



Email Marketing Benchmarks for Legal and Professional Services

Key metrics based on over 280 million emails
sent globally in 2022



Foreword

Hundreds of legal and professional services firms around the world use Concep to engage and grow their relationships with clients and prospects. Each year we analyze the performance of every campaign sent via Concep to provide you with benchmarks for all your key email marketing metrics.

To ensure the data we provide is meaningful, we break down **key email marketing performance metrics** into five professional services categories and group everything else in an “other” category.

As always, we recommend using these benchmarks to help you identify where you’re performing well, and where you may want to focus on making improvements.



LEGAL



FINANCIAL SERVICES



PROPERTY/ REAL ESTATE



ACCOUNTING



CONSULTING

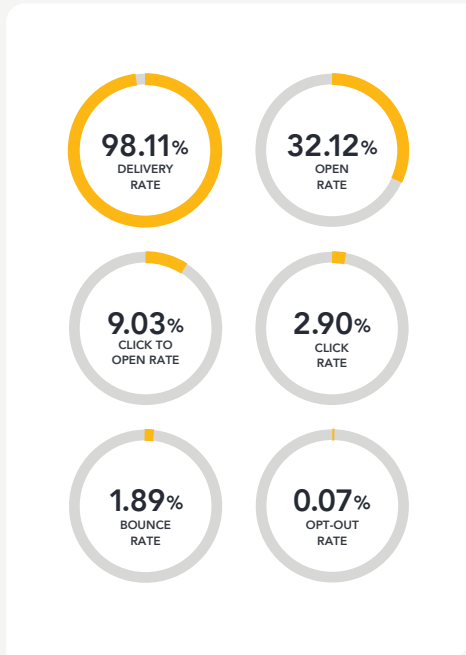


OTHER PROFESSIONAL
SERVICES

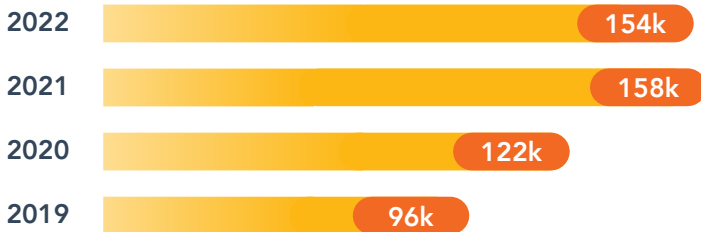
Overall Performance Metrics

As the impact of the pandemic has waned, so has its impact on email marketing volumes.

But whilst 2022 has seen a slight decrease in the average number of emails sent by each firm, open rates have increased significantly, perhaps indicating firms are being more focused in their targeting.

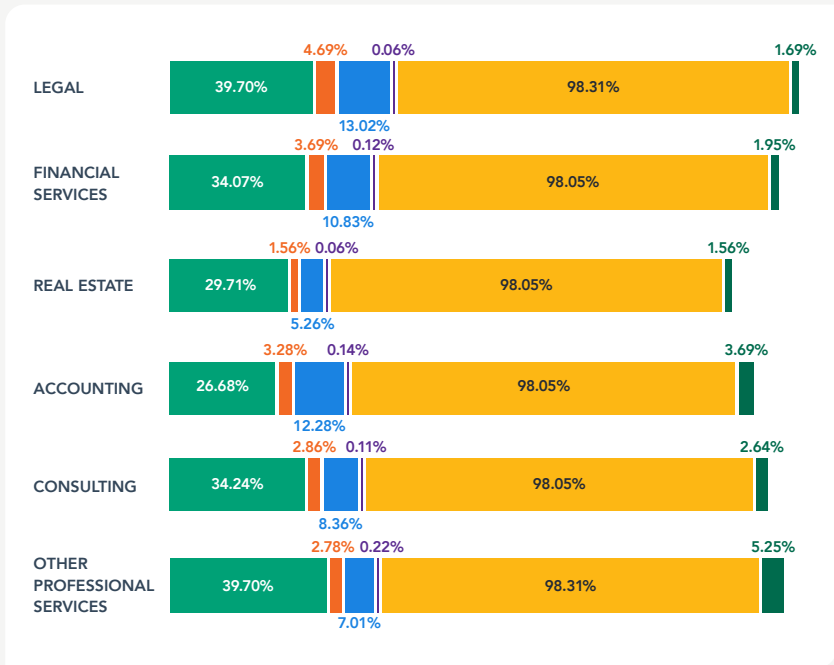


AVERAGE (MEDIAN) EMAILS SENT PER FIRM



Performance by Sector

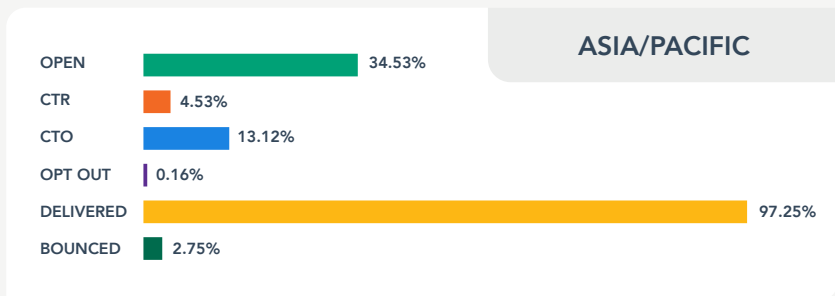
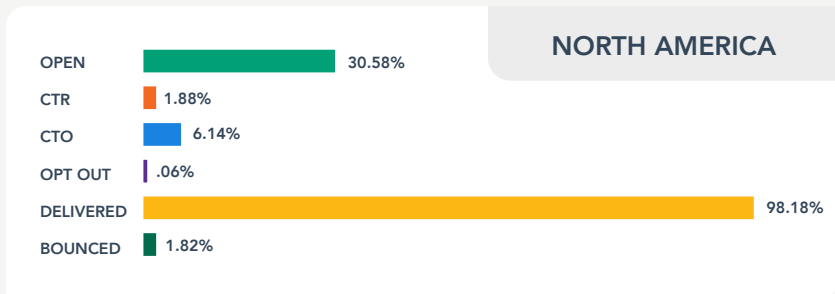
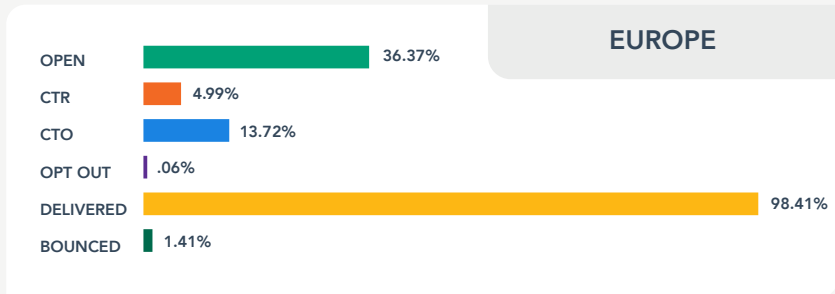
● OPEN RATE
 ● CLICK RATE
 ● CLICK TO OPEN
 ● OPT OUT
 ● DELIVERY
 ● BOUNCE



Email is more than just a simple distribution channel. It plays a leading role in internal processes, multichannel marketing efforts, and every stage of the client journey.

Despite average email volumes remaining high since COVID-19, **deliverability was higher than ever**. This is a testament to the quality of our infrastructure and our customers' adherence to our recommended deliverability best practices, such as implementing DKIM & DMARC.

Performance by Region



Performance by Day of the Week Sent – All Sectors

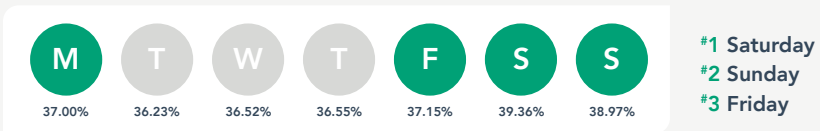
We can see an unmistakable trend that emails sent on the weekends and Monday have the highest open rates, but emails sent midweek have the highest click through rates.

This perhaps indicates that people are happy to scroll through their emails checking for anything important or urgent at weekends and on the first day of the working week, but are less likely to engage unless it's necessary.

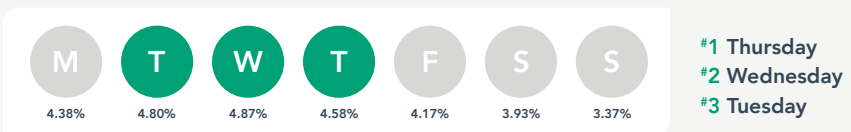
The differences in open rates aren't as significant as the differences in click through rates when comparing mid-week to weekends though. So if you are looking to improve your click through rates, testing sends mid-week is likely the way to go.

As always, your audience is unique to you – so we recommend using this as a guideline for your own testing.

TOTAL OPEN RATES (DAY OF THE WEEK)

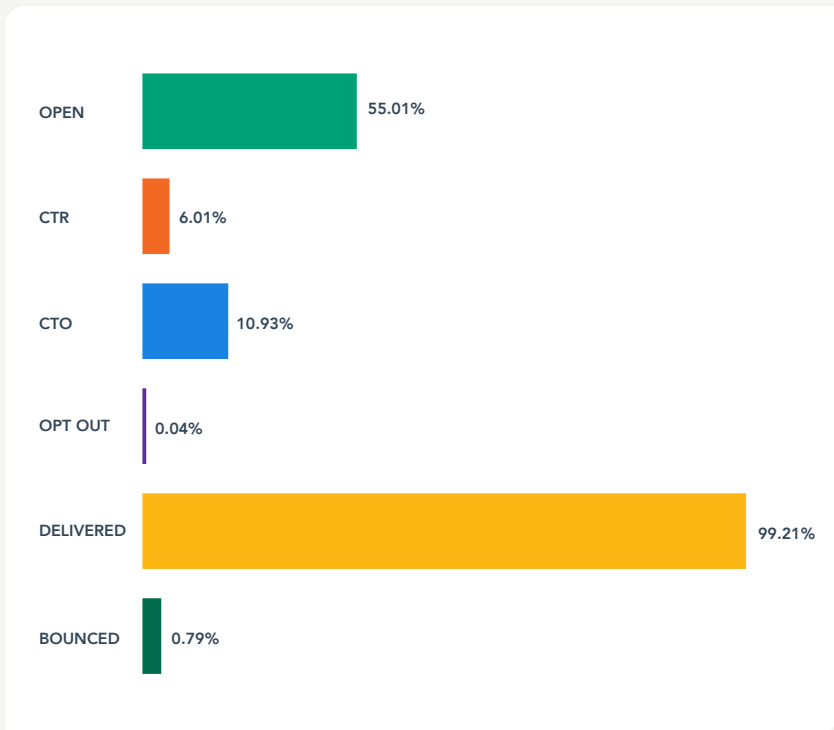


TOTAL CLICK THROUGH RATES (DAY OF THE WEEK)



Internal Email Communications

These benchmarks are the result of analysis we've conducted on email campaigns sent by firms who use **Concep** for their internal comms.



How to Improve your Email Performance

We recommend using the email marketing benchmarks provided in this report to help prioritize and guide your testing of new approaches.

These are the four key pillars for maximizing your engagement:



Automated Workflows

Save time on repetitive manual tasks and instead invest your time in activity that has a real chance of moving the needle.



Test, Test, Test

A/B testing your email campaigns is the best way to understand what works for your organisation and audience.



Hyper-personalized Experiences

Send relevant, targeted content to recipients based on interest areas/ topics that they have requested, or shown high interest in.



Maintain Data Hygiene

Maximise your email deliverability by adhering to our best practices, enabling you to maintain higher engagement.

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Email and marketing automation software for legal and professional services -
The easy way to create and grow your client relationships.



About Litera

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