

2022 Email Benchmarks Report

Get an industry-by-industry and role-by-role look at how professionals used email during 2022.



What's Email Meter?

In our data-driven world where everything can be quantified and analyzed, we often see a huge gap in most individuals and companies' expectations of their email usage compared to their real email usage.

Most people feel drowned in email. But what's causing it? And most importantly, how can it be solved?

Email clients aren't capable of displaying those metrics. Of course, there are ticketing systems and CRMs that do have some communication metrics — but they require changing your workflow and investing time into implementing new systems and software.

We created Email Meter to give you in-depth metrics, without changing a thing about how you work.

We provide teams and individuals with a complete email dashboard so they can start measuring all the email metrics that matter the most, and most importantly — start improving them.

What's this report?

At Email Meter we're obsessed with email data and the insights or curiosities we can gather from it.

This year, we wanted to share that with all of you.

We hope our 2022 Benchmarks Report will help you and your team create new goals and aspirations for the upcoming year, as well as share some email fun facts around your office or with friends!

Happy emailing and we wish you a productive 2023!

Methodology used for this report

This data was collected from a sample of over 20,000 Email Meter users' mailboxes that are used for professional use cases. All users opted-in and use Benchmarks to compare their performance.

All data is always aggregated and anonymized before compiling these reports.

Understand how your team communicates

Understand how your team members are communicating with customers and easily compare performance between team members and against industry benchmarks. See the full picture of how your team works and set goals based on real-data.

[Get a free demo](#) ↗

2022 at a glance: key metrics and insights

How did the average email user perform this year?



What's changed this year?

While email volume has been increasing globally since 2017 ([Statista](#)), it has been **decreasing for Email Meter users**, and the same is true for 2022.

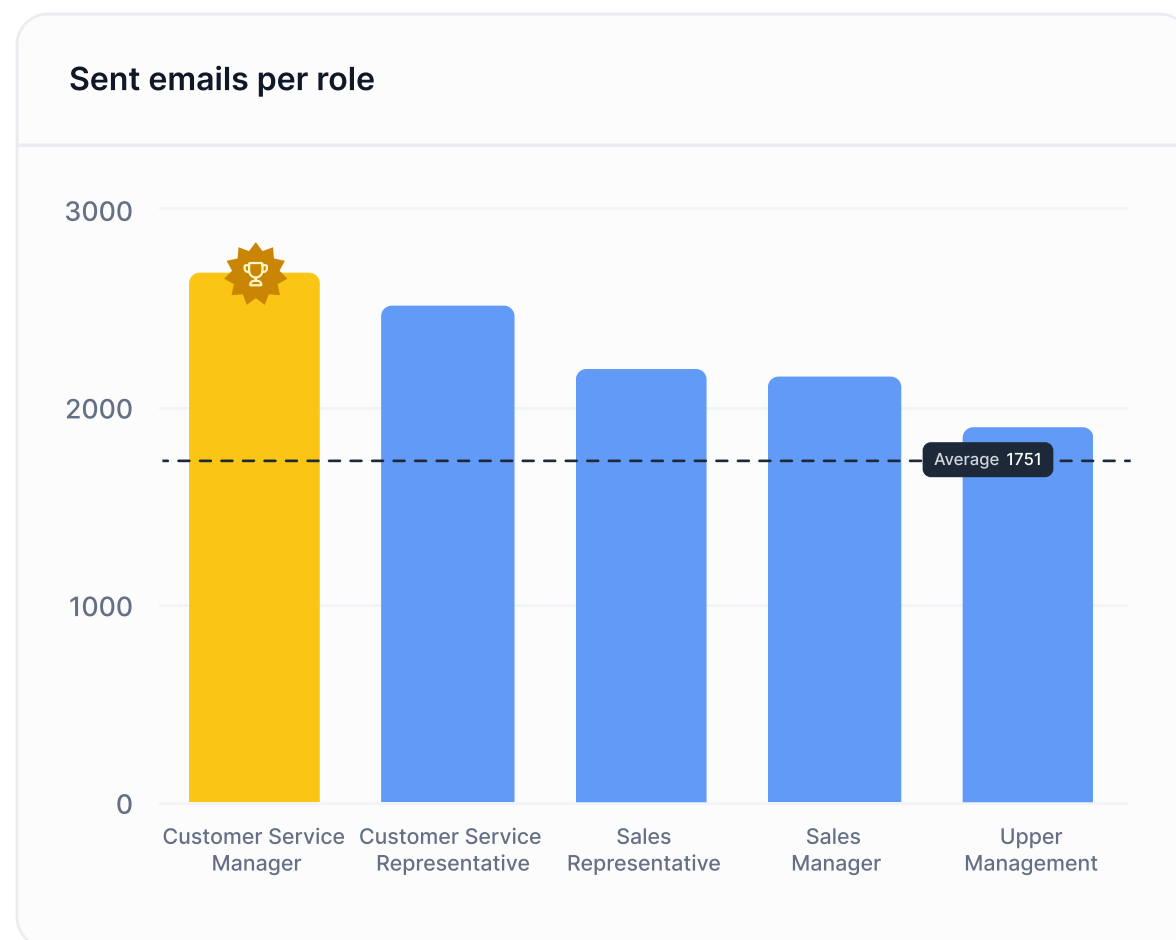
The **average person receives 121 emails a day** — that's **44,165 emails a year!** ([DMR](#), 2022). Comparing this to the average of **8,335 emails for Email Meter users**, it seems we're on the right track. Moving into 2022, you'll want to unclog your inbox and unsubscribe from spam or marketing emails.

The **10% decrease in Average Sent Emails** for the year is a big indicator that tools like **Slack** are changing how we communicate. Email Meter strives to help users determine where the bulk of their emails are coming from, so they can make changes to **save themselves time and work**. The decrease here indicates that our users have adopted alternative communication methods when dealing with less "official" correspondence.

Regardless of industry, role, or location, **responding quickly is always important**. We were happy to see that on average **our users' Response Times fell**, and it came in well under 24 hours (the current industry standard).

Which roles sent the most emails in 2022?

These are the top five roles with the highest average sent email volumes



Our insight

The trend of sending less emails is easily visible when we break down the data by Job Role — **every Job Role has seen a drop in sent emails.**

The **top 3 are unchanged from last year**, although in a different order: Customer Service Managers lead with 2,684 average sent emails, followed by CS Reps with 2,511 and Sales Reps with 2,192.

We can clearly see that **email remains an integral part of the job for Customer Service and Sales**, and is normally where they undertake the bulk of their workload. No better reason to keep track of those numbers!

Which roles received the most emails in 2022?

These are the top five roles with the highest average received email volumes



Our insight

C-Level users receive the most emails by far (12,049 on average) but notably they are one of the **lowest senders** with only 1,787 average sent emails.

People working at this managerial level **need to delegate a lot of work** to others. These huge volumes underpin the **vital importance of proper prioritisation** for their inboxes, normally achieved through rigorous **labeling** and **sorting**.

Upper Management and **Sales Manager** inboxes follow a similar reasoning, but what about **IT inboxes coming in second at 10,605 average received emails?**

While not necessarily in a managerial role, **IT workers** often have to deal with the issues of others—and a lot of this work will come in as **email queries**. Keeping a keen eye on incoming volume will be especially important for **spotting people with regular issues** who may benefit from in-person training.

How did different roles respond in 2022?

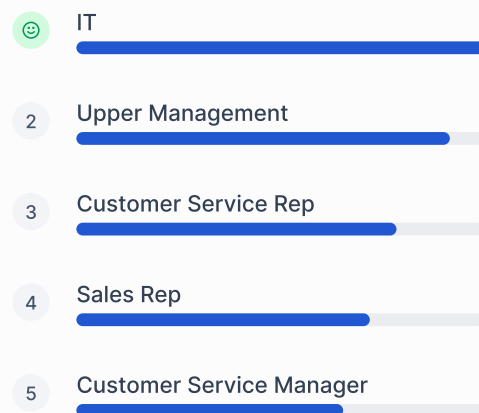
These are the roles with fastest and slowest average response times

Fastest Response Time

IT 16h 4m



Fastest responders



Slowest responders



Our insight

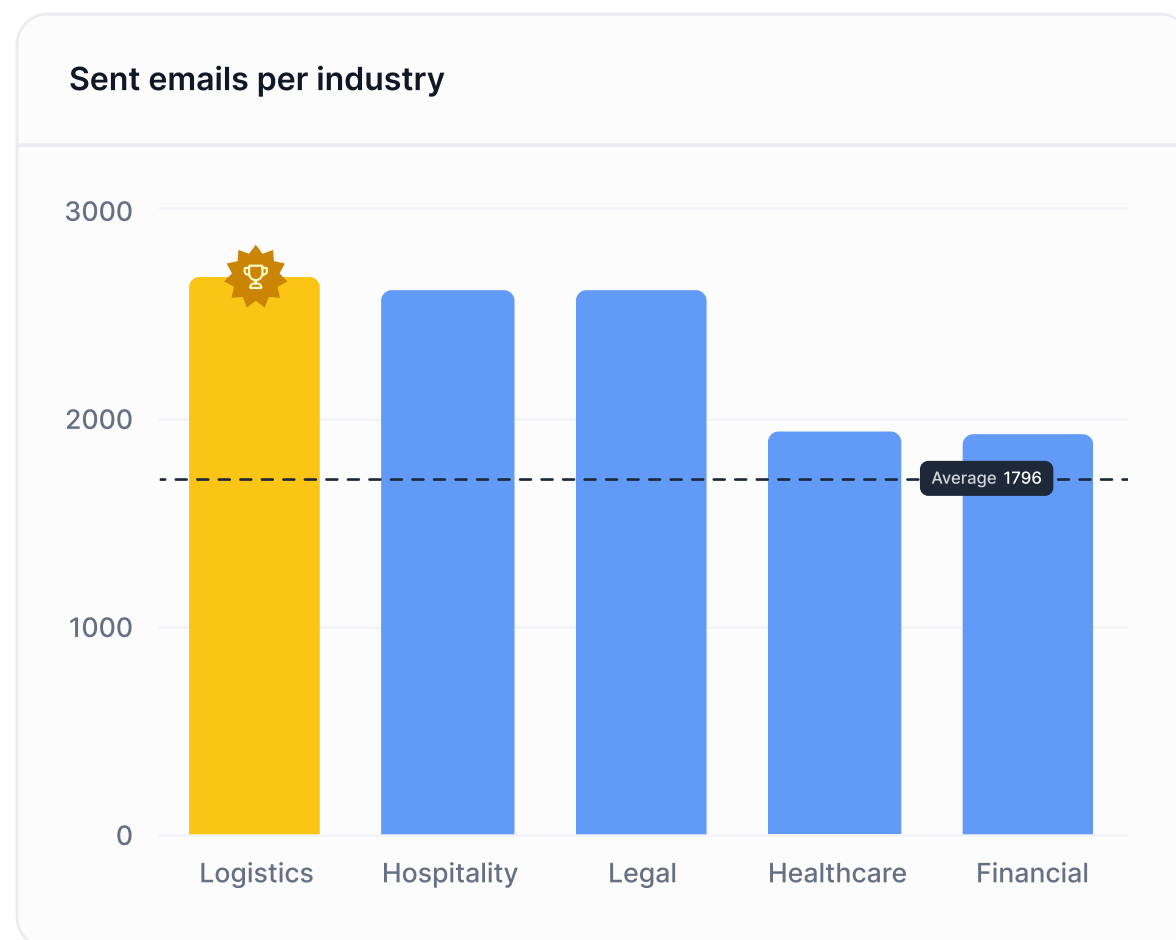
IT workers proving they're the most tech-savvy! They're the **fastest responders** even though they **receive the second highest amount of emails**.

We're seeing the knock-on **effect of receiving a large volume of emails** here with **Operations and C-Level**. It's much **harder to respond quickly** when you're receiving a huge volume of emails.

But what about **Engineering or Legal**? **Writing code and checking legal documents isn't something that's done via email** — meaning they're paying less attention to quick replies.

Which industries sent the most emails?

These are the top five industries with the highest average sent email volumes



Our insight

Logistics, Hospitality and Legal continue their musical chairs for the **most sent emails** — while Logistics toppled Legal for the top spot this year, they're all still very close to each other in top three.

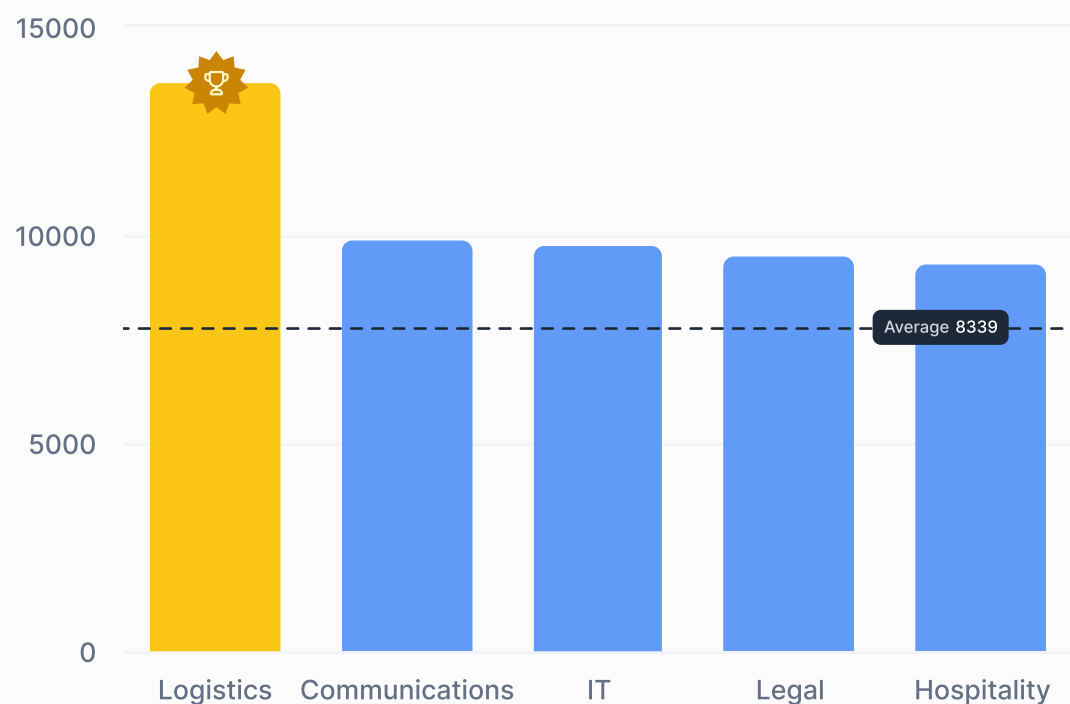
Depending on your industry, you'll want to take extra care of how many emails you send. **If your job requires sending emails to get things done, then more sent emails is not necessarily a bad thing.**

If sending emails is more of a secondary or organizational task for you, you'll want to keep reducing these. Use quicker methods of communication where possible, such as Slack or Microsoft Teams.

Which industries received the most emails?

These are the top five industries with the highest average received email volumes

Received emails per industry



Our insight

Logistics continues their reign as the **overall busiest industry** for 2 years in a row! But why is this industry such an email powerhouse?

This particular industry involves coordinating the movement of goods and materials. This **requires collaboration and communication** with a wide range of stakeholders, such as suppliers, manufacturers, warehouses, transportation companies, and customers.

As a result, logistics and supply chain professionals may need to send and receive a large number of emails in order to keep track of orders, shipments, and other details related to the movement of goods. **Being aware of spikes** in email volume can also help managers to **set proper staffing levels**.

When dealing with such a large volume of email, it's even more important to **keep everything well prioritized and organized**.

How did different industries respond in 2022?

These are the industries with fastest and slowest average response times

Fastest Response Time

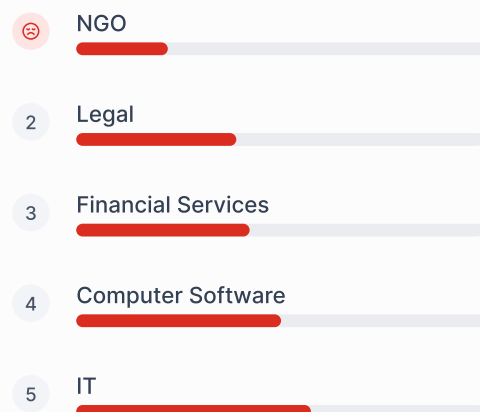
Hospitality 15h 27m



Fastest responders



Slowest responders



Our insight

Hospitality was the quickest responder (15h 27m) after coming in 2nd behind Logistics in 2021. **Logistics was just 1 minute behind Hospitality** (15h 28m) despite receiving 37% more emails than that industry. That's a huge accomplishment!

NGOs receive the least amount of emails and have the **highest response times** for the 2nd year in row.

How did users improve their performance with Email Meter?

Discover how much users improved this year with a little email statistics help

When users sign up for Email Meter, we ask them what main goal they are trying to achieve. This year, we investigated to see how each group is progressing towards their goals, and shared recommendations for building on these successes.

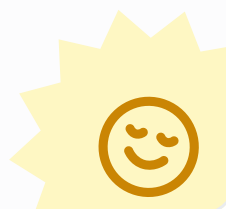
Users who wanted to respond to emails quicker

21% response time improvement



Users who wanted to spend less time with email

17% decrease in sent emails



Users who wanted to measure and reduce their workload

48% decrease in received emails



achieve these goals in 2023 with tips from our product specialists



To improve your Response Time, you'll first need to keep track of it! Set a realistic target to reduce it to, and a time-frame you want to achieve it within. By being more conscious of your response times, you'll soon see an improvement.



Check your overall email volume, along with which days are busiest, and who you're emailing the most. Reducing usage is all about identifying where you can remove unnecessary emails, either by unsubscribing or delegating work to others.



Distributing workload correctly within a team means that everyone has a balanced amount of work coming in to their inboxes. By restructuring high-volume clients, other team members are able to absorb the workload, making life easier for everyone.



If you have questions this report hasn't answered,
feel free to write us at hello@emailmeter.com

And if you're interested in getting started with email
statistics, sign up or request a demo at emailmeter.com