**Key Takeaways:**
- There is less risk of the message going completely unread.
- More effective. If employees have more time each week to open and click.
- The data suggests that sending internal emails early in the week is marginally rates, gives us more insight on when the best time is to send.
- Drilling down to days of the week and time of the day, and then analyzing open.

**WHAT ARE OPEN/CLICK RATES FOR DIFFERENT LIST SIZES?**

- On average, each employee in our email service, Bananatag, includes over 46 million customers to internal emails sent by our email service, Bananatag, includes.
- As measured by our number of recipients per email, showed a strong negative correlation to open and click rate.
- Organizations sending to larger lists, particularly those with more than 5,000 employees per list, had the lowest engagement with internal emails. Emails sent to smaller distribution lists had higher open and click rates.

**WHAT HAPPEN TO YOUR INTERNAL EMAILS?**

- Fridays aren't as bad as you think to send internal emails!
- Subject line length for internal emails does not have an effect on open rates.
- Open and click rates vary dramatically by industry.
- It's important to remember that rates also vary by organization in each industry as well, depending on many variables.
- We recommend focusing on your own internal email data and measuring improvements against that.

**OPEN RATE:**

- **MANUFACTURING:**
  - Open: 83%
  - Click: 14%

- **TECHNOLOGY:**
  - Open: 92%
  - Click: 8%

- **ENTERTAINMENT:**
  - Open: 86%
  - Click: 9%

- **FINANCE:**
  - Open: 77%
  - Click: 15%

- **HEALTHCARE:**
  - Open: 79%
  - Click: 15%

- **EDUCATION:**
  - Open: 84%
  - Click: 14%

- **MANUFACTURING:**
  - Open: 77%
  - Click: 8%

- **TECHNOLOGY:**
  - Open: 86%
  - Click: 9%

- **ENTERTAINMENT:**
  - Open: 82%
  - Click: 8%

- **FINANCE:**
  - Open: 79%
  - Click: 15%

- **HEALTHCARE:**
  - Open: 79%
  - Click: 15%

- **EDUCATION:**
  - Open: 81%
  - Click: 8%

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