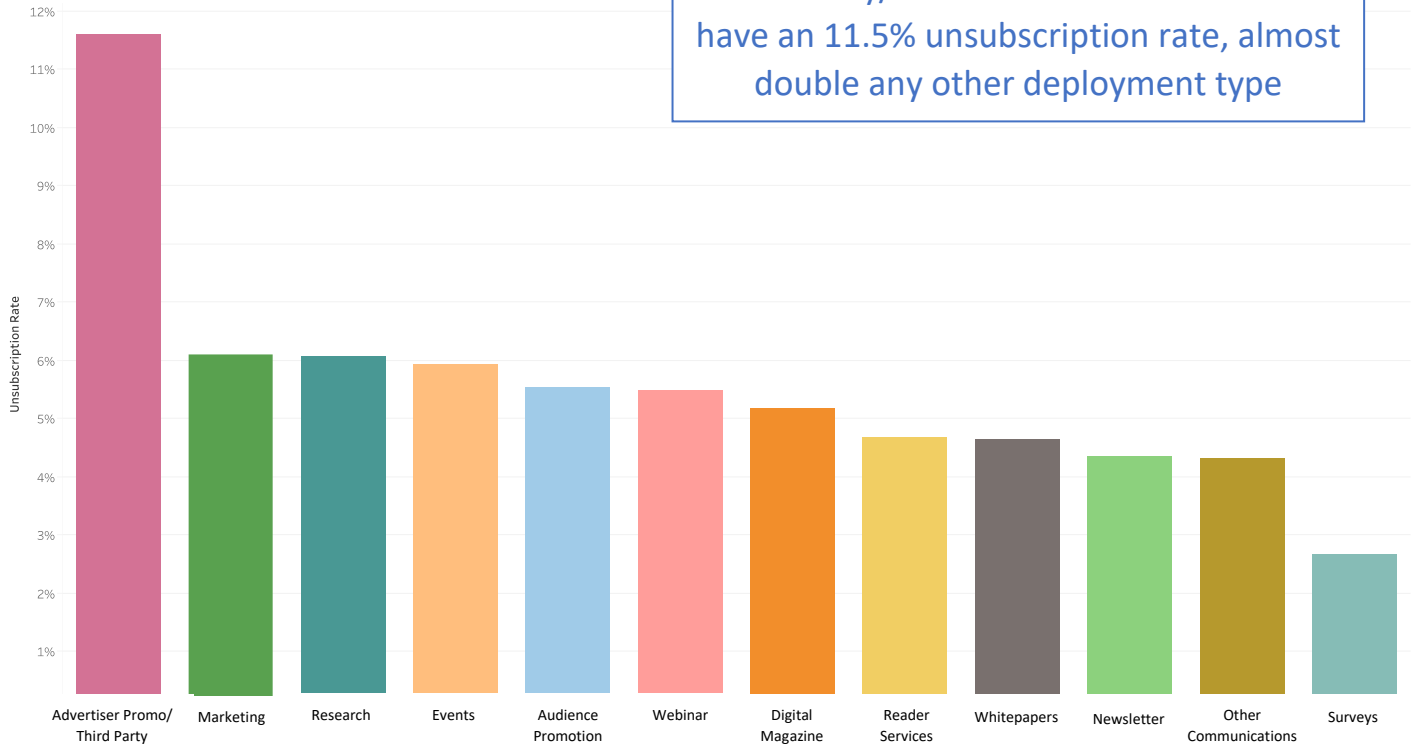


The trend of average of open_rate for Delta Days. Size shows count of Delta Days. The data is filtered on Delta Days, which excludes Null.

Total Sample Size: ~200 Million Emails

Average Rate of Unsubscription By Deployment Q1 2019

Third-Party/Advertiser Promotion Emails have an 11.5% unsubscription rate, almost double any other deployment type



Sum of unsub_rate for each deployment. Color shows details about deployment. The view is filtered on deployment, which excludes Third Party.

Total Sample Size: ~200 Million Emails