Design emails and newsletters your customers will read

By Lisa Schulte
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Design emails and newsletters your customers will read

Key takeaways

- Design emails with simple, engaging subject lines to draw customers in and use clear calls to action (CTAs) to guide customers to the next step in the journey.
- Focus on mobile-friendly, accessible design to reach a wider audience.
- Create loyal readership for your newsletter with consistent branding and a monthly cadence.
- Focus newsletters on informative content and limit promotions and marketing.
- Apple's iOS 15 update will change how you measure email performance. Use metrics beyond open rates to track email performance.

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Customers want emails from you but how can you make sure your emails stand out in their overflowing inboxes?

E Source can help with your email strategy

Fill out this short form to start a conversation about your needs and how we can help.

To learn more about utility email and newsletter performance, we spoke with Bethany Farchione, director of Marketing at Questline, who shared data and insights from the content marketing agency's 2022 Energy Utility Benchmarks Report.

Below, we share expert advice for creating engaging emails and newsletters that customers will actually read. We also feature examples of utility emails and newsletters, and offer advice on the best performance metrics to measure.

Utility customer communication preferences

Residential customers prefer to receive most utility communications by email, according to the E Source US Residential Customer Insights Center (**figure 1**). In fact, respondents rated email as their most preferred channel for seven out of the eight communication types surveyed.

Figure 1: Customer preferences for email communications

Customers prefer receiving emails for all topics except for outage communications. For outage communications, customers most prefer text message (56%) then email (37%).

It's clear that customers most often prefer to receive emails from you for almost every topic. So when it comes to talking to customers about billing, energy efficiency, energy use, newsletters, and more, focus on email communications. Looking specifically at newsletters, nearly half of residential customers prefer to receive newsletters via email, trailed by postal mail at 28%.

Learn more about the E Source residential insights tools

The E Source US Residential Customer Insights Center is an online analysis tool that compiles data from the Claritas Energy Behavior Track annual online survey of about 32,500 residential customers in the US, conducted in partnership with E Source. The tool compiles data from the survey and allows users to filter responses by demographic information (such as gender and age) and household characteristics (such as size of home). It also allows users to filter by utility or state to gather information about their residential customers' energy-usage behaviors and attitudes around energy consumption.

The E Source Canadian Residential Customer Insights Center compiles data from the E Source Canadian Residential Customer Insights Survey, which we designed to better understand Canadian residential customers' attitudes and behaviors around energy and energy-related technologies. We conducted the 2021 study online with 5,001 customers.

By focusing your communications on customers' preferred channels, you'll not only find more success in your communications but also save money, as email is a lower-cost channel than direct mail. For more on how to successfully market programs on a small budget, read our blog post 4 effective low-cost marketing strategies for utilities.

Recommendations for email design

Even though your customers prefer email communications, you're still competing for their attention with hundreds of other brands, news articles, and personal emails. You need to craft engaging emails that customers want to open and read. Here are our recommendations on how to accomplish that:

- Write simple and engaging subject lines
- Use preheader text to grab customers' attention
- Design emails for mobile devices
- Include customers' names in the subject line or body text
- Make emails accessible in appearance and language
- Use clear CTAs

Write simple and engaging subject lines

The subject line is the first thing customers will see. According to Questline, you should use action verbs in your subject lines and keep them to fewer than 40 characters. Use attention-grabbing language that also lets the customer know what they'll gain from the email—for example, "Get $5 off your next bill."

Use action verbs in your subject lines and keep them to fewer than 40 characters. Keep the preheader short and simple, and treat it as a companion to the subject line.

If your email marketing software allows, we recommend using A/B testing on the subject line. A/B testing allows you to randomly show two different versions to customers so you can compare the effectiveness of each and see which subject line performs better.

Use preheader text to grab customers' attention

Don't neglect your preheader. This is the preview text customers see in their inboxes. It gives you an extra 40–70 characters to entice customers to open your email.

Keep the preheader short and simple, and treat it as a companion to the subject line. You don't need to repeat the information from your subject line, but you can expand on the benefits—for example, "Subject line: Get $5 off your next bill. Preheader: By enrolling in paperless billing."

Design emails for mobile devices

With so many customers on their phones, your emails need to be mobile responsive. According to email marketing platform Litmus:

- 7.1% of email opens in April 2022 were from mobile devices
- 49.7% were from Apple's Mail Privacy Protection (MPP), which includes Apple mobile opens

Before the release of Apple's MPP, Litmus's data more clearly showed mobile as the most common way people access emails. In the first three months of 2021, 43% of email opens came from mobile devices, followed by webmail at 36%. And in 2020, mobile was the top way to read email except between April and June when webmail surpassed mobile, which Litmus correlates to the pandemic.

Read more about Litmus's data:

- Email client market share in April 2022, Kimberly Huang, Litmus (2022)
- Email client market share in 2021, Magan Le, Litmus (2021)
- Email client market share in 2020, Magan Le, Litmus (2021)

Include customers' names in the subject line or body text

Make emails personal for your customers. At the most basic level, use customers' names in the subject line or body text.

In its 2021 State of Email report, Litmus asked email marketers how they're personalizing their emails. Here are some of the top strategies:

- 80% of marketers personalize emails with name, company name, or other profile data
- 64% personalize by customer segment
- 42% personalize by past email interactions
- 40% personalize by location or geolocation

Note that if you use third-party cookies to collect customer data and inform your personalization, you may need to find an alternative. Google plans to phase out third-party cookies by the end of 2023. Learn more in HubSpot's blog post What Marketers Need to Know About Google's 2022 Phase-Out.

Make emails accessible in appearance and language

When talking about accessibility, we mean that, in the words of the Global Accessibility Awareness Day website:

> Every user deserves a first-rate digital experience on the web. Someone with a disability must be able to experience web-based services, content and other digital products with the same successful outcome as those without disabilities.

That said, accessible design helps every customer, not just those with disabilities. Anyone can be disabled, even temporarily—consider someone with an eye infection or someone holding a baby in one arm. The more inclusive your design is, the better it will serve all your customers.

Here are some of our top recommendations for making emails accessible:

- Use HTML and responsive design to make your emails accessible to screen readers.
- Use color carefully to accommodate color blindness and visual impairments. And be mindful of contrast and font size.
- Use alternative text on any images in your emails.
- Use white space to keep your emails looking clean.

- Write at a fifth-grade reading level or lower to improve readability.
- Use plain language, simple grammar, short sentences, and a clear “we” and “you” writer-and-reader relationship.

You can measure reading level by running the Flesch-Kincaid grade-level test on your content. Tools such as Grammarly, Readable, Hemingway Editor, and the readability calculator from Online-Utility.org can tell you the Flesch-Kincaid reading level of your content. You can also run the test using the spellchecker in Microsoft Word, as explained in the Microsoft article Get your document’s readability and level statistics.

E Source resources on accessibility

For more on web content accessibility, see the E Source blog Global Accessibility Awareness Day: E Source and accessibility.

And for more on web content readability, read the E Source reports 5 ways to make your website more readable, accessible, and user-friendly and Get information to your customers faster with more-readable content. These reports are available to members of the E Source Digital Self-Service subscription.

Use clear CTAs

You’re sending emails for a reason, and that reason should be clear to the customer. If you’ve succeeded in getting them to read your email, don’t lose them by hiding your CTA.

Use clear action verbs and noticeable buttons to direct customers to the next step in their journey such as enrolling in a program or learning more about a topic. We recommend repeating the CTA in multiple places in your email such as the body text, a button, and the PS line.

Recommendations for newsletter design

Newsletters are an important tool for utilities to build brand loyalty and keep customers informed. Questline’s 2022 Energy Utility Benchmarks Report found that customers who engaged with e-newsletters were more likely to open and click on other utility emails and promotions. Here are our recommendations on designing engaging utility newsletters:

- Brand your newsletter
- Provide the right balance of educational content and promotional items
- Avoid overwhelming customers with information
- Switch up your content types
- Deliver newsletters on a monthly cadence

Brand your newsletter

Questline’s 2022 Benchmarks Report found that utility newsletters that had repeatable subject lines had 28% higher open rates and 23% higher click-to-open rates than those that had variable subject lines from issue to issue. Branding your newsletter will give customers the ability to recognize its arrival each month.

Utility newsletters that had repeatable subject lines had 28% higher open rates and 23% higher click-to-open rates.

For example, if you send a seasonal newsletter, your subject lines could look like:

- Spring 2022 | [Catchy subject line here]
- Summer 2022 | [Catchy subject line here]

Or you could use your newsletter name or utility name:

- Newsletter name | [Catchy subject line here]
- Utility name | [Catchy subject line here]

Whatever you choose, having a consistent format is key.

Provide the right balance of educational content and promotional items

Customers aren't signing up for your newsletter to hear a sales pitch through a different channel. Software company HubSpot recommends that 90% of your newsletter content be educational or brand related and 10% be promotional:

> In your email newsletters, get rid of the self-promotion (most of the time) and focus on sending your subscribers educational, relevant, timely information. Unless you actually have an exciting, big piece of news about your product, service, or company, leave out the promotional parts.

Read more in HubSpot's blog [How to Create an Email Newsletter People Actually Read].

Avoid overwhelming customers with information

Limit the number of unique blurbs or stories in your newsletters to around four or five. Focus on topics that resonate with a wide range of your customer base. Common topics we've seen from utilities include:

- Case studies of local organizations or customers who have benefited from energy efficiency improvements
- Community involvement, events, charity, and volunteerism
- Employee recognition
- Energy efficiency tips
- Important billing options and information
- Social media channels
- New programs available to customers and where to find information about them
- Safety tips
- Seasonal recipes
- Updates on improvements to technology, infrastructure, operations, equipment, and clean-energy goals

According to Questline's 2022 Benchmarks Report, residential utility customers like content that

teaches them something new or helps them save energy or money (**figure 2**). And business customers prefer DIY content that helps their business save energy or money (**figure 3**).

Figure 2: Top-performing residential newsletter content of 2022

Questline found that residential customers liked varying content types. And topically, they most liked money- and energy-savings information.

Title	Content type
Are You Cool With Your Air Conditioning System?	Article
What Are Your Home Cooling Habits?	Article
Beyond the Bulb: 3 Ways to Save on Lighting	Article
5 Ways to Save Without Spending Money	Video
Make Time for Savings This Morning	Infographic
Make Time for Savings This Evening	Infographic
Fact or Fable? You Shouldn't Shower During a Thunderstorm	Infographic
Energy-Saving Tips for Fall	Media essay
Crank up the Savings on Your Heating This Winter	Infographic
Simple Steps to Saving Energy at Home	Infographic

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Figure 3: Top-performing business newsletter content of 2022

Questline found that business customers most liked content that helps them save money and content focused on educational topics like solar, beneficial electrification, and energy trends.

Title	Content type
6 Energy-Saving Tips for Difficult Times	Article
Your Cooling System: A Mid-Summer Checkup	Infographic
Energy Trends to Watch in 2021	Article
You Can Upgrade Your Business to LED Lighting	Video
5 Steps to Winter Savings and Comfort	Infographic
Air Conditioning: 5 Signs That You Should Upgrade	Article
Energy Battle: Standard vs. Advanced Power Strips	Infographic
The Best Kept Secret in Energy Efficiency	Article
Solar Energy: Answering Your Questions	Article
Who Wants To Be An Energy Expert? Beneficial Electrification	Infographic

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Switch up your content types

One big advantage of an e-newsletter is that you can link to multiple content types within the newsletter. Not everyone wants to consume information in the same way, and e-newsletters give you the flexibility to include all types of content, including:

- Written articles

- Infographics
- Videos

Deliver newsletters on a monthly cadence

Questline has found that monthly e-newsletter communications perform best. A monthly cadence is consistent enough that customers expect and look forward to emails without it being overwhelming. And by featuring interesting content that makes a difference in customers' daily lives, you're keeping readers engaged month to month.

Examples of utility email and newsletter communications

We searched E Source Energy AdVision for examples of utility campaigns featuring email communications. Below, you'll find examples of utility emails from two successful marketing campaigns.

We also feature two examples of standout utility newsletters.

Search Energy AdVision for communication inspiration

Energy AdVision is our database of thousands of examples of utility marketing and advertising campaigns. We populate this database with ads submitted to the annual E Source Utility Ad Awards Contest. These submissions include information about campaign background and goals, strategy and tactics, timeline, target market, results, and more.

You can read more about the newly redesigned tool in our press release E Source Energy AdVision helps utilities craft compelling, award-winning ad campaigns.

Georgia Power's AAPI Heritage Month campaign

Georgia Power's marketing campaign Woven Together: A Pattern of Resilience won first place for best brand campaign in the 2021 E Source Utility Ad Awards Contest.

Georgia Power wanted to commemorate Asian American and Pacific Islander (AAPI) Heritage Month, especially in the face of rising hate crimes against Asian Americans. The campaign sought to show support and advocacy for the AAPI community by highlighting AAPI employees and hosting a Facebook Live event with community leaders.

The email campaign saw 195,000 opens and a 29.2% click-to-open rate (**figure 4**). The Facebook Live event had 2,545 viewers.

Figure 4: Georgia Power email from its marketing campaign Woven Together: A Pattern of Resilience

Georgia Power's AAPI Heritage Month email used ample white space and a clear CTA to drive customers to attend its Facebook Live event.
What the email did well:

- It had a clear call to action
- It had clear branding
- It used ample white space
- It used plain language

What could have made it better:

- Adding a CTA button at the top after the header image
- Including a reason why customers should attend the event

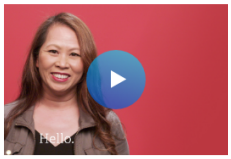
Georgia Power

Woven Together: A Pattern of Resilience

Commemorating Asian American and Pacific Islander Heritage Month

Building Communities Through Culture and Resiliency

May is Asian American and Pacific Islander Heritage Month. We celebrate their rich history and the incredible contributions made to Georgia today and every day.



#AAPIHM Facebook Live Event

Thursday, May 20 | 6 p.m.

Join us for an enlightening conversation with prominent community leaders during our Asian American and Pacific Islander Heritage Month Facebook Live Event, moderated by 11Alive Reporter Chenue Her.

RSVP for the Event

Meet the Event Panelists

Younghoe Koo
Atlanta Falcons

Younghoe is a South Korean American football placekicker for the Atlanta Falcons of the National Football League (NFL), and was recently selected to the 2020 Pro Bowl. He began his professional career with the Los Angeles Chargers in 2017. He is a Georgia Southern University graduate and one of four Asian Americans in the NFL.

Victoria Huynh
Center for Pan Asian Community Services (CPACs)

Victoria is the Vice President of (CPACS), the first, largest, and oldest organization in the Southeast to focus on issues and concerns of Asian Americans and immigrants. In 2015, 2017, and 2021, the Georgia Asian Times recognized her as an honoree of the 25 Most Influential Asian Americans in Georgia.

Sheetal Desai
US Pan Asian Chamber of Commerce (USPAACC)

Sheetal is an accomplished attorney and partner at The Trusted Lawyers, a Desai Law Group, PC. She is the current President of the Southeast Chapter of USPAACC. She has also volunteered her legal services for the Asian Pacific American Council (APAC) and Volunteer Income Tax Assistance (VITA).

Stephanie Cho
Asian American Advancing Justice (AAAJA)

Stephanie is the Executive Director for AAAJA. She brings over 20 years of experience in labor and community organizing, strategy planning, and fundraising at the local and national level. She believes in creating more space for new leadership, developing healthy and sustainable ways of working towards justice for all.

Kim Tong
The National Association of Asian American Professionals, Atlanta Chapter (NAAAP)

Kim serves as the President and Chairperson of the Atlanta Chapter of the NAAAP. She is a Vice President, Small Business Banker with the Atlanta North, Bank of America Small business team. She has over 17 years banking experience work with small businesses delivering professional and personalized customer service.

Nikita Trivedi
Georgia Power

Nikita is the assistant to SVP of the Charitable Giving/ Foundation team where she assists with community investments. In the community Nikita serves on the Board of NAAAP and Georgia State Alumni Association. She was recently appointed to the National Association of Asian American Professionals (NAAAP) board.

Join us on May 20

RSVP for the Event

PSE’s Small Business Energy Makeover Contest campaign

In 2020 Puget Sound Energy (PSE) launched its Small Business Energy Makeover Contest to support small businesses during the pandemic. Four winning businesses each received “$45,000 makeovers, with $30,000 allocated for energy-efficiency improvements and $15,000 for needed cosmetic or safety upgrades.” They were also featured on the local news. And 100 other nominated businesses received free energy assessments.

PSE’s campaign had two goals:

- To strengthen its reputation as a community partner
- To increase awareness of other rebates and grants available to businesses through the utility’s programs

The campaign relied heavily on email, social media, and publicity from a local news partner. The email piece of the campaign saw over a 30% open rate and 2,300 small business nominations (**figure 5**).

Figure 5: PSE email from its marketing campaign Small Business Energy Makeover Contest

PSE’s email used engaging language (“Here’s a chance for the business makeover of a lifetime”) and clearly detailed the benefits of entering the contest.
What the email did well:

- It had a clear CTA
- It had clear branding
- It used ample white space
- It used plain language
- It used boldface for key information
- It clearly outlined the benefits of the contest

What could have made it better:

- Including a hyperlinked CTA sentence in addition to the button
- Using bullet points to summarize the benefits to make it easier to skim

PUGET SOUND ENERGY

Here's a chance for the business makeover of a lifetime

Budgets are tight, margins are razor-thin and these unprecedented times are tough for small businesses. Want some great news? You could win your business $45,000 in energy-efficiency and cosmetic improvements through our Small Business Energy Makeover Contest!

We are investing $180,000 to provide four small businesses an incredible makeover this fall. We want to help small business owners experience what an amazing difference energy-efficiency measures can make when it comes to operating a business.

What could an energy-efficiency makeover mean for you? It could mean replacing aging, unreliable equipment with energy-efficient models. It could mean an upgraded HVAC system, upgraded lighting and even a fresh coat of paint to make your shop sparkle. Bottom line, it means saving energy and shrinking your monthly energy and maintenance bills forever.

The possibilities and benefits are many, but first you have to enter! Nominate your own business or a business you frequent that you feel is deserving! **Deadline for entries is Sunday, Oct. 18, 2020.**

ENTER NOW

(Entries are submitted on KING5.com)

PS: All who nominate a business will be entered in a drawing for a chance to win one of five Nest Learning edition thermostats!

Contest entrants must be small businesses operating within our service territory. Business owners may enter their own business into the contest. All nominated businesses will also be eligible for a PSE energy assessment.

INCENTIVES | BUSINESS SITE | RENEWABLES

Please do not reply to this message. Replies to this message are routed to an unmonitored mailbox.

Unsubscribe from these communications.

Puget Sound Energy
P.O. Box 97034
Bellevue, WA 98009-9734

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SMUD’s Connections newsletter

Connections, SMUD’s monthly newsletter for residential customers, is a good example of newsletter design. SMUD’s newsletter has:

- Clear branding
- A good balance of educational and promotional content
- The most important news or updates up front

For example, in SMUD’s March 2022 edition of Connections (PDF), the first half of the newsletter focuses on SMUD resuming its standard payment, late fee, and disconnection policies (**figure 6**). It clearly states when this will affect customers and where they can go on SMUD’s website to get more billing help. Further down in the newsletter, SMUD features information about a new solar rate, electrification rebates, and community workshops.

Figure 6: SMUD’s March 2022 Connections newsletter

SMUD prioritizes the most important information at the top of the newsletter with other content such as promotions and events featured below.
Downloadsmud_newsletter.pdf

BC Hydro’s Connected newsletter

Connected, BC Hydro’s monthly newsletter for residential customers, is another good example of newsletter design. BC Hydro’s newsletter has:

- Clear branding
- A good balance of educational and promotional content
- A good use of white space

BC Hydro takes a different, but still effective, approach from SMUD and includes links to all featured stories in the intro paragraph of its newsletter (**figure 7**). For example, in the first paragraph of its May 2022 edition of Connected, BC Hydro links to an article on thermostat tips, a contest, an article on how to test-drive an EV, and a web page on energy efficiency tips via its Power Smart website.

Figure 7: BC Hydro’s May 2022 Connected newsletter

Readers get a quick summary of the newsletter content in the first paragraph with more-detailed content below.

BC Hydro
Power smart

Is your heat still on?

Connected

NEWS & ENERGY SAVING TIPS FROM BC HYDRO

May 2022

To tweak or not to tweak? It's not really a question. Adjusting your thermostat for a seasonal change in weather should be part of your routine, yet it's something so many of us forget. This month, we offer **tips on getting your heating (and cooling) right**, including hidden costs and how to handle teens gone rogue with the thermostat. Also, **cast your vote each week in our EV Battle Royale** to win an electric scooter and other prizes, **five ways to test drive an EV**, and **energy-saving tips for renters**.

EV Battle Royale: 32 plug-ins, and only one winner

Vote for your favourite electric vehicle, from compacts to SUVs, trucks to luxury supercars. Each weekly vote earns you a shot at a weekly prize, plus another entry to win an electric scooter.

Learn more

Let the sun shine in, and turn down that thermostat

Tips for saving energy and money while staying comfy as the seasons change. Learn more

Renters can save on electricity, too

Do you rent your home? We have a quick list of ways you can reduce energy bills. Learn more

Five ways to test an electric car before you buy one

Having trouble booking a test drive? There are other ways of getting in the driver's seat. Learn more

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Recently on BCHydro.com

BC Hydro report: knowledge gap a hurdle to heat pump adoption

A new survey finds many British Columbians are hesitant to install a heat pump because of lack of awareness and misconceptions about how they operate. Learn more

Need help paying your bill?

If you're falling behind on payments, we have a number of programs that can help.

Learn more →

Where to find energy-efficient products

Explore, compare, and shop for energy-efficient appliances and more in our Power Smart Shop.

Shop now →

Log in to MyHydro | Accounts | Energy savings
Outages & safety | Contact us

You've received this email because you subscribed to receive the Connected newsletter.

Email and newsletter metrics

How Apple's MPP affects email metrics

Apple's iOS 15 update in late 2021 added a new MPP feature that lets users disable the ability for email senders to see if their email was opened. This means open rate metrics are no longer available with the same accuracy as earlier iOS versions, and your open rates are now likely inflated.

Don't rely on open rates and click-to-open rates as your main performance indicators. Instead, look at total clicks, conversion rates, and top-performing email topics.

According to Litmus's Email Client Market Share in April 2022, Apple was the most popular email client with 57.2% of overall market share. Litmus predicts high adoption of Apple's MPP based on how customers responded to the iOS 14 ad-tracking feature. According to news publication AppleInsider, Only 4% of iOS users in US are opting in to ad tracking.

Because of this, open rates and click-to-open rates shouldn't be your main performance indicators for email campaigns and newsletters. Instead, evaluate the goals of your campaign and look at metrics that can better gauge success such as total clicks or conversion rates. We also recommend looking at top-performing email topics.

And make sure you aren't using opens as the trigger for any of your automated emails or email drip campaigns. Marketing platform Constant Contact recommends using clicks or time-based triggers. Read more in its blog post How Apple's Mail Privacy Protection Impacts Email Marketing.

What email performance looked like for utilities in 2021

Questline's 2022 Energy Utility Benchmarks Report shows that since 2016, utilities have been increasing their email engagement, reaching a record high in 2021 with a:

- 29% delivery rate
- 15% open rate

These types of emails had the highest open rates in 2021:

- Billing notifications—88.78%
- Welcome series—60.25%
- Ancillary messages—33.15%

Like email, e-newsletters saw higher delivery rates and open rates in 2021 (**figure 8**).

Figure 8: E-newsletter performance

Utility e-newsletters are seeing their highest delivery rates and open rates in 2021 (A). We also break down 2021 e-newsletter performance data by audience (B) and utility type (C).

A. E-newsletter performance by year

	Delivery rate (%)	Open rate (%)	Click-to-open rate (%)	Click-through rate (%)	Opt-out rate (%)	Complaint rate (%)
2021	99.28	23.67	6.60	1.56	0.07	0.01
2020	98.57	21.43	8.31	1.78	0.01	0.01
2019	98.82	21.62	8.10	1.75	0.00	0.00
2018	98.57	21.43	8.31	1.78	0.09	0.00
2017	98.16	22.29	8.71	1.94	0.02	0.02
2016	98.92	20.18	10.67	2.15	0.00	NA

© E Source; data from Questline 2022 Energy Utility Benchmarks Report. **Note:** NA = not applicable.

B. 2021 e-newsletter performance by audience

	Delivery rate (%)	Open rate (%)	Click-to-open rate (%)	Click-through rate (%)	Opt-out rate (%)	Complaint rate (%)
Residential	99.39	23.93	6.10	1.46	0.07	0.01
Key account	97.45	23.75	16.51	3.92	0.15	0.01
Small and midsize business	98.51	19.34	10.38	2.01	0.09	0.01

© E Source; data from Questline 2022 Energy Utility Benchmarks Report

C. 2021 e-newsletter performance by utility type

	Delivery rate (%)	Open rate (%)	Click-to-open rate (%)	Click-through rate (%)	Opt-out rate (%)	Complaint rate (%)
Electric cooperatives	99.28	33.37	9.75	3.25	0.16	0.02
Investor-owned utilities	99.29	23.41	6.40	1.50	0.06	0.01
Municipal utilities	98.62	26.63	12.60	3.35	0.25	0.01
Natural gas utilities	96.20	25.11	17.46	4.38	0.15	0.00

© E Source; data from Questline 2022 Energy Utility Benchmarks Report

More research on email and newsletter design

- Best Practices: Email Design for Energy Utilities, Questline
- Email Subject Line Best Practices, Questline
- Email Design: The Best Practices Guide (+ Bonus Checklist), Campaign Monitor (2019)
- How to Write Better Preheader Text in Your Next Email Marketing Campaign, Campaign Monitor (2019)
- Hook, Line, and Sinker: 7 Tips for a Killer Call-to-Action, Billy McCaffrey, WordStream (2022)
- Best Email Subject Lines for Newsletters, Questline

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