

2022

TRENDS IN EMAIL ENGAGEMENT



What Changed This Year?

Before [Apple's Mail Privacy Protection \(MPP\)](#) launched in September 2021, we analyzed almost eight billion email opens, anonymously collected and aggregated with [Litmus Email Analytics](#) (from January 1 - August 31, 2021).

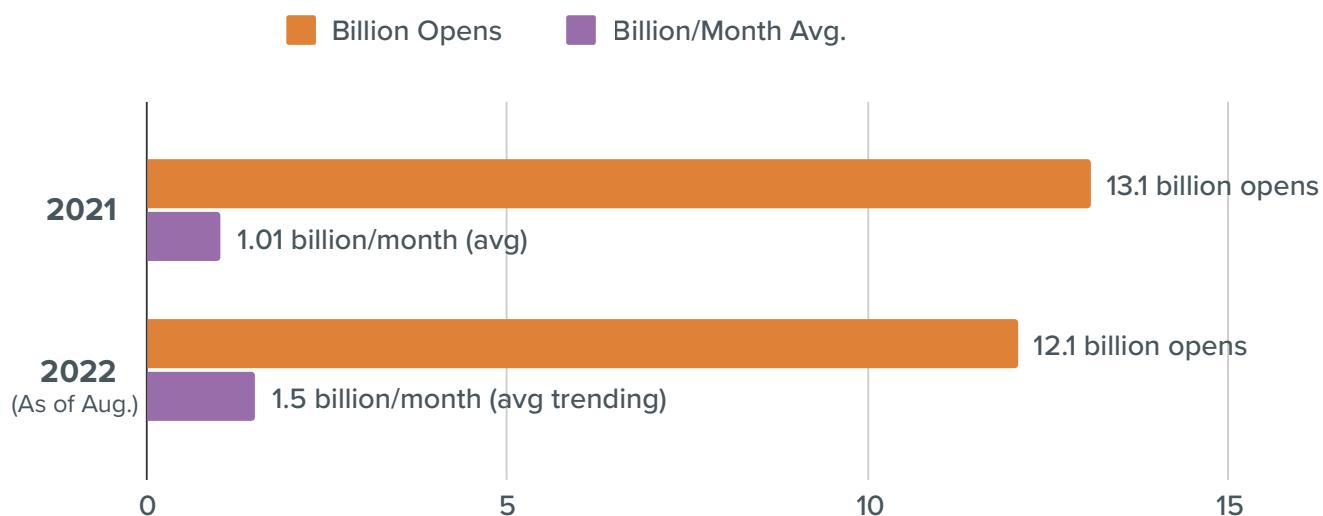
At that time, the email community had plenty of speculation about what MPP would actually mean for email marketing—but no real answers.

Now that we have a full year of MPP under our collective belts, [Litmus' data shows the impact](#).



Read on to learn what Litmus Email Analytics data tells us about email engagement trends—including MPP, and other big picture findings from August 2021 to August 2022.

Opens Recorded

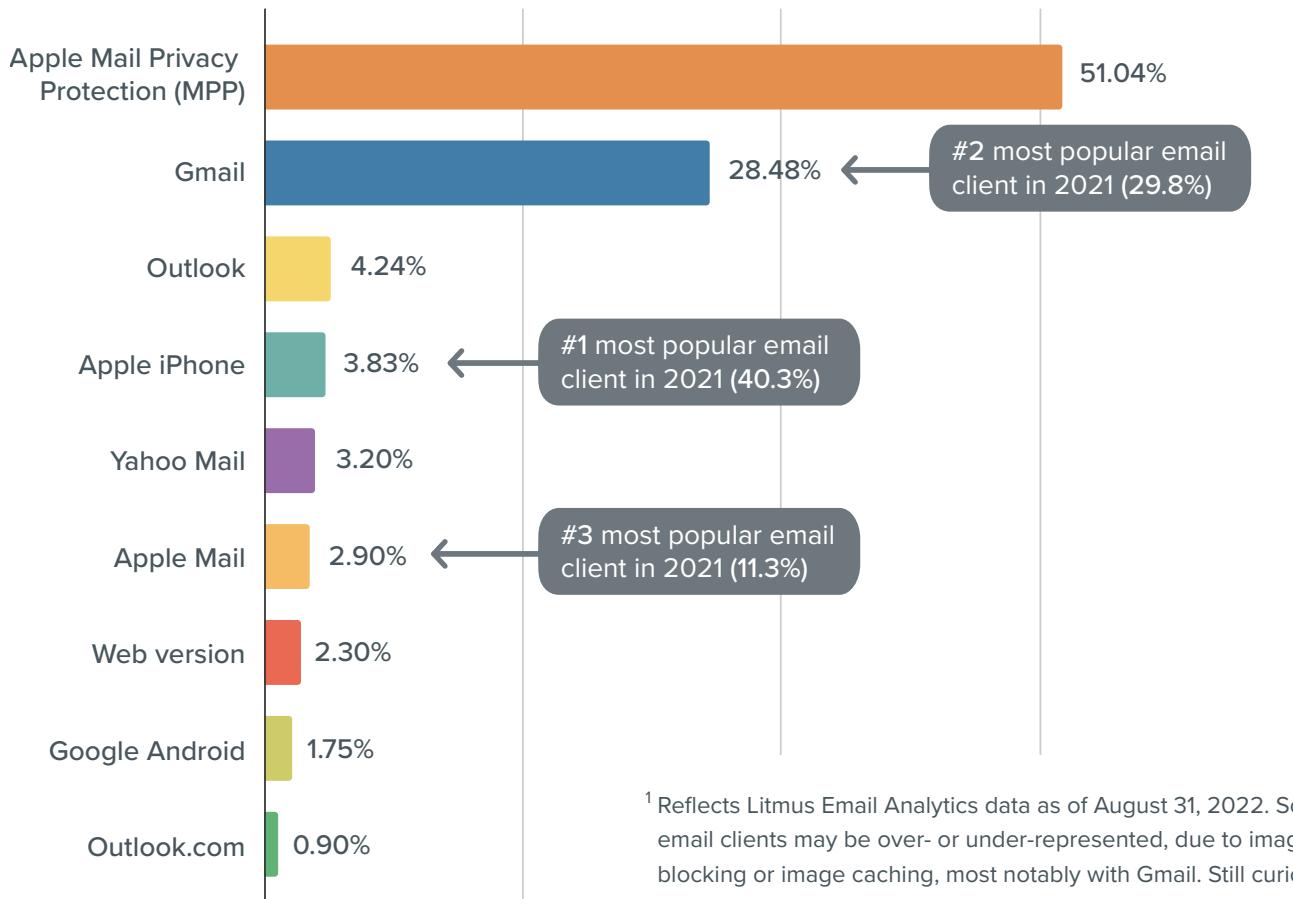


CURIOUS HOW WE GET THIS DATA?

You can [read all about it here](#).

Who is the leading email client?

Top Email Clients in 2022¹



Curious How We Define the Most Popular Email Clients?

Apple Mail Privacy Protection (MPP) impacts Apple Mail users on iOS 15, iPadOS 15, and macOS Monterey devices and all future versions of iOS and macOS, regardless of email services

Gmail is Google's free email service, commonly accessed as secure webmail, although clients exist for popular mobile platforms like iOS and Android.

Outlook Microsoft Outlook is often the de facto email client for most businesses; [Litmus tests](#) for its 13 most popular versions.

Apple iPhone represents the native "Mail" application that ships with the iPhone and iPod Touch mobile devices (aka, iOS Mail).

Yahoo Mail A web and cloud-based email client that can be utilized on a variety of devices.

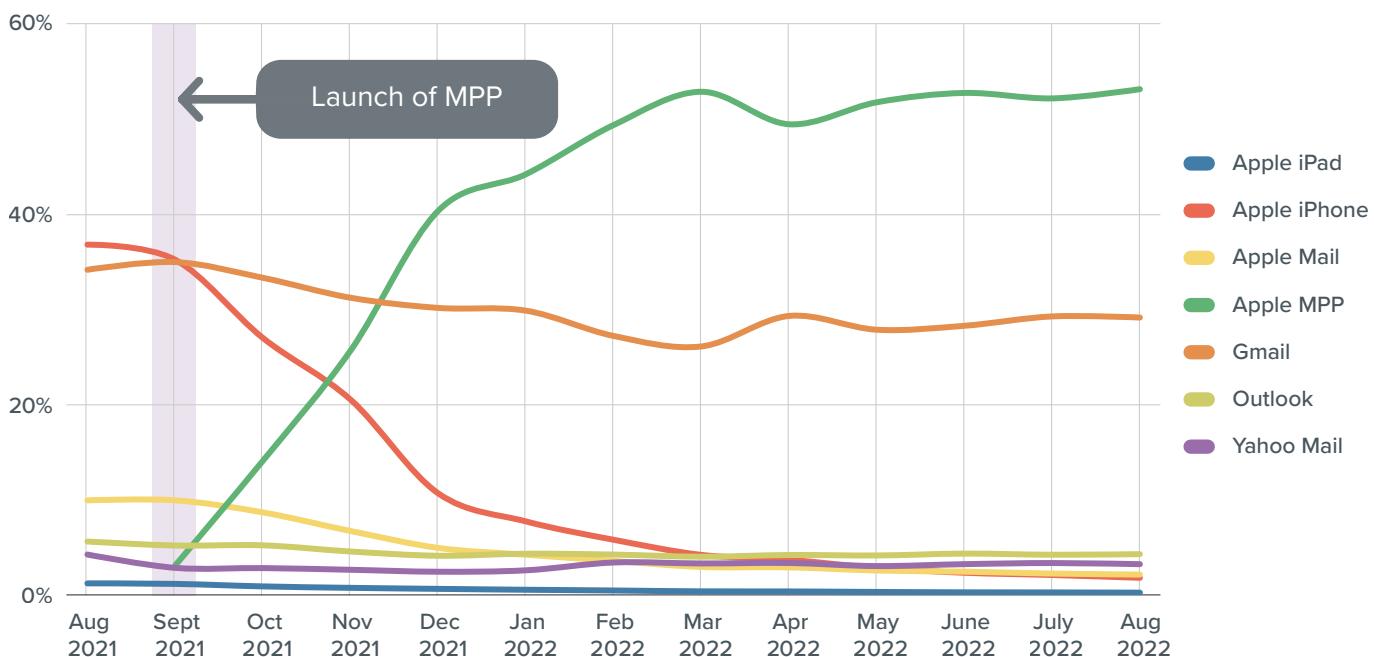
Apple Mail (or Mail.app) is the default email client native to Apple's popular desktop and laptop operating system, macOS.

How has MPP impacted other email clients?

The timeline of open percentage by email client below shows the impact of Apple's MPP adoption. As iPhone, iPad and Apple Mail users upgraded their devices, they opted into MPP. In turn, this reduced visibility into reliable opens by subscribers for email marketers.

iPhone opens had the biggest draw down from September 2021 through April 2022—moving from 37% to under 4% of opens. (Those opens are unreliable; activity is now reflected in the MPP column).

Meanwhile, the percentage of Gmail, Outlook, and Yahoo Mail opens has remained somewhat stable.



Not sure if your email clients have shifted, or how impacted you've been by MPP? [Litmus Email Analytics](#) can show you the way.

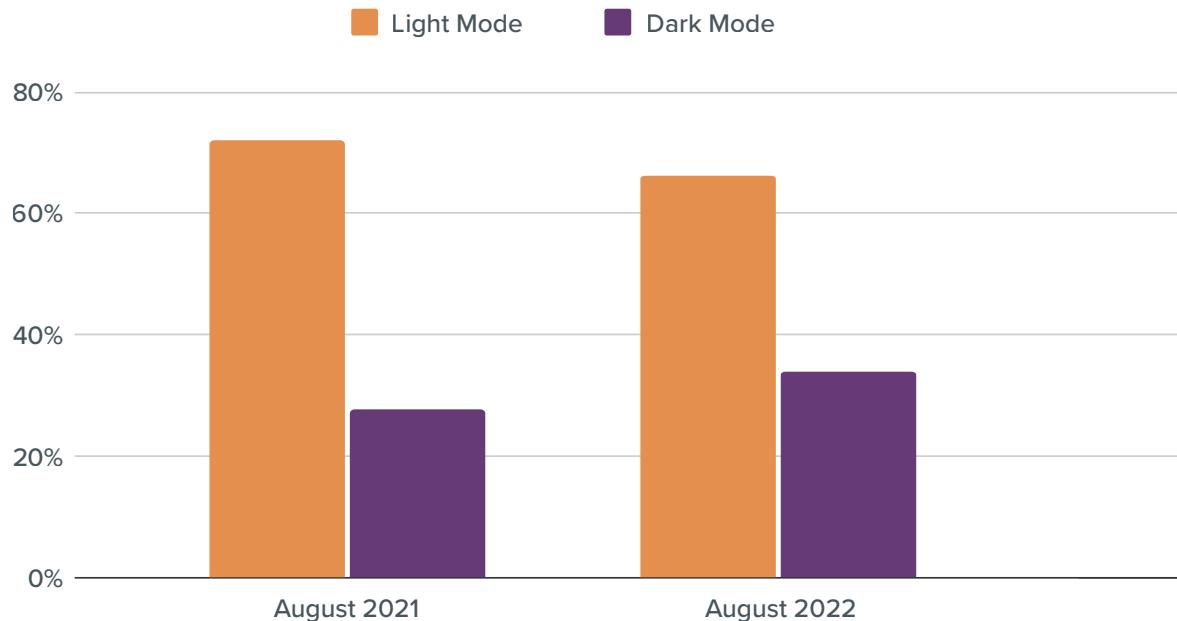
What this means for email marketers:

 Marketers cannot see reliable open rates, open times, geolocation, or device usage for subscribers who have opted into MPP. In lieu of that data, look to metrics that indicate real engagement from MPP subscribers—like [click-through rates](#).

If you're using [email personalization tools](#) that rely on location for context, consider ways to avoid MPP implications. For example, you could leverage [first-party data](#) you have collected elsewhere (like location) to personalize your campaign instead of relying on open-time location for your MPP audience.

How has Dark Mode usage changed?²

We saw 28% of users viewing in [Dark Mode](#) in August 2021. By August 2022, that number had increased to nearly 34%.



² Based on known opens with color scheme data.

We haven't seen big moves in Dark Mode adoption since early last year—but it's growing steadily.

And remember, it's important to know what your unique audience uses. (For example, 41% of Litmus email subscribers currently use Dark Mode).

What this means for email marketers:



If a significant portion of your audience reads emails using Apple technology, [incorporating a Dark Mode experience into your strategy](#) can be beneficial. You can use Litmus Email Analytics to determine exactly what percentage of your audience uses Dark Mode, even for opens impacted by MPP.

What's the best time of day to send emails?

You don't want to be part of inbox clutter—but you also don't want to not be there when your subscriber is ready to engage. That's what makes identifying the best time of day to send emails such an important (and popular) question in email marketing.

In general, Litmus' data on estimated open times³ reveals that no matter the time zone in question, the morning (specifically between 10 a.m. and 11 a.m.) reigns supreme for prime email activity in six regions.

✓ Most popular open time



10 a.m.

United Kingdom (UCT)
Germany (CET)
Spain (CET)
Canada (EST)



11 a.m.

United States (EST)
Australia (AEDT)

✗ Least popular open time



3 a.m.

United States (EST)
United Kingdom (UCT)
Germany (CET)



4 a.m.

Australia (AEDT)
Spain (CET)
Canada (EST)

What this means for email marketers:



Knowing the most popular open time in the region your subscribers are located in is a good starting point—but the right answer depends on a number of factors. (Among them: your unique audience, brand/industry, the content of your email and the type of message you're sending).

Consider these regional estimated open times as directional data points to help you develop a testing strategy you'll continually refine as you hone in on the preferred send times for your unique audience.

³This section analyzes a subset of Litmus Email Analytics opens that contain geo data; geo data is not always accurate due to the way opens could be tracked through proxies in different countries. This data provides an estimate of the most popular times emails are opened in various regions. As of January 2022, geo location data is longer available to Litmus users.

Estimated open times by region³

Here's a detailed view of estimated open times in six regions, and how some trends have shifted since last year.



UNITED STATES - 11 A.M.

In the United States, 11 a.m. EST was the most popular time for email opens, followed by 10 a.m. This is a slight shift since 2021, when 10 a.m. was the most popular time to open.

Estimated open rates in the U.S. slowly decrease with each passing hour after that point—but jump again slightly in the 9 p.m. and 10 p.m. time frame.



UNITED KINGDOM - 10 A.M.

In the United Kingdom, 10 a.m. (UCT) is the most popular time to open in 2022, followed by 11 a.m. This is a change from the past two years, when 9 a.m. was the most popular open time.

Opens increase again at 4 p.m. and decline steadily—until another slight jump at 10 p.m.



GERMANY - 10 A.M.

Consistent with open data from the past three years, 10 a.m. remains the most popular estimated open time in Germany, followed by 9 a.m. Open activity increases once again at 5 p.m. and 6 p.m.



AUSTRALIA (AEDT) - 11 A.M.

Like 2021, 11 a.m. (AEDT) remains the most popular estimated open time. In stark contrast, 10 p.m. is the second most popular estimated open time.



SPAIN (CET) - 10 A.M.

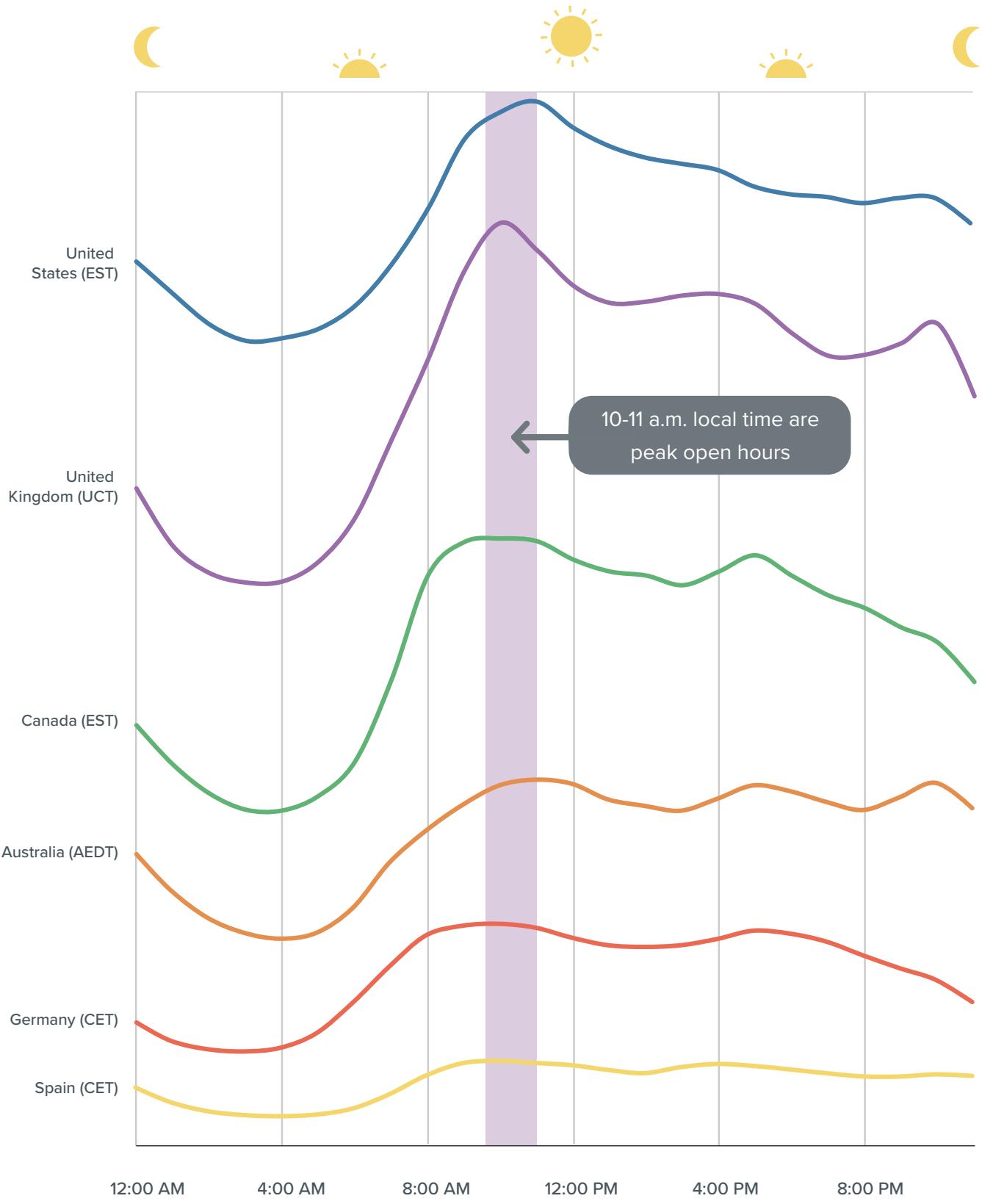
In Spain, 10 a.m. is the most popular open time, followed by 11 a.m., which is consistent with 2021 open data. A second wave of open activity begins at 4 p.m.



CANADA (EST) - 10 A.M.

Consistent with 2020 and 2021, the most popular open time in Canada is 10 a.m. (EST) local time, followed by 11 a.m. and 9 a.m. Open activity increases again at 5 p.m.

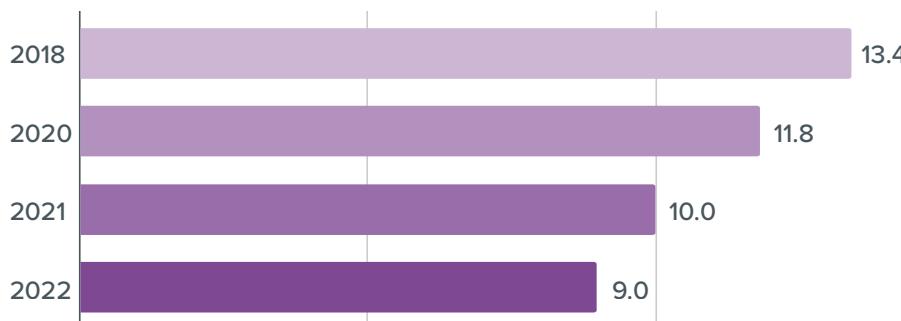
Estimated Open Times³



How Long Will Subscribers Spend With Your Message? ⁴

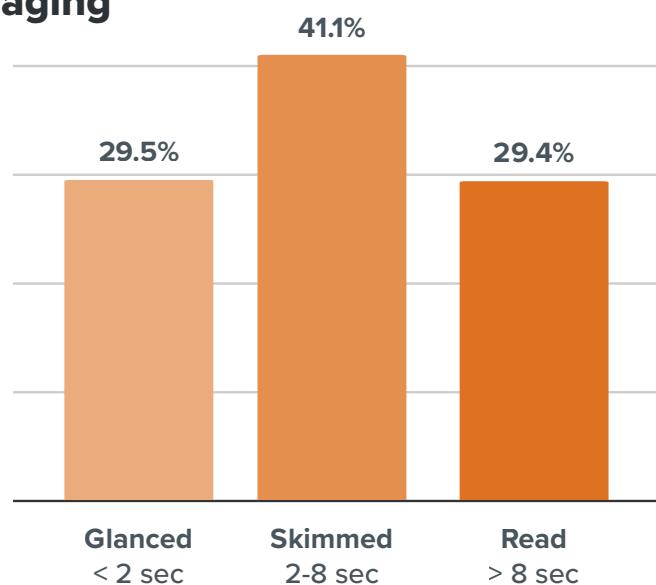
The amount of time readers spend with your email keeps getting shorter.

Read rate in seconds



Average Amount of Time Spent Engaging

Litmus Email Analytics shows how long your subscribers engaged with your message ([read rate](#)), and you can use it to find out the read time for your specific campaigns. These numbers reflect averages, and they can vary widely across campaigns.



⁴Litmus tracks time spent reading emails (read time engagement). This data is a subset of the larger data set, and represents 17% of the total email opens we processed.

What this means for email marketers:

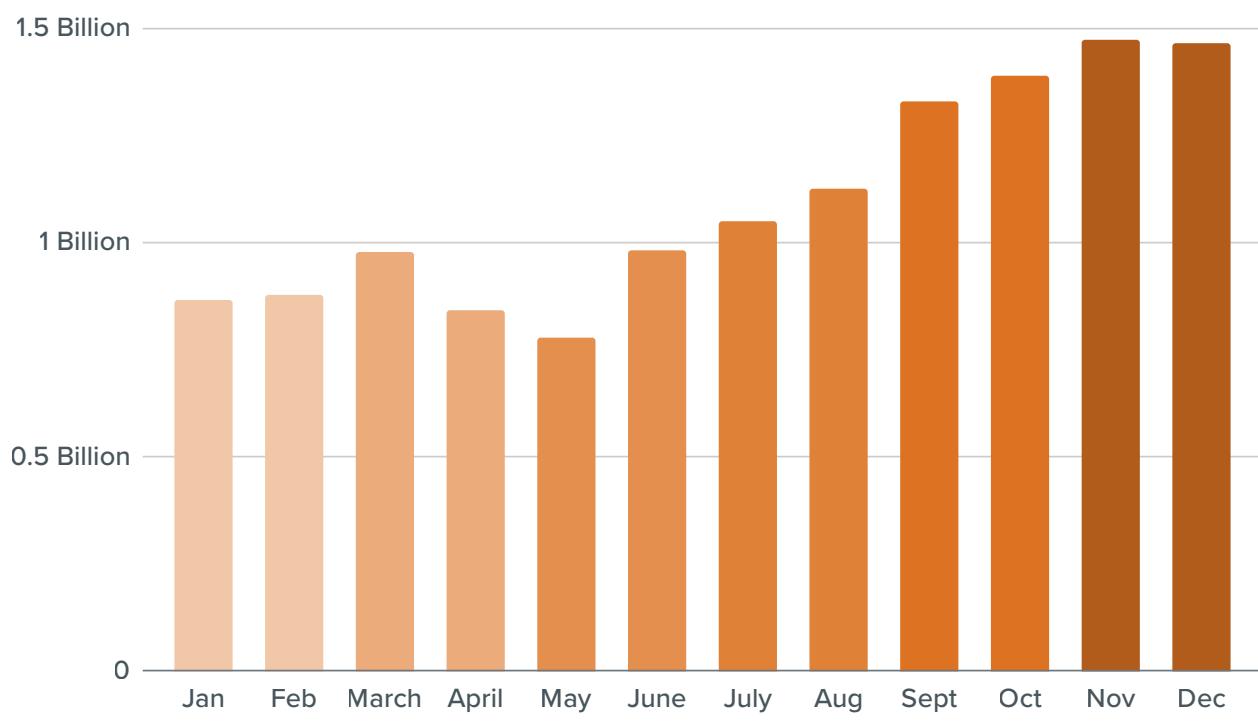
The amount of time your subscriber will likely spend engaging with your message will dictate everything from your headlines to your copy to your [email design](#) to your [call to action \(CTA\)](#).

You can also apply engagement time insights to your other [email metrics](#) to gauge what's working—and what may need to be tweaked or tested—based on the unique goals for each specific campaign (and how read time factors into that performance).

For example, if you're seeing a low click-to-open rates (CTOR) with high read rates it could signal that your CTA is unclear, hard to find (or not convincing enough!).

Best (and Worst) Months for Subscriber Engagement

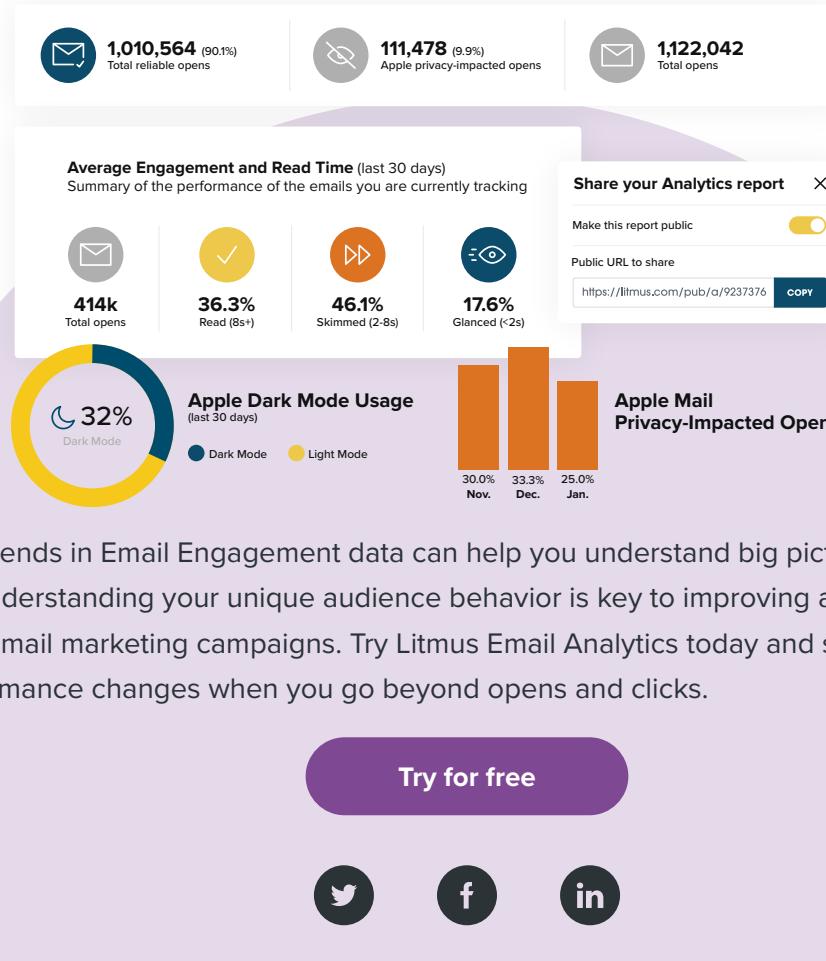
Engagement Ranked by Month



What this means for email marketers:

While it's not surprising that peak email engagement months align with the busiest months for [holiday email marketing](#), knowing which months your subscribers are more or less likely to engage can help you make strategic decisions around when to launch email campaigns that aren't time-sensitive.

Dig deeper than the data your email platform gives you



A LITTLE ABOUT US

Litmus provides the leading email personalization, optimization, and collaboration software for marketers. From pre-send campaign development, testing, and AI-driven content recommendations through Kickdynamic, to post-send insights for future content optimization, Litmus improves marketing performance and boosts customer engagement.

Drive conversion and revenue with Litmus' suite of solutions that enable users to efficiently build, test, and collaborate on large volumes of emails, while simultaneously creating highly personalized email experiences at scale.

With offices in Boston, San Mateo, and London and backed by Spectrum Equity, Litmus is used by major global brands across every industry, including 80% of the Fortune 100, the top 10 retailers, 9 of the top 10 ecommerce brands and U.S. banks, and 23 of the top 25 U.S. advertising agencies. Learn more about Litmus at litmus.com, subscribe to the Litmus [blog](#), or follow us on social media—[Twitter](#), [LinkedIn](#), [Instagram](#), and [Facebook](#).