10 Ways To Improve An Under-Performing Email Click-Through-Rate 2020

Are you failing to achieve the desired email click-through rate percentage? Is your email marketing campaign not giving you desired results?

If these are questions that are troubling you then you have landed on the right article where we are going to discuss what is email click-through rate and how to improve an under-performing email click-through rate percentage.

If you are facing the same issue with the email open rate then check our blog on *9 Ways To Boost Your Email Open Rate*

Many companies are facing the same issue related to the decrease in the email click-through rate. If your business is one among them then don't get terrified by your problem. Instead, try to identify why that problem is occurring and how to get rid of that problem. In this article, we are going to give you 10 tips that can help you in optimizing your email marketing campaign to get the desired email CTR.

So, let's start with one of the basic questions.

What is Email CTR (click-through rate)?

CTR (Click Through Rate) is one of the important email marketing metrics in determining the clicks and action taken on your email campaign. Email Open rate may tell you about your email performance in grabbing people's attention but CTR (click-through rate) helps in analyzing whether your email can attract people in taking action on it.

Click-Through Rate not only depends on the subject line but elements like time and day (strategic email scheduling), link positioning, email length also helps in achieving more CTR. Every marketer aims to achieve maximum CTR but rates vary by industry, i.e top industries like computer hardware and telecommunication, nonprofits, association & government, and education-related emails get average CTR of 4%. So, it is important to focus on subtle elements to get an attractive email click-through rate percentage for your organization and company.

According to smart insight stats, email ctr depends on the type of market you are trying to focus on. If you are trying to target a B2B or B2C market then aim to achieve the average email open rate depending on your industry. For example, if you own a food chain business then your aim to be top achieve an average email CTR of 3.46%. Whereas if you are into legal services then your email campaign should get an average CTR of 2.66%. Below you can see the updated list to identify your industry's average email CTR.

What is a Good Email Click-through rate?

If you are looking to make your email marketing campaign successful then you should be aware of your industry's average email click-through rate. Because email ctr varies depending on the different industries. Once you are aware of your industry's email CTR then you can create a goal to achieve that particular email click-through rate.

Generally, an average email CTR varies from 3% to 7% depending on the industry. There are many email service provider who claims to have an email ctr of 10%. Well, it's hard to get near that number because most of the industries get maximum email ctr between 3% to 5%. So, before creating an email campaign identify your sector's email ctr and try to achieve that CTR.

Tips on improving an underperforming Email CTR (Click Through Rate) stats

If your email marketing campaign is not performing well and not giving you the desired CTR. Then it's time to revise your email strategy and check why your email CTR stats are underwhelming.

If you are looking to boost your email CTR stats then

1. Make your objective clear to the audience

Always try to make an email that can show your objective clearly to your recipient. If you want your recipient to perform an action like a click on the link or download an ebook then it should be visible to your audience. Don't confuse your audience by adding extra links or call to action button to your email. These types of activities frustrate the audience and they end up doing nothing in your email.

Even SFWP Experts a leading marketing agency of California has observed that their client was not getting the desired email CTR. when our email marketing experts reviewed their emails then they found that there were using too many call-to-action buttons in their emails.

Therefore, if you are creating an email marketing then check whether your goals are clear to your audience or not. You run the A/B test to figure out the effectiveness of your email marketing campaign.

Read more: [10 Ways To Improve An Under-Performing Email Click-Through-Rate (CTR) 2020](#)

Contact Details:

213-277-9177

la@sfwpexperts.com

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