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## **E-Mail Open and Click Rates Rise Year-over-Year**

The latest e-mail report from DoubleClick indicates that e-mail marketing open rates rose by 3.2% between Q2 2002 and last quarter, while click-through rates increased by 10.7%. But which industry is doing especially well?

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### **E-Mail Marketing Open Rates, Q2 2002-Q2 2003**

<b>Q2 2002</b>	<b>37.6%</b>
<b>Q3 2002</b>	<b>37.3%</b>
<b>Q4 2002</b>	<b>36.4%</b>
<b>Q1 2003</b>	<b>39.2%</b>
<b>Q2 2003</b>	<b>38.8%</b>

*Source: DoubleClick, August 2003*

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