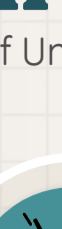


Days & Times

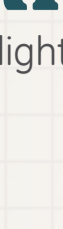
Industry Professionals Unsubscribe from Email Marketing Campaigns

MISSION

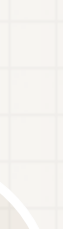
Help Marketers gain a more holistic view of the behavioral patterns of their audiences.



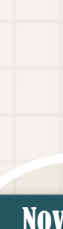
3
YEARS
of data



7
INDUSTRIES
represented in
this study



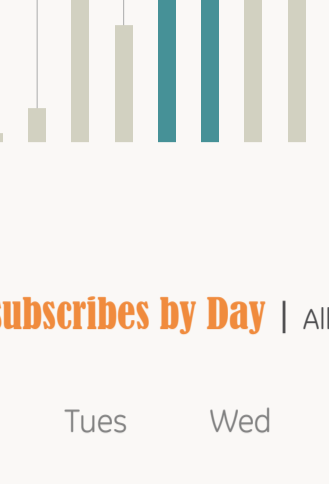
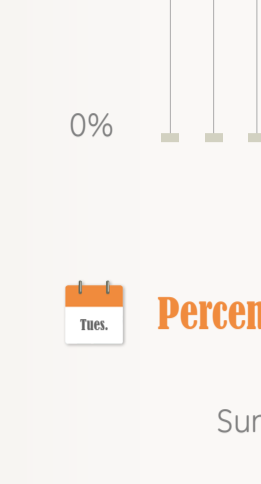
150
MILLION
campaign
events



100
THOUSAND
unsubscribe
events

All Industries

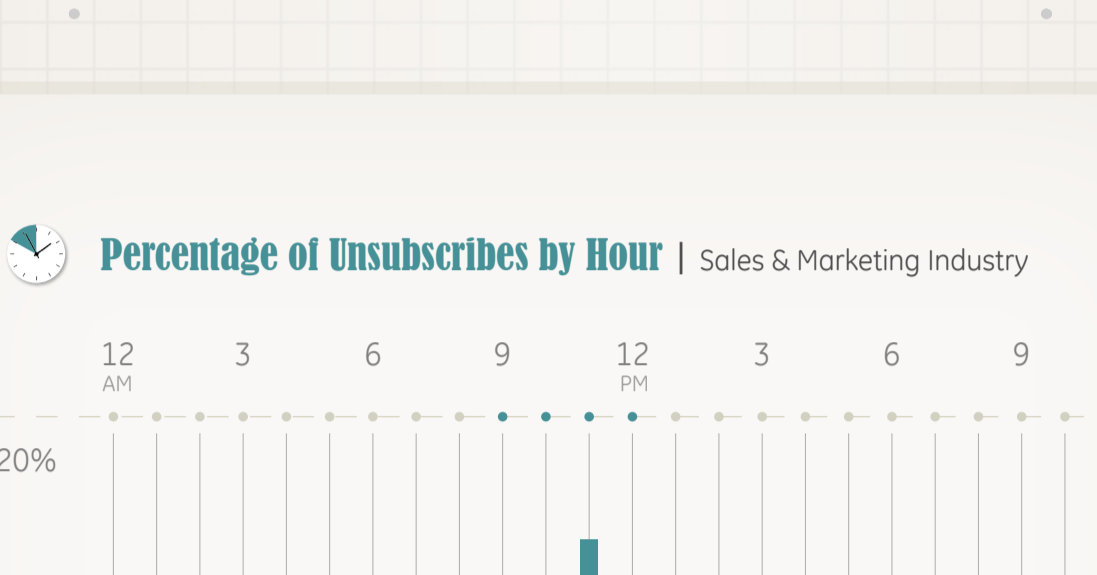
% of Unsubscribe Highlights



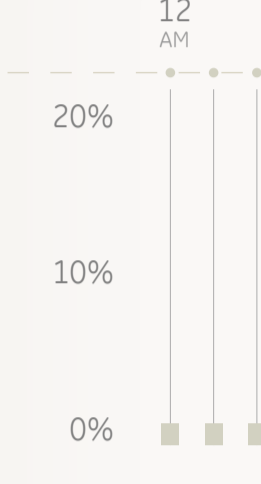
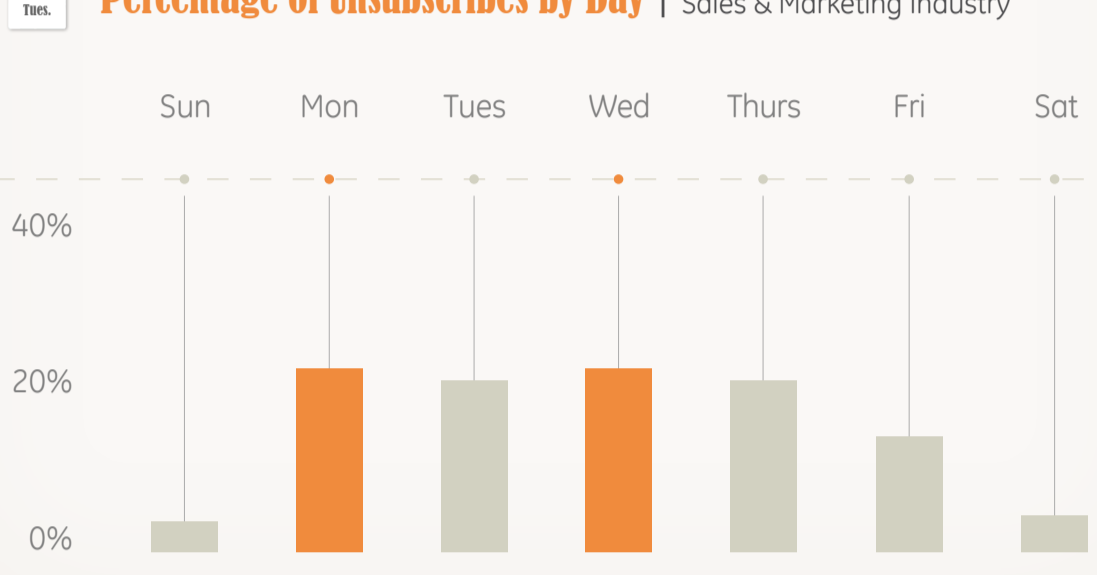
Percentage of Unsubscribes by Hour | All Industries



Percentage of Unsubscribes by Day | All Industries

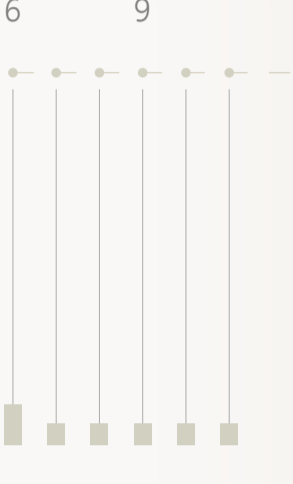


Percentage of Unsubscribes by Month | All Industries

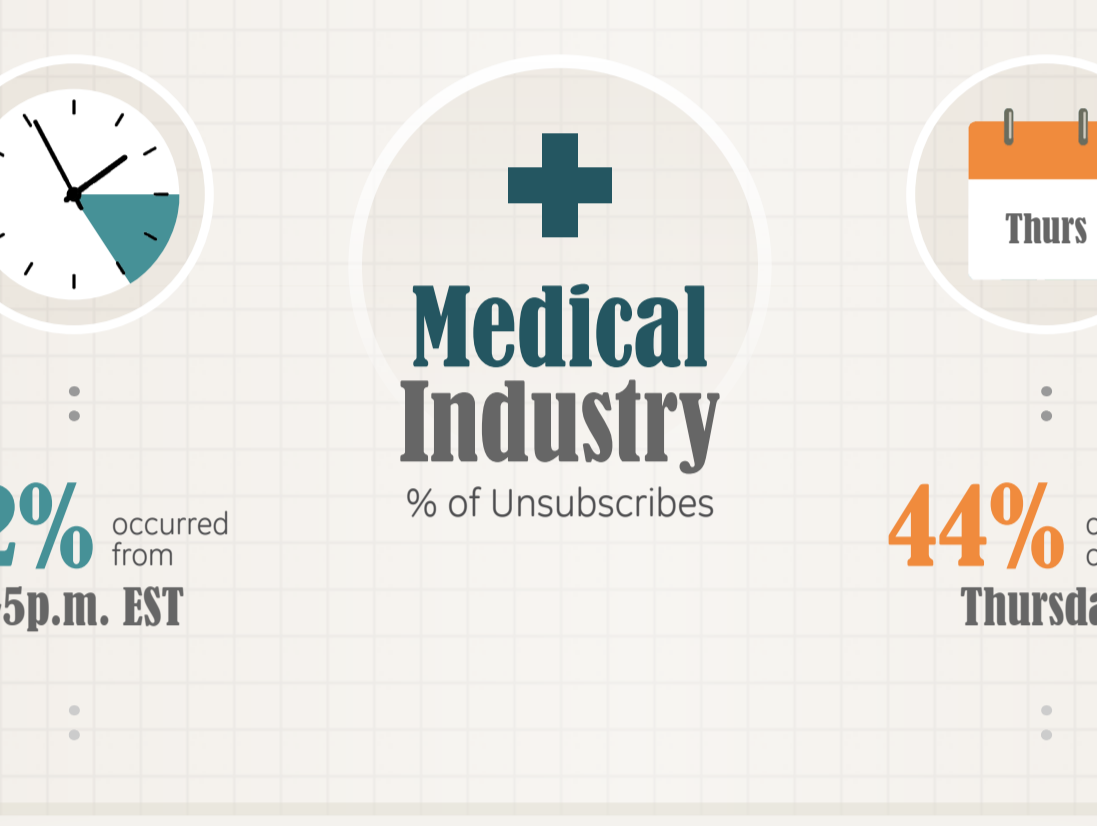


Sales & Marketing Industry

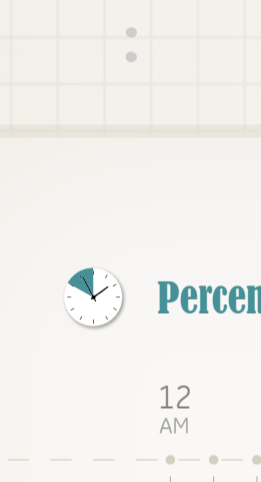
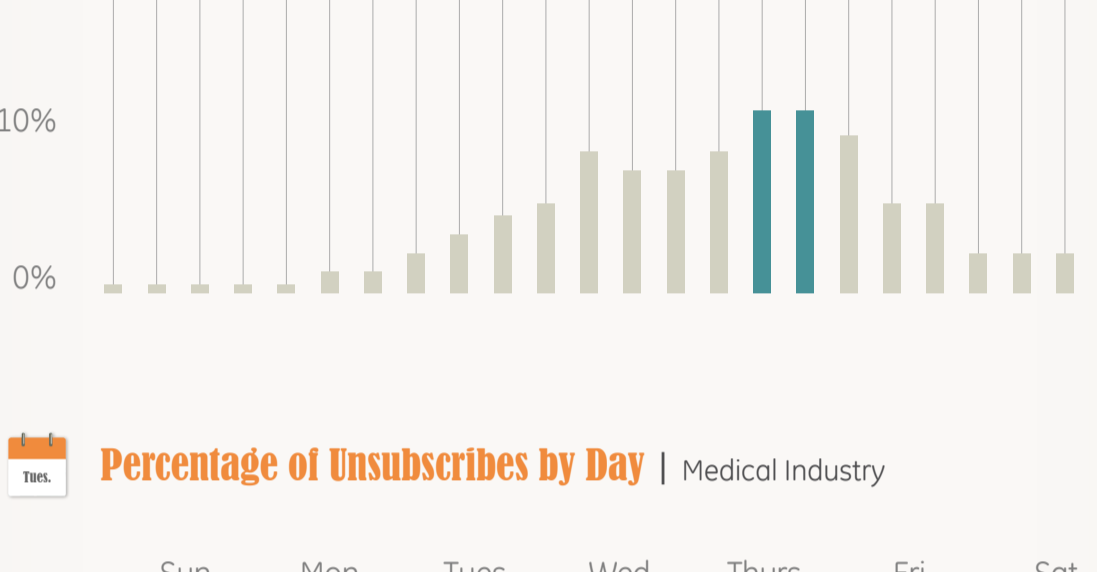
% of Unsubscribes



Percentage of Unsubscribes by Hour | Sales & Marketing Industry

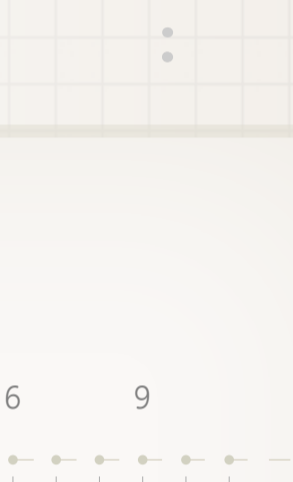


Percentage of Unsubscribes by Day | Sales & Marketing Industry

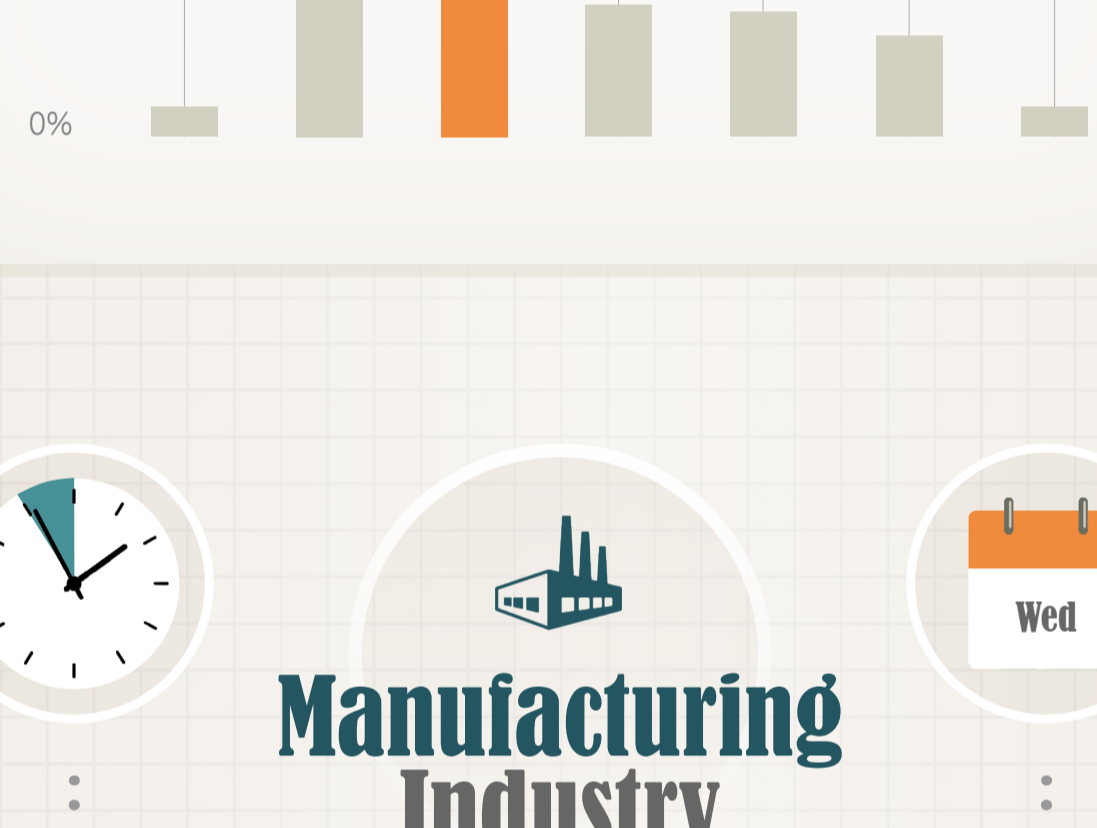


Medical Industry

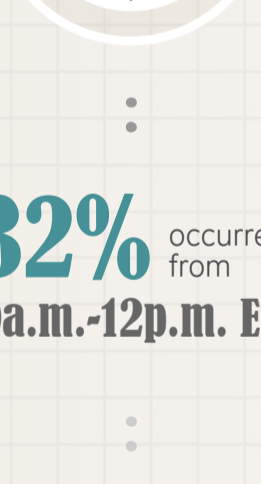
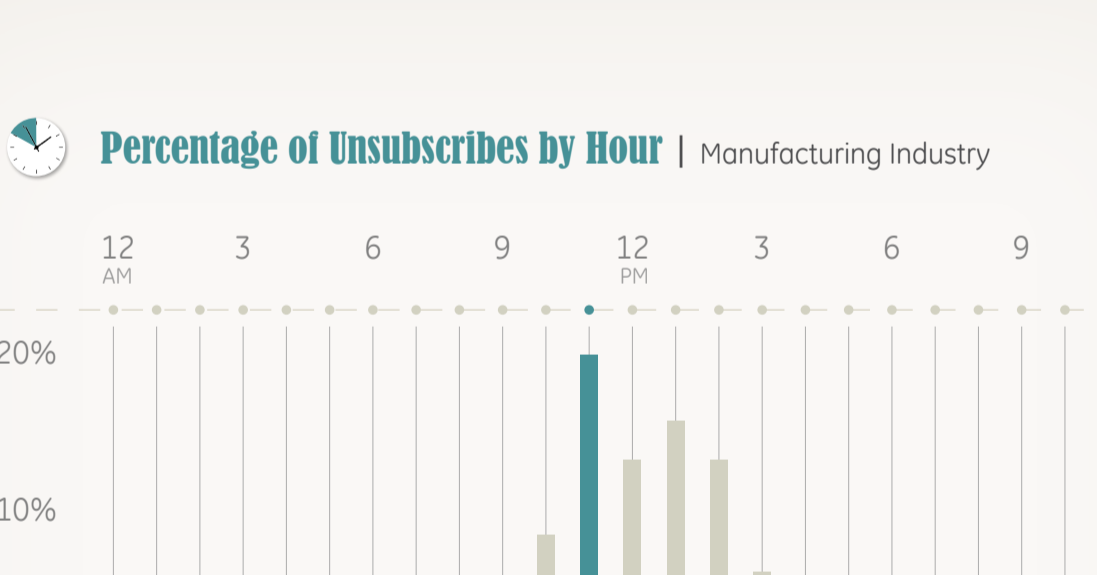
% of Unsubscribes



Percentage of Unsubscribes by Hour | Medical Industry

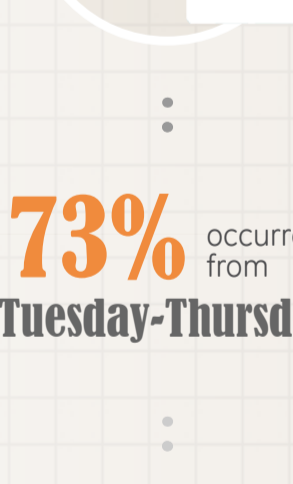


Percentage of Unsubscribes by Day | Medical Industry

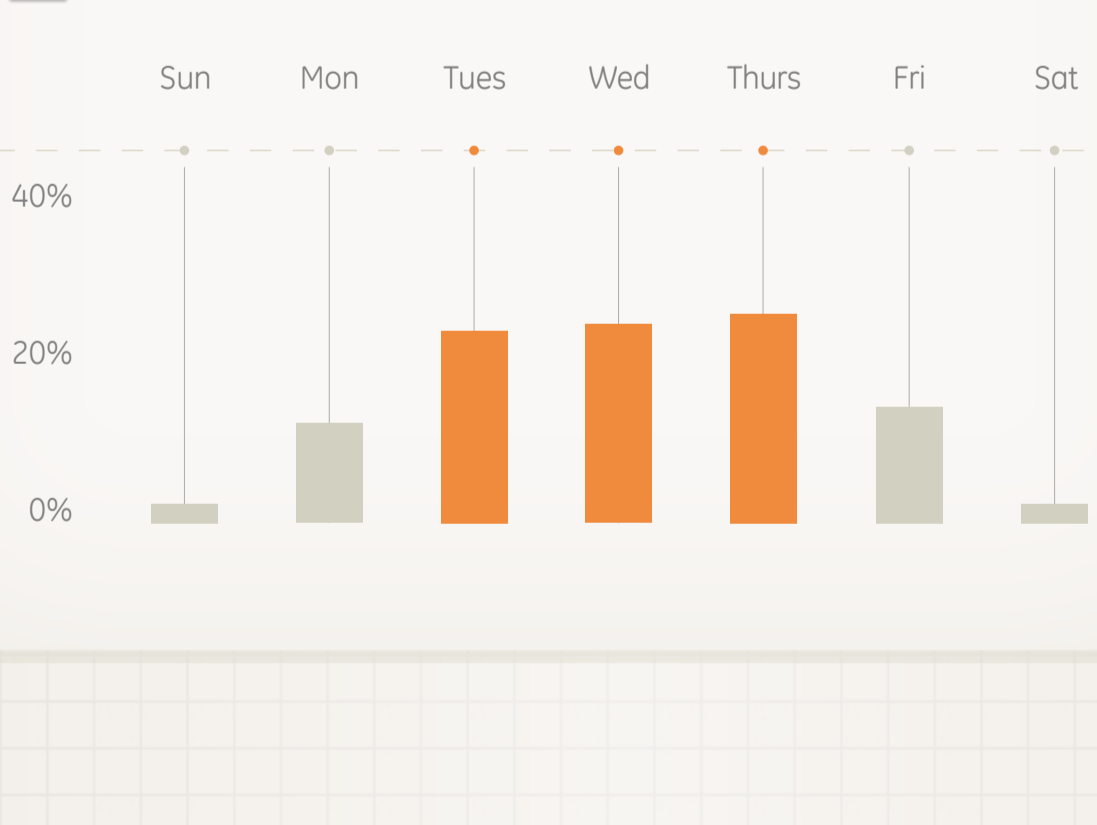


Legal Industry

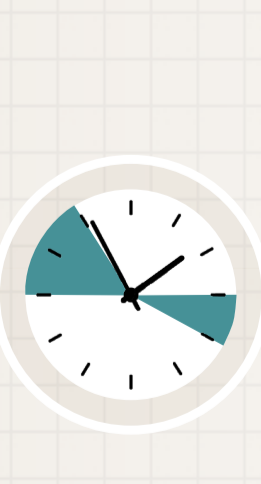
% of Unsubscribes



Percentage of Unsubscribes by Hour | Legal Industry

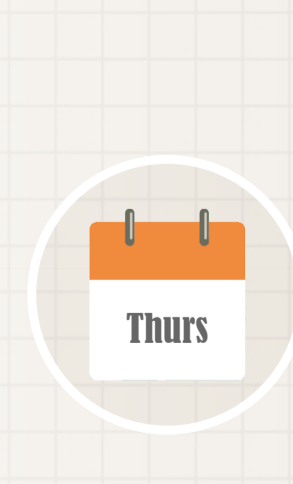


Percentage of Unsubscribes by Day | Legal Industry

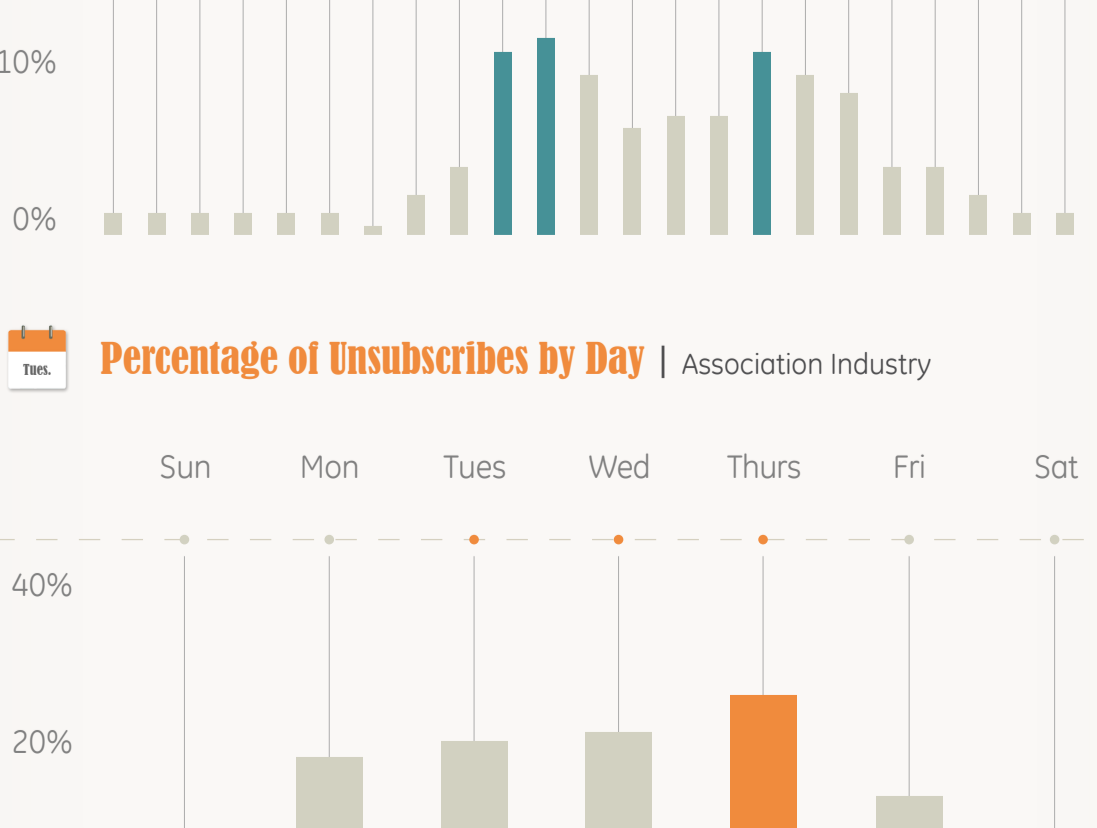


Manufacturing Industry

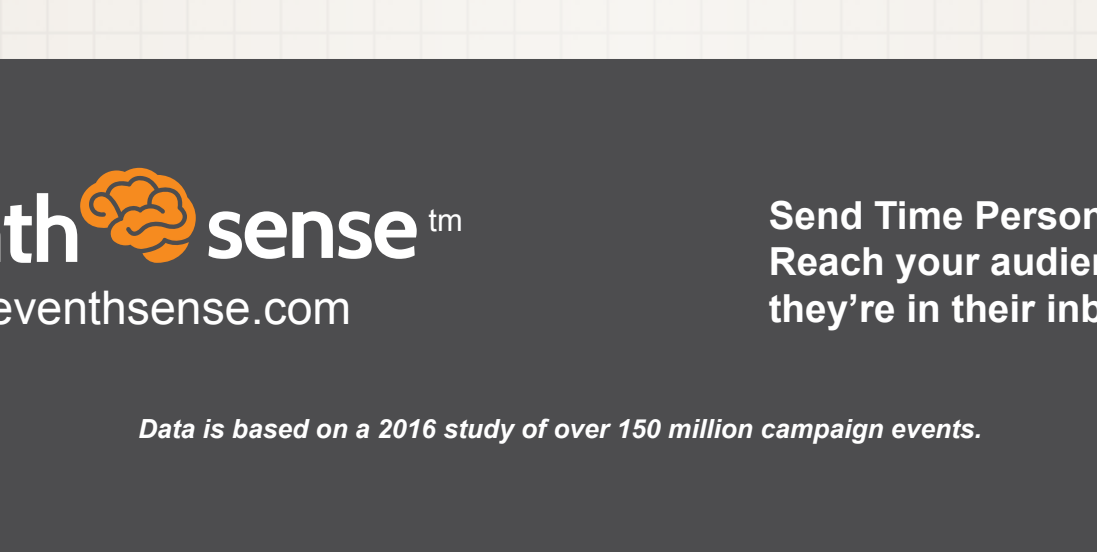
% of Unsubscribes



Percentage of Unsubscribes by Hour | Manufacturing Industry



Percentage of Unsubscribes by Day | Manufacturing Industry



Information Technology Industry

% of Unsubscribes

Percentage of Unsubscribes by Hour | IT Industry

Percentage of Unsubscribes by Day | IT Industry

Retail Industry

% of Unsubscribes

Percentage of Unsubscribes by Hour | Retail Industry

Percentage of Unsubscribes by Day | Retail Industry

Association Industry

% of Unsubscribes

Percentage of Unsubscribes by Hour | Association Industry

Percentage of Unsubscribes by Day | Association Industry

