



STATE OF EMAIL MARKETING

Benchmarks for Old Economy Sectors

Discover relevant email marketing metrics and benchmarks according to industries, and explore best practices to get the most out of your email campaigns.

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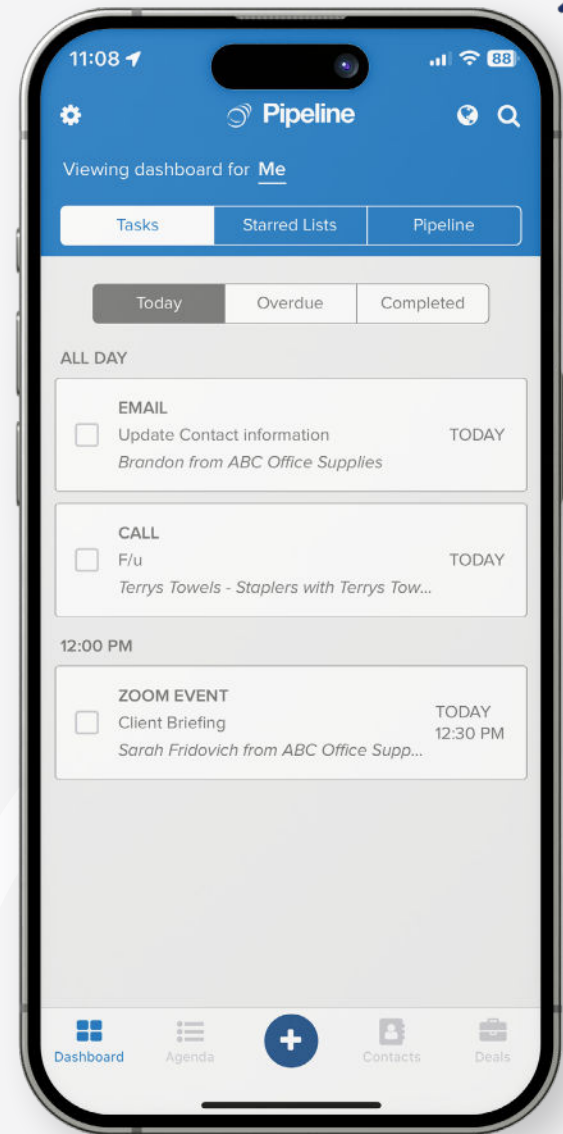
EMAIL MARKETING

A Reliable Channel to Build Genuine Client Connections

While sales and marketing trends are constantly emerging and fading, email remains reliable.

Unlike social media algorithms that can change overnight or advertising strategies that may become ineffective, email fosters trust and builds lasting connections with clients. This is especially crucial in old-economy industries, such as manufacturing, agriculture, and logistics, where long-term relationships are key for growth.

For these traditional businesses, email marketing has proven and continues to be a valuable tool for nurturing relationships, driving engagement, and sustaining growth.



Email Still Delivers High Channel ROI — Here's Proof

While most sales and marketing content speaks at your audience, you can tailor a personalized email to speak to them.

Not only does this create a feeling of connection and encourage the beginnings of a long-term relationship, but the ROI of email marketing exceeds social media paid campaigns.

3600%

Email Marketing's ROI:
\$36 for every \$1 spent

[Source](#)

280%

Social Media Marketing's ROI:
\$2.80 for every \$1 spent

[Source](#)

These numbers show us what we might all have secretly suspected all along. *Your audience does not have a short attention span.* They're simply looking for a deeper connection, something many brands struggle to cultivate with other marketing channels.

Why is this the case? Social media can be a bottomless pit of fleeting interactions; paid marketing provides visibility but fails to build brand trust, and traditional marketing is slow, expensive, and doesn't deliver the ROI it used to.

Email marketing bridges these gaps by being:

- **Affordable:** email marketing campaigns are budget-friendly compared to other digital and traditional methods.
- **Measurable:** open rates, click-through rates, and conversions can be tracked and optimized in real-time.
- **Scalable:** emails can reach a large audience while maintaining personalization.

And especially for the old economy businesses, email marketing works well because it's tailored to their unique challenges—longer sales cycles, less tech-savvy audiences, and the need for trust-based relationships.



The average email open rate across all industries?

22.5%



The average email open rate for manufacturing companies, including steel, automotive, and component producers?

32.03%



"Despite what sales and marketing gurus share on YouTube, Instagram, and other channels, email remains one of the most powerful ways to grow and nurture your business—just ask the nearly 4.5 billion email users worldwide!"

Chelsea Santo, Senior Product Marketing Manager, [Pipeline CRM](#)

Email Marketing Metrics That Matter and Tips to Improve Them

All successful email marketing relies on understanding key metrics to get the most out of your campaigns.

Open Rate

Open rates indicate the percentage of recipients who open your marketing emails. Regardless of how creative your campaigns are, they're ineffective if your audience doesn't open the emails.



Why It Matters

Open rates reveal how compelling your subject lines are and whether your audience is engaged enough to take the first step.



Improvement Tip

Write subject lines that are concise, relevant, and personalized with recipient names or industry-specific keywords to grab attention.



Industry Example

With a trade show follow-up, you can use personalized subject lines like "Great to Meet You at [Event Name]!" to jog recipients' memory and spark curiosity.

How to Calculate Your Email Open Rate

Open rate = (number of opened emails / number of received emails) x 100

Click-Through Rate (CTR)

This metric measures the percentage of email recipients who click on links within your email. It compares the number of sent emails to website visits generated through those links.

Why It Matters



A high CTR indicates that your email content, links, and CTAs are engaging enough to drive action and may [convert leads into your sales pipeline](#).

Improvement Tip



Use strong, action-oriented CTAs like "Download Our Product Guide" or "Request a Demo" to encourage clicks.

Industry Example



With a **lead nurturing campaign**, you can include links to detailed product use cases to guide prospects further along the buyer's journey.

How to Calculate Your CTR

Email click-through rate = (number of recipients who clicked a link / number of received emails) x 100

Unsubscribe Rate

This metric tracks the percentage of recipients who opt out of your mailing list. While some unsubscribes are normal, high rates signal issues with your campaigns.

Why It Matters



Monitoring unsubscribe rates helps identify content relevance and list segmentation problems that might drive disengagement.

Improvement Tip



Keep emails relevant and targeted by segmenting your audience and personalizing content to their needs.

Industry Example



When sharing lead nurturing and **educational content**, ensure the value aligns with your audience's interests, such as "Top 10 Strategies for Supply Chain Optimization."

How to Calculate Your Unsubscribe Rate

Unsubscribe rate = (number of recipients who unsubscribed / number of recipients) x 100



Bounce Rate

Bounce rate tracks the percentage of emails that failed to reach recipients due to invalid or undeliverable addresses.



Why It Matters

High bounce rates harm your reputation and reduce the likelihood of future emails reaching your audience's inboxes.



Improvement Tip

Regularly clean your email list to remove invalid or outdated addresses and [ensure deliverability](#).



Industry Example

Confirm email addresses before **moving leads through your pipeline** to avoid sending emails to faulty addresses.

How to Calculate Your Bounce Rate

Email bounce rate = (number of bounced addresses / number of emails sent) × 100

Email Conversion Rate

This measures the percentage of recipients who complete the desired action, such as registering for an event, downloading a resource, or making a purchase.



Why It Matters

Conversion rates directly measure campaign success, showing how well your emails drive meaningful outcomes.



Improvement Tip

Align email content and CTAs with a clear, specific goal to guide recipients toward taking the desired action.



Industry Example

When sharing content, provide direct links to download whitepapers or reports with a "Get Your Free Copy" CTA.

How to Calculate Your Email Conversion Rate

Email conversion rate = (number of recipients who took your desired action / number of emails sent) × 100

Email Templates that Convert for Traditional Industries

In old economy sectors, relationship-building is key. Whether following up after a trade show, re-engaging cold leads, or booking a demo, these email templates will help you connect with prospects.

More Email Templates

Try these email templates for various scenarios to save time and benefit from proven expertise.

[Demo request emails](#)

[Follow-up emails](#)

[Re-engagement emails](#)

Follow-Up After a Trade Show



Subject: Great Connecting at [Trade Show Name] – Here's Something for You

Hi [Recipient's First Name],

It was a pleasure meeting you at [Trade Show Name]! I enjoyed our conversation about [specific topic discussed, e.g., streamlining logistics operations].

As promised, I'm sharing [resource, e.g., a case study, product brochure, or report] that provides insights on [specific challenge or solution]. You can download it here: [Insert Link]. If you'd like to explore how [your product/service] can help [specific benefit], I'd be happy to schedule a quick call or demo. Just let me know a time that works for you!

Looking forward to staying in touch.

Best regards,

[Your Name]

Send

Demo Request Follow-Up



Subject: Your [Product] Demo – Tailored for [Industry]

Hi [Recipient's First Name],

Thanks for your interest in [your product]! Many companies in [industry] are using it to [key benefit, e.g., streamline warehouse operations].

Let's set up a quick demo where I can show you exactly how it works and how it could help [company name] achieve [specific goal]. You can book a time that works best for you here: [Insert Link].

Looking forward to connecting!

Best regards,

[Your Name]

Send

Old Economy Email Benchmarks per Industry

Now that you know more about the role of email marketing, the key metrics to track, and have access to proven email templates, the next step is evaluating performance. So, how do you know if your email campaigns are working?

You can use these industry benchmarks to help your business evaluate the effectiveness of its email marketing strategy.

Use them as a foundation for setting improvement targets and measuring the success of your optimization efforts. They also provide a framework for testing and experimenting with various elements of your email campaigns, including subject lines, visuals, and CTAs.

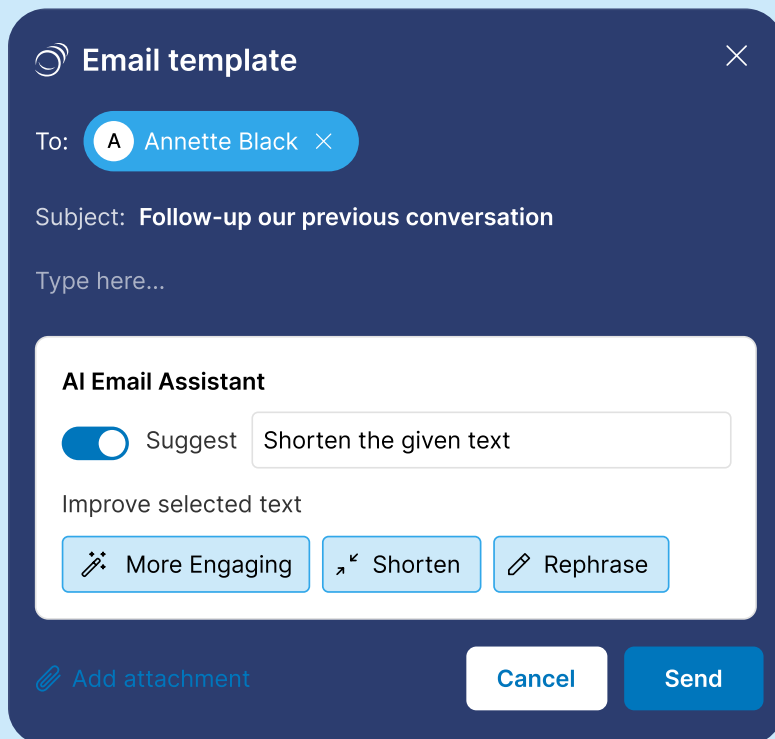


Industry	Open rate	Click rate	Unsubscribe rate	Bounce rate
Manufacturing	29.08%	2.83%	0.27%	0.55%
Construction	31.08%	2.95%	0.33%	0.54%
Logistics	35.08%	2.08%	0.21%	0.14%
Distribution	33.25%	2.56%	0.24%	0.24%
Utility contractors	32.74%	3.04%	0.25%	0.39%

All benchmarks are updated according to MailChimp's most recent industry [statistics](#).

4 Best Practices for Email Marketing in Old Economy Sectors

How is your business doing compared to these industry benchmarks? If it's falling short, try these best practices to optimize your strategy and improve results.



The image shows a dark blue email composition window titled "Email template" with a close button (X) in the top right corner. The "To:" field contains a contact named "Annette Black" with a blue circular profile icon and a close button (X). The "Subject:" field is labeled "Follow-up our previous conversation". Below the subject is a text input field with the placeholder "Type here...". A white box titled "AI Email Assistant" is overlaid on the bottom half of the window. It contains a toggle switch labeled "Suggest" which is turned on, followed by a text input field containing "Shorten the given text". Below this, the text "Improve selected text" is displayed. At the bottom of the AI assistant box are three buttons: "More Engaging" (with a star icon), "Shorten" (with a double arrow icon), and "Rephrase" (with a pencil icon). At the bottom of the email window, there is a blue link "Add attachment" with a paperclip icon, and two buttons: "Cancel" and "Send". A curved arrow points from the text "optimize your strategy" in the paragraph above to the AI assistant box.

1. Email Personalization and Recipient Segmentation

Email personalization is key for building trust and increasing sales in the old economy sector. B2B decision-makers in this sector expect more than generic templates; they demand relevance. Divide your email list based on buyer profiles and customize your messages to meet their needs.

Consider these factors when segmenting your email list:

- **New subscribers:** onboard them with introductory offers or welcome messages.
- **Demographics:** age, gender, and location can inform targeted messaging.
- **Preferences and interests:** align content with their professional roles or industry challenges.
- **Engagement levels:** customize emails for active subscribers versus those requiring re-engagement.

2. Frequency and Timing of Emails

Keeping your audience engaged requires finding the balance between staying visible and avoiding subscriber fatigue. Finding your sweet spot needs experimentation and varies by industry.

Use these practical tips to find a good balance:

- **Assess industry benchmarks:** study competitors' practices to determine an optimal frequency.
- **Do A/B tests:** test various schedules to identify when your audience is most responsive.
- **Monitor engagement:** high unsubscribe or bounce rates could signal over-emailing.

3. Optimizing Subject Lines and Content

The subject line gets your email opened, while the content keeps your audience engaged. Understanding what your readers need is the first step to optimizing for your target market.

Try these recommendations to grab your audience's attention:

- **Refine subject lines:** highlight a clear benefit, such as "Cut Export Costs by 30% with [Our Product]."
- **Add value:** address pain points, provide solutions, and offer actionable takeaways.
- **Use visuals:** increase engagement by using emojis (don't overuse them), bold CTAs, and product visuals.

4. Compliance and Trust-Building

Building trust is essential for long-term engagement and maintaining a strong email reputation.

Here's how to build trust and stay compliant:

- **Follow legal guidelines:** ensure your campaigns comply with email marketing regulations to avoid penalties and maintain credibility.
- **Humanize your emails:** use real sender names and reply-to addresses to make communications feel human.
- **Simplify unsubscribing:** provide easy opt-out options to maintain an engaged email list while respecting recipients' preferences.



A smart email marketing strategy is the difference between getting ignored and getting results.



There's No Replacement for Building a Connection with Your Audience

Email marketing in the [old economy sector](#) is rooted in what this industry values—long-term relationships built on trust. But even with a winning strategy, you need the right tools to streamline your email marketing and sales processes.

To simplify this whole process, consider using [Pipeline CRM](#) for your email campaigns. With this customizable CRM, you can easily send bulk emails, set up automated drip campaigns, and use an [AI-powered email writing assistant](#) that helps you create high-converting messages in seconds.

It's easy to set up, offers the industry's best features, and helps you boost your ROI with integrations like QuickBooks, Customer.io, and Callrail. Start connecting with your audience today!

