bananatag

What happens to your Internal Emails After you send them?

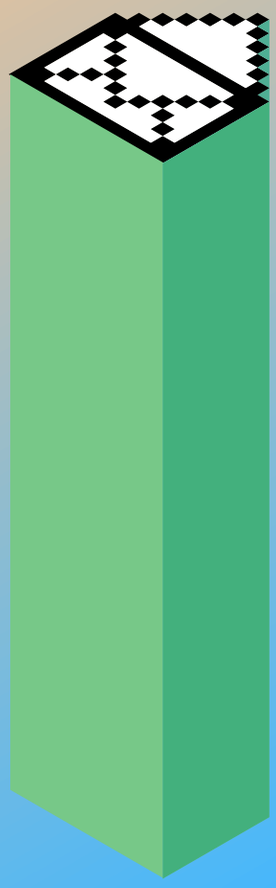
We got *very* nerdy and analyzed more than **26 million interactions with internal emails**.

- **The data**, as measured by our email service, Bananatag, includes internal emails sent by our customers to **over 46 million recipients around the world**. Most senders and recipients were Outlook users, with the remainder primarily using Gmail or IBM Notes.

Internal Email
POST

HOW MANY EMAILS ARE EMPLOYEES RECEIVING?

On average, each employee distribution list receives **6 internal emails per month.**

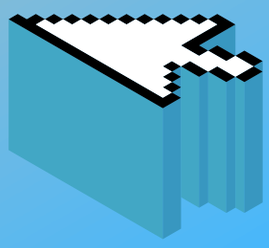


WHAT ARE OVERALL ENGAGEMENT RATES?

Overall, the average open and click rate for internal emails per email was **79% and 15%**, respectively.

OVERALL OPEN RATE

79%



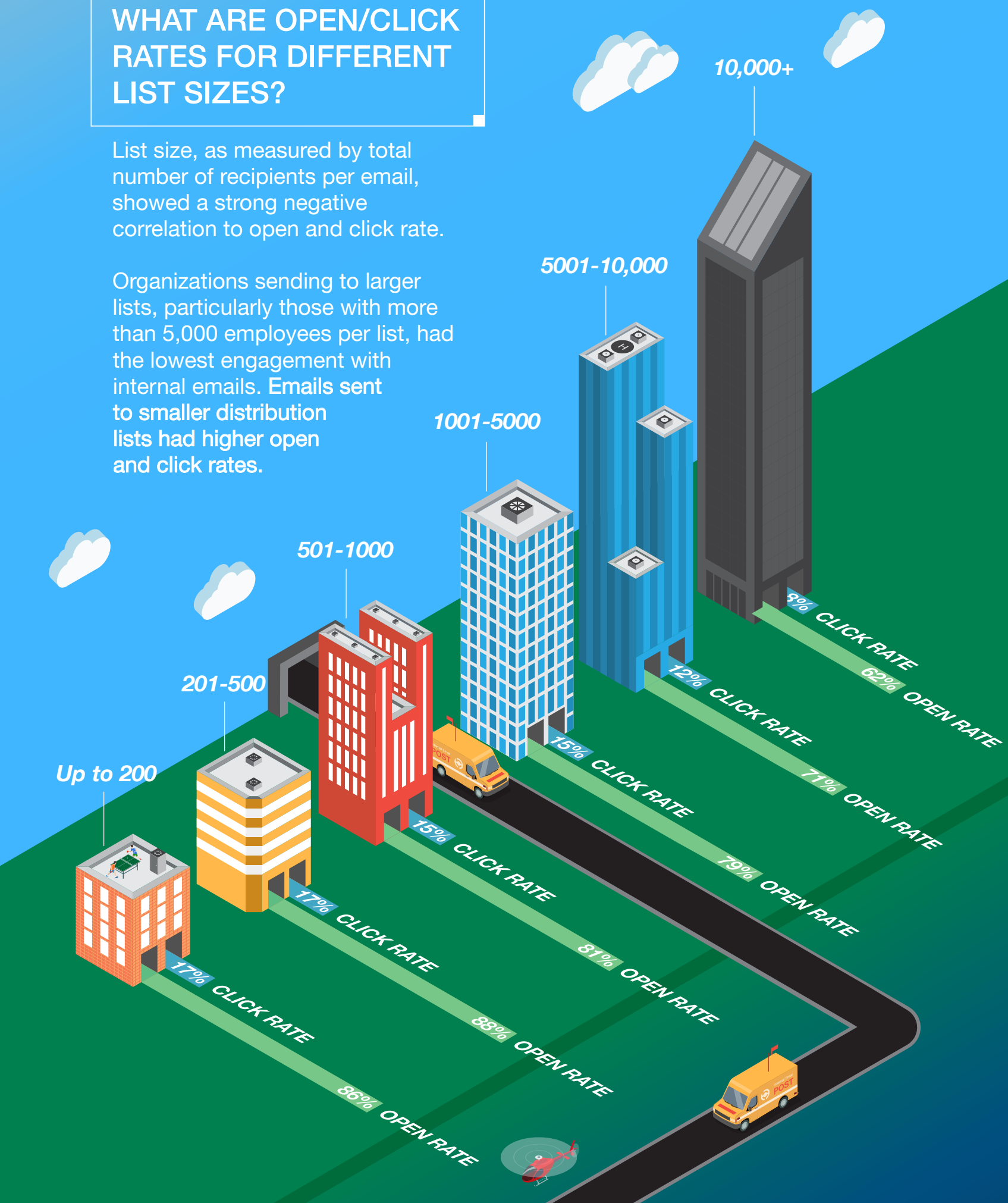
OVERALL CLICK RATE

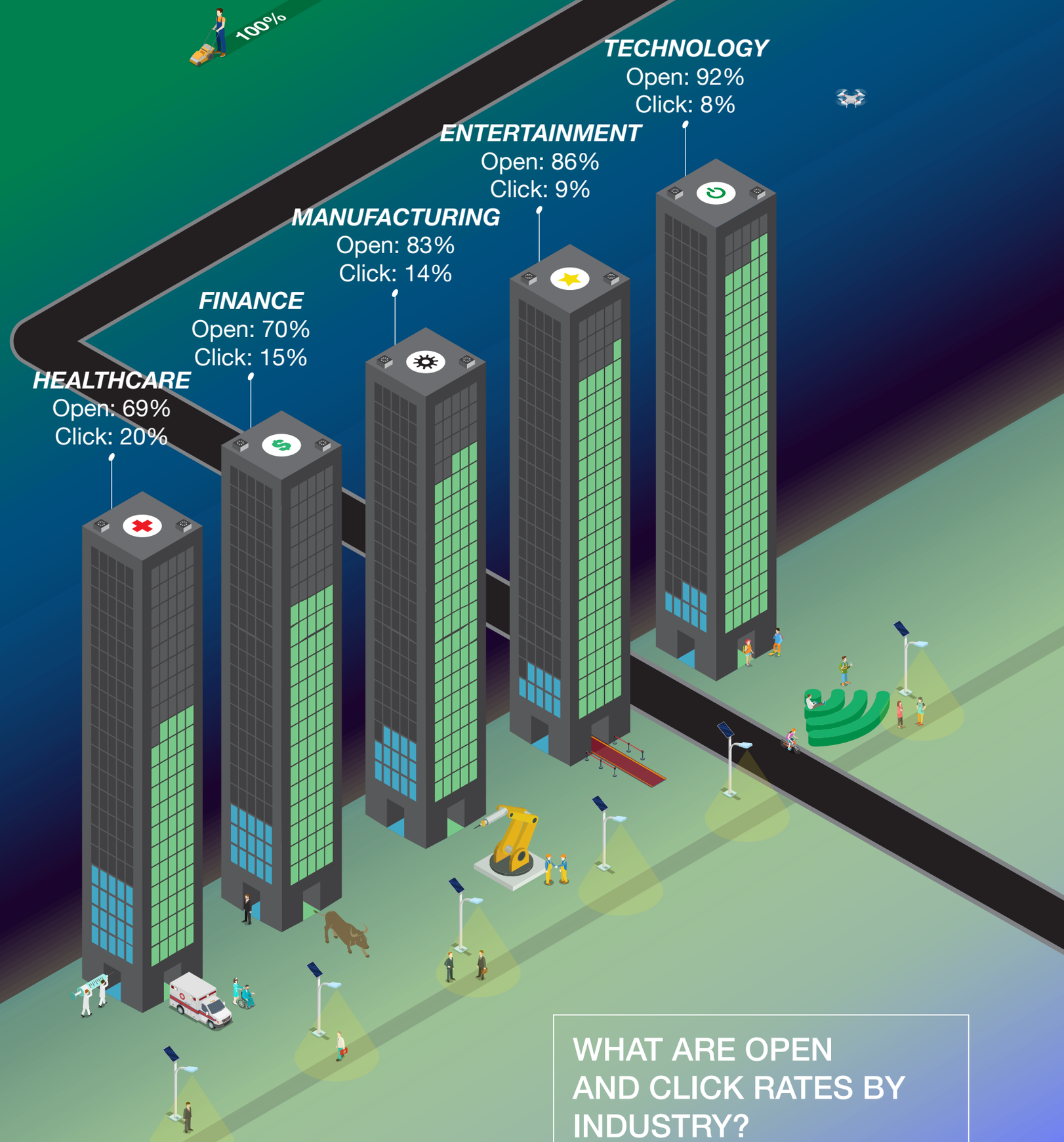
15%

WHAT ARE OPEN/CLICK RATES FOR DIFFERENT LIST SIZES?

List size, as measured by total 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.**





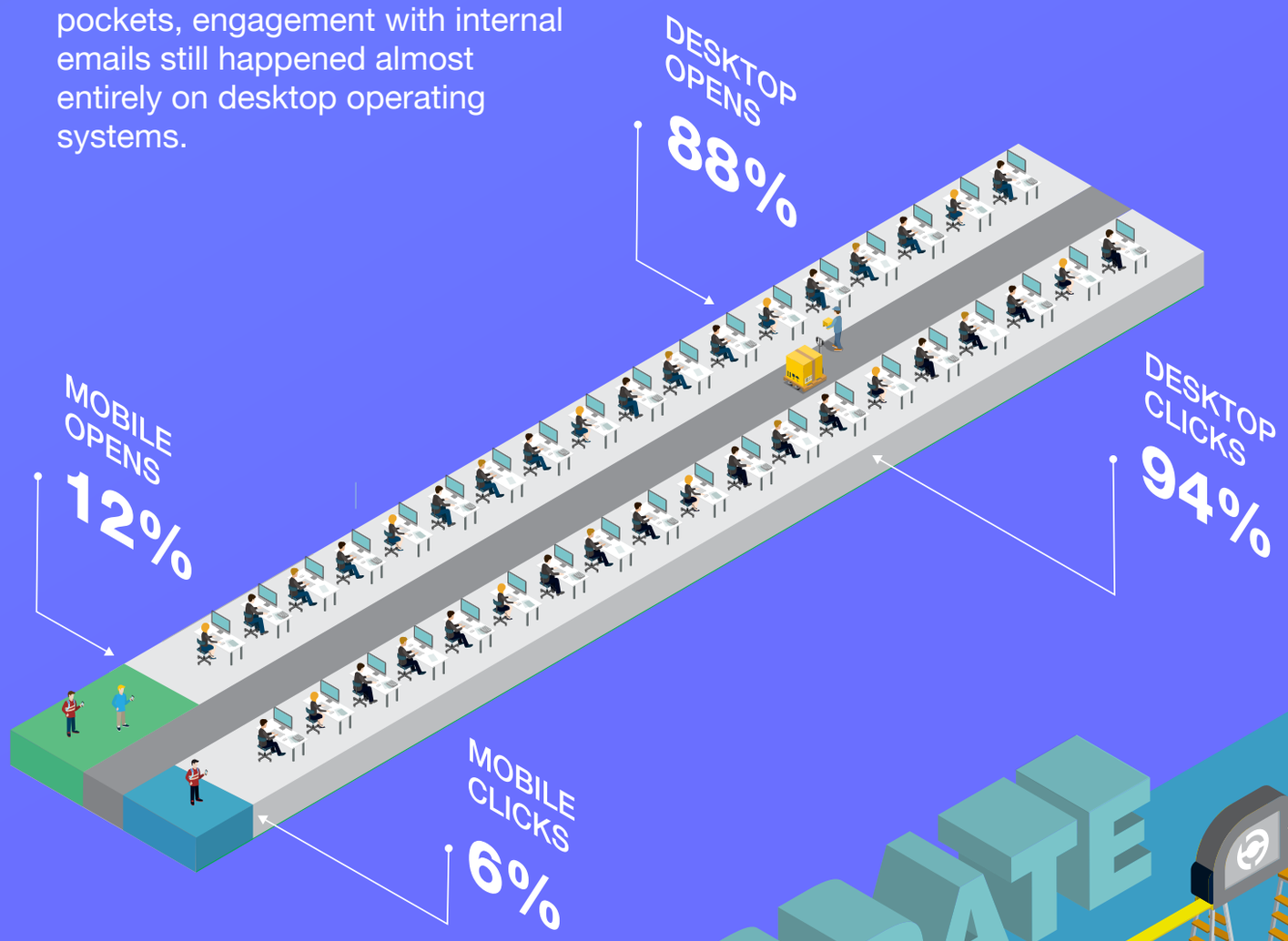
WHAT ARE OPEN AND CLICK RATES BY INDUSTRY?

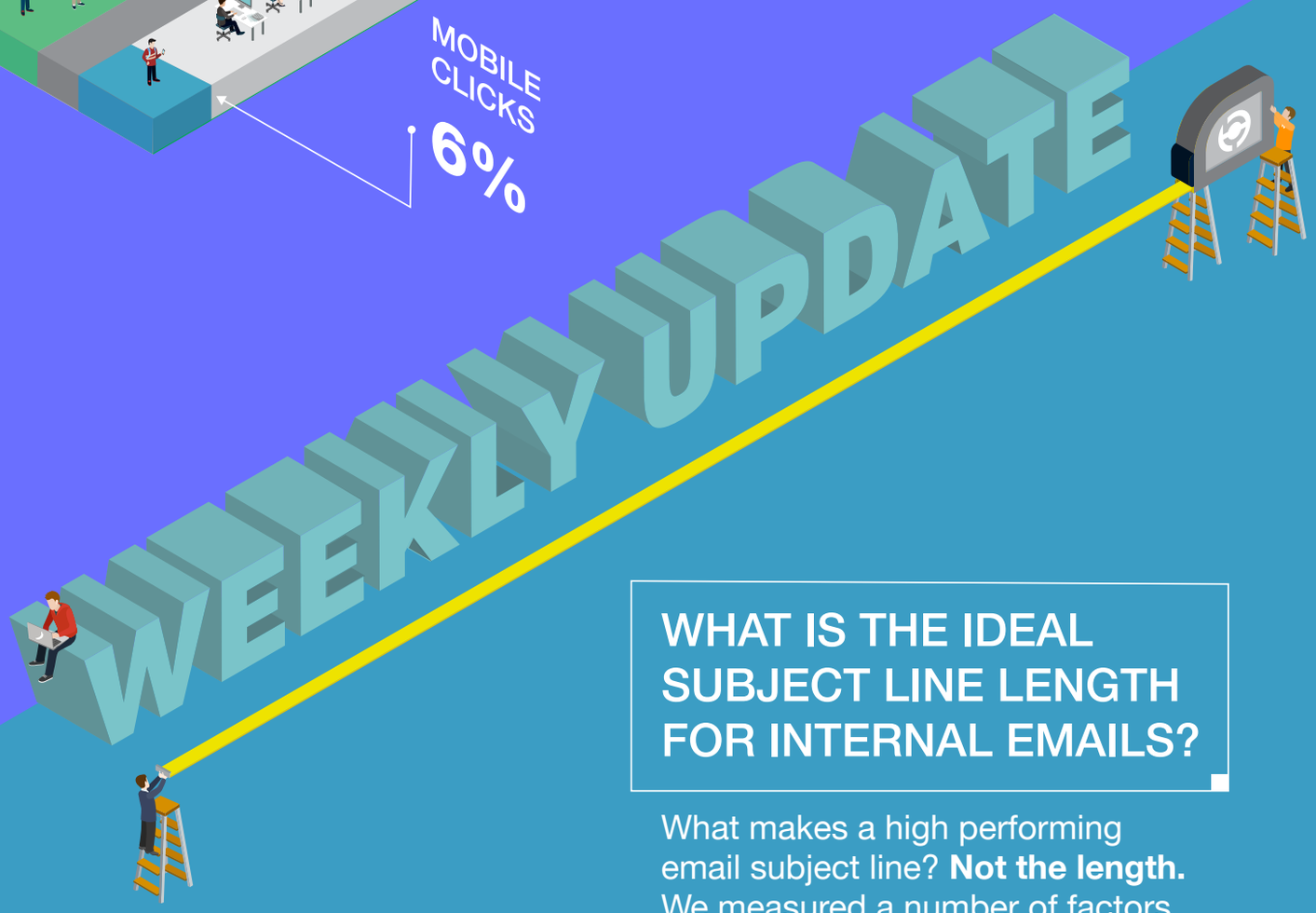
The industries of the email data we analyzed was an important consideration, and a big differentiator in terms of engagement rates.

Healthcare, an industry known for having decentralized employees who often don't have consistent access to email, had the lowest open rate.

HOW DO EMPLOYEES INTERACT WITH INTERNAL EMAILS?

Despite the fact that smartphones are commonplace in employee pockets, engagement with internal emails still happened almost entirely on desktop operating systems.





WHAT IS THE IDEAL SUBJECT LINE LENGTH FOR INTERNAL EMAILS?

What makes a high performing email subject line? **Not the length.** We measured a number of factors relating to subject lines, and there was no relationship between subject line length and open rate.

WHEN IS BEST TO SEND EMAILS ANYWAY?

Drilling down to days of the week and time of the day, and then analyzing open rates, gives us more insight on when the best time is to send.

The data suggests that sending internal emails early in the week is marginally more effective. If employees have more time each week to open and click, there is less risk of the message going completely unread.

	MON	TUE	WED	THU	FRI
6:00 AM - 9:00 AM EARLY MORNING	OPEN RATE: 80% (620 EMAILS SENT)	OPEN RATE: 73% (528 EMAILS SENT)	OPEN RATE: 78% (459 EMAILS SENT)	OPEN RATE: 75% (449 EMAILS SENT)	OPEN RATE: 78% (585 EMAILS SENT)
9:00 AM - 12:00 PM LATE MORNING	OPEN RATE: 77% (536 EMAILS SENT)	OPEN RATE: 78% (591 EMAILS SENT)	OPEN RATE: 82% (775 EMAILS SENT)	OPEN RATE: 79% (644 EMAILS SENT)	OPEN RATE: 79% (643 EMAILS SENT)
12:00 PM - 3:00 PM EARLY AFTERNOON	OPEN RATE: 84% (394 EMAILS SENT)	OPEN RATE: 79% (332 EMAILS SENT)	OPEN RATE: 77% (540 EMAILS SENT)	OPEN RATE: 80% (449 EMAILS SENT)	OPEN RATE: 79% (591 EMAILS SENT)
3:00 PM - 6:00 PM LATE AFTERNOON	OPEN RATE: 77% (290 EMAILS SENT)	OPEN RATE: 86% (270 EMAILS SENT)	OPEN RATE: 81% (388 EMAILS SENT)	OPEN RATE: 79% (356 EMAILS SENT)	OPEN RATE: 76% (262 EMAILS SENT)

Key Takeaways:

- **Internal emails sent to smaller list sizes tend to see better open rates.**

  One of the possible reasons for this could be that a smaller list size makes it easier to generate more targeted email content that is specifically created for its audience.

- **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**.

- **Internal communication emails are more commonly opened by employees on their desktop than on their mobile devices.**

  Employees may prefer accessing their internal communication emails during working hours (at which time many have easy access to their inboxes on their desktops). Some organizations do now allow mobile access, further favoring desktop interactions.

- **Subject line length for internal emails does not have an effect on open rates.**

- **Fridays aren't as bad as you think to send internal emails!**

  Internal emails sent earlier in the week (Monday or Tuesday) did perform marginally better than emails sent later in the week (Thursday or Friday), but the variance in open rate based on time of send should not stop communicators from sending towards the end of the week.

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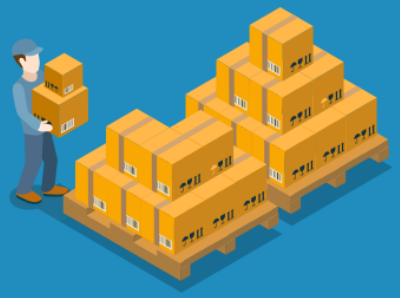
Find out if you qualify for Bananatag



Data analysis by bananatag

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