

The State of Email Attrition 2018



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NEVERBOUNCE 

Introduction

Despite the rise of social media, content marketing, and new advertorial avenues, email marketing is still one of the most effective means of reaching customers.

According to the technology market research firm [The Radicati Group, Inc.](#), approximately half of the world-wide population uses email, with consumers making up to 79 percent of U.S. email accounts. Among business professionals, email is the most effective communication channel, with 86 percent of people preferring to communicate via email for business purposes versus other mediums, according to a study by [HubSpot](#).

B2C vs B2B Email Addresses

The email addresses that comprise a standard email list can typically be filtered into two categories: B2C email addresses and B2B email addresses. An easier way to think about these two distinctions are personal email addresses and business email addresses. Deciphering whether an email address is used for personal use or business use can commonly be determined by examining the address' domain, or the part of the email that follows the "@" symbol.

B2C email addresses feature consumer domains, such as "@aol.com," "@gmail.com," "@yahoo.com," and "@hotmail.com." Commonly, these consumer addresses are free accounts or emails provided by telecommunications providers in conjunction with your phone or internet services.

B2B email addresses contain unique domain addresses specific to a business or organization. For instance, employees of NeverBounce possess email addresses with "@neverbounce.com" as the domain.

Email Attrition

An attrition rate, sometimes referred to as "churn rate," is defined broadly as a measure of the number of individuals or items moving out of a collective group over a specific period. Therefore, an email attrition rate is the number of email addresses that either unsubscribe from your list, or the email addresses that become invalid or out of use over a specific period of time.

Further, email churn rates can be broken down into two categories: transparent churn and opaque churn. Occasionally referred to as "voluntary churn," transparent churn is either the result of the email address owner's action, unsubscribing or submitting a spam complaint, or inaction, which causes bounced emails. Opaque churn, sometimes dubbed "involuntary churn," comes from the email address owner not seeing a third-party's sent messages, either due to those messages landing in a bulk or spam email folder or being delivered to an email account with which the recipient does not engage.

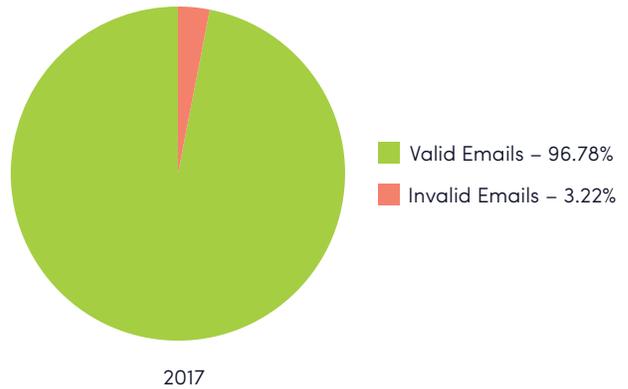
Lists containing unidentified transparent and opaque churn, as well as incorrect email addresses and addresses with bad syntax, may lead to mail being sent to invalid email addresses.

Methodology

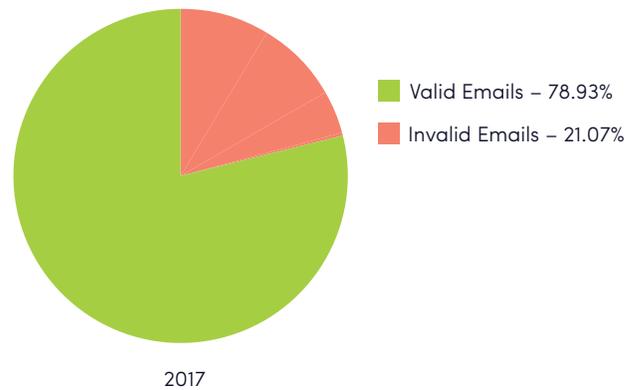
The following study was conducted over a 12-month period between the end of 2016 and 2017 in order to establish the difference in attrition rates between B2C email addresses versus B2B email addresses.

NeverBounce collected a sample set of 40 million email addresses gathered from over 20,000 unique data sources to develop an average control group that was verified over a five-month period concluding in October of 2016. Invalid, unknown, and catch-all email data was not included within the data subset. The sample set contained 50 percent B2C email addresses and 50 percent B2B addresses. Email addresses with traditionally B2C domains such as Gmail, Yahoo, Hotmail, Verizon, and many others were included as B2C addresses. The remaining email addresses that did not fall into the former category, email addresses from corporate or business domains, were categorized as B2B addresses. Once the data was separated into these two groupings, the email addresses were submitted once again through the verification process concluding in October of 2017, utilizing a 20+ step proprietary cleaning process that checked each email address up to 75 times to determine which percentage of the email addresses were still valid and thus safe for sending.

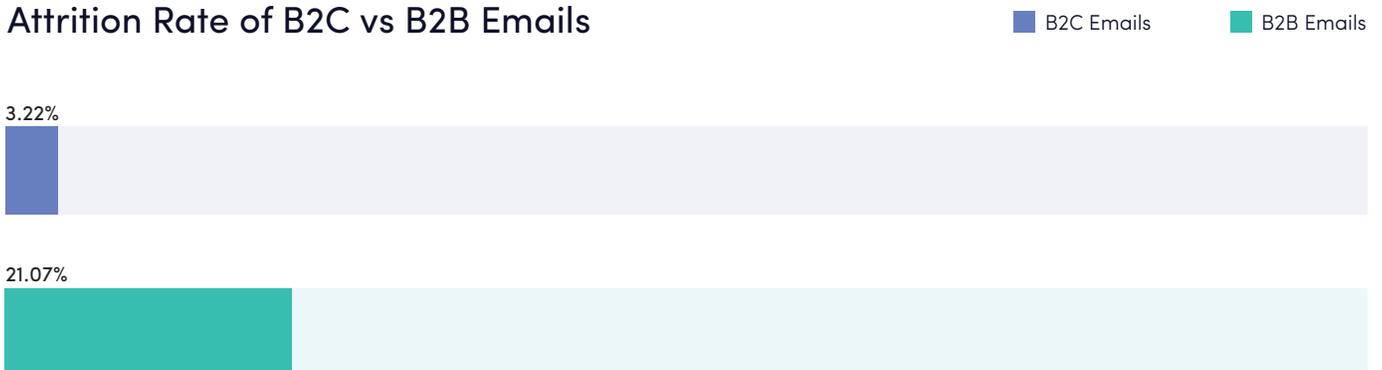
B2C 2017 Verification Results



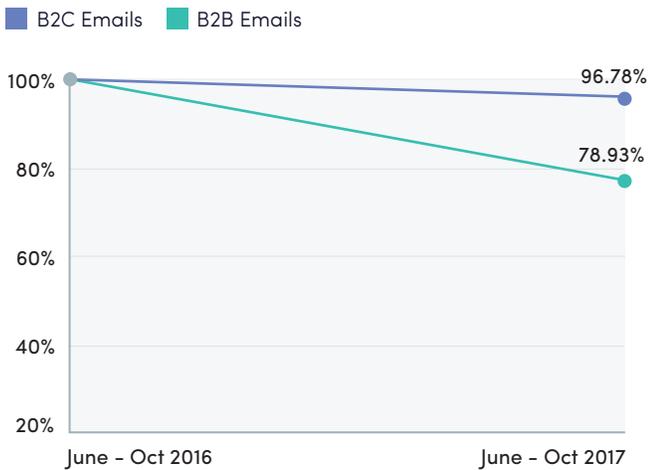
B2B 2017 Verification Results



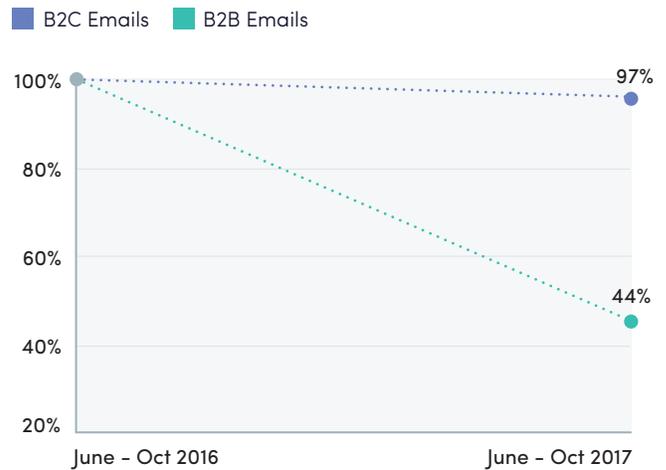
Attrition Rate of B2C vs B2B Emails



Valid Email % 2016 vs.2017



Projected Delivery Rate of B2C vs. B2B



Results

After 12 months, the average attrition rate for B2C emails was 3.22 percent, while the average attrition rate for B2B emails was 21.07 percent.

There are many possibilities as to why the attrition rate for B2B email addresses is higher than the attrition rate for B2C email addresses. The attrition rate for B2B addresses may be explained by a greater state of flux in the job market, with [employees departing businesses more regularly](#) and thus abandoning email accounts. Data from the US Bureau of Labor Statistics (BLS) states that more than 3.2 million Americans quit their jobs in May 2017, the highest rate of quitting since June 2006. Anecdotal information collected by the U.S. Federal Reserve about economic conditions in each of its regional banks' districts saw the Philadelphia

district state, "Workers appear to have less loyalty to the job, and more job-hopping is showing up on résumés." Also, business specific domains are more likely to change if, for example, a company is absorbed by or merged with a different company. Even a promotion or department change could lead to a new B2B email address for an individual. Further, many organizations may fail to renew their domain out of plain human error. Finally, previous research conducted by NeverBounce concludes that attrition rates change from year to year, so attrition rates may rise or fall depending on technological and societal variables.

Note: Due to the large sample size, some B2C addresses may be misidentified as B2B addresses.