

# State of Email Marketing in Canada 2026

Benchmarks, insights, and strategy tips for  
email marketers and communicators in Canada



## INTRODUCTION

Over the past three years, I've met hundreds of organizations across Canada. From major cities and public institutions to growing local businesses, one thing that stood out was a shared ambition **to do better**. Better communication. Better relationships. Better use of data.

The importance of email marketing is clearer than ever, but the rules are changing. 15 to 20% of real emails never reach the inbox simply because they fail to meet the strict standards of relevance, trust, and compliance. This shift is especially important in Canada.

Our regulations on email marketing, privacy, and data protection, such as CASL and PIPEDA, set a high bar for organizations to operate within. While compliance may seem bothersome, we've quietly done something great: **Canadian organizations are becoming some of the most compliant, transparent, and respectful email marketers in the world.**

We take pride in working with organizations that care deeply about earning trust, that want to do better, and understand that email helps them build long-term relationships that will lead to stability and longevity.

There is still a long way to go, but **Canada is leading that change**, and we're proud to contribute. That's why this report exists.

While industry benchmarks are often built on data from the U.S. or the U.K., Canada is ignored or a footnote; we decided to define our own standards, instead of adapting to someone else's.

We analyzed data from over 12,000 Canadian organizations and millions of emails sent in the past year. This report reflects how Canadian organizations use email today—what works, what's changing, and where the opportunities lie.

Our goal is to continue raising the bar in email marketing in Canada and to give organizations the insights and tools they need to grow, connect, and lead with confidence.



*Geoffrey Blanc*

**Geoffrey Blanc**  
General Manager  
Cyberimpact

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## METHODOLOGY

The benchmarks in this report are based on anonymized performance data from 12,000+ Cyberimpact users across Canada. It covers millions of email campaigns and newsletters sent between January 1 and December 31, 2025.

The dataset includes organizations from several industries, including but not limited to

- municipalities and government agencies
- healthcare and medical services
- nonprofit organizations and associations
- educational institutions
- professional services

We looked at core email metrics, engagement, list health, and deliverability indicators. Test campaigns, transactional emails and system notifications were excluded from this analysis.

## TRACKING LIMITATIONS

Email analytics today are **affected by many privacy technologies**. Apple Mail Privacy Protection (MPP) preloads email images, which is considered an “opened email” even if the recipient never reads it. Office 365 automatically clicks in all email links for security reasons, which can lead to inaccurate click rates. Also, email proxy servers used by Apple and Google may mask device information or user behaviour.

We recommend reviewing metrics like open rate and click rate as signals, but not your benchmarks for measuring engagement.

### WHAT WE DO TO PROVIDE ACCURACY:

We take bot interference seriously. We monitor suspicious click patterns using a hidden link system. We’ve added confirmation steps to protect sensitive actions, like unsubscribing or consent confirmation, from automated clicks (to prevent bots from triggering them unintentionally). Soon, we’ll be able to show which opens and clicks we consider suspicious directly in the platform.

**Marie-Ève Robert**

Director of Product at Cyberimpact



## KEY TAKEAWAYS FROM 2025

### 1. Email reach remains strong

**Open rates are increasing every year.** In 2025, the average across industries was 44.43%. Other channels, like social media, have an average reach of only 6% of your total followers. Because email is an owned channel, you have more control over delivery and reach, which often leads to a better performance than other marketing channels.

### 2. Click engagement is falling

Average **click-through rate decreased to 2.24%**, compared to 3.13% in 2024. Audiences now expect to receive personalized, targeted information. We expect more organizations to improve their segmentation, clean their lists, and deliver more relevant content moving forward.

Learn more about this on **page 36 of this report**

### 3. We keep betting on email

Canadian organizations sent almost **34 emails/year** in 2025, an increase from 2024. Organizations continue to rely on email to build relationships with their audiences, but there's still a lot of untapped potential with tools like segmentation and email automation. Read more about it on **page 38 of this report.**

### 4. Thursday is the most popular day

For the second year in a row, Thursday is the most popular day for sending emails, followed by Wednesday and Tuesday. Mid-week sending is an obvious choice for most organizations looking to reach their audience during a peak focus moment.

Read our internal case study on the best sending time on **page 27 of this report.**

# Why is email marketing different in Canada?



As Geoffrey, our General Manager, explains in the beginning of this report, **Canada does email differently**. The opt-in consent model prioritizes Canadians' right to choose how, when and with whom to share their data. Our laws (CASL, PIPEDA, PHIPA, Quebec's Law 25) have strict rules about data hosting in Canada to make storing personal data safer.

But we have also seen organizations stepping up before they are even asked to do so. Large corporations and small businesses alike are asking questions beyond features and pricing:

They ask about **data sovereignty**, so they can rest assured that their data is safe within Canadian borders.

They ask about **consent tracking**, so staying compliant is a natural and easy process.

They put greater emphasis on **data security and privacy**, and conduct Privacy Impact Assessments more frequently.

We noticed over the past year that when we talk to our clients and partners, the word "trust" kept coming up. Canadians want to trust how their data is being handled. **Trust makes good business**, loyal customers and a sustainable market.

And organizations want to trust that their partners, their tech stack and sources of information have the same priorities in mind. Our regulations shouldn't be seen as hoops we have to jump through or afterthoughts in our communication strategies.

They need to be priorities from day one.

## Why should I use email?

That's the top question we hear from our clients and prospects. Every week, we hear several concerns about email, compliance, and data privacy, so we've compiled them here to address the elephants in the room before moving on.

## How impactful email can be for a marketing strategy?

There's a reason we're still talking about email in 2026. As you'll see in the next few pages, **it consistently delivers strong results in reach and engagement**. Marketing channels like email, blogs and social media shouldn't be seen as "either-or," but as a system that helps your contacts to connect with your organization at different levels of engagement and interest.

## Is email compliance hard?

Not at all. Staying compliant is not tricky or complex. With a good consent tracking tool and support, it's nothing more than a simple step that should not overwhelm your email strategy.

## I don't know if it's the right fit for my business

There is a real shift happening in Canada. More organizations want to build stronger local relationships. To do so, they need to focus on owned assets which are more flexible, consistent and easier to manage.

# Is email a worth it in 2026 and beyond?

HELL YEAH. You can showcase expertise by diving deeper into topics that matter most to prospects (without algorithms dictating length, style, or subject matter).

You can **deliver highly tailored value** through segmentation and automations based on your readers' actual behaviour (instead of generic industry benchmarks and trends). Lastly, it provides a **risk-free space for prospects** to reply and engage safely without the pressure of having to book a discovery call or demo to do so.

With email, you're creating strategic, intentional 1:1 conversations that give a taste of your expertise... at scale. When's the last time you felt like you could achieve that with a paid ad or social post?

**Alison Knott**  
B2B Marketing Consultant  
at Alison K Consulting



Absolutely! I've been writing the HeyOrca daily newsletter for about four years now and I can confidently say that I've seen an increase in **brand awareness, trial sign ups, and overall trust** with our community. It's a great space to keep your community informed not only about your brand, but also the industry.

**Alyssa Pulford**  
Community Strategist  
at HeyOrca



Email marketing is more important than ever in 2026. People are overwhelmed with social media and constant content, but they're still consistently checking their email. **It remains one of the most direct and intentional ways to connect with your audience.**

Even as a social media strategist, I'm seeing more business come from my email marketing right now. With a consistent 30 to 50% open rate and clients referencing what I share, it's clear that email continues to drive real results and meaningful connections.

**Kerra Aucoin Mansfield**  
Social Media Strategist  
at KA Social Media Consulting



# Email Metrics

To understand the results of your email strategy and its impact on your organization, you must track email metrics and KPIs. In this section, you'll find the most important email marketing benchmarks to track:

- Open rate
- Click-through rate (CTR)
- Click-to-open rate (CTOR)
- Unsubscribe rate
- Hard bounce rate
- Deliverability indicators

Use this data to check whether your campaigns are performing above or below the Canadian average, your industry average.

## OPEN RATE

In Canada, the overall average open rate in 2025 increased to **44.43%** (40% in 2024)

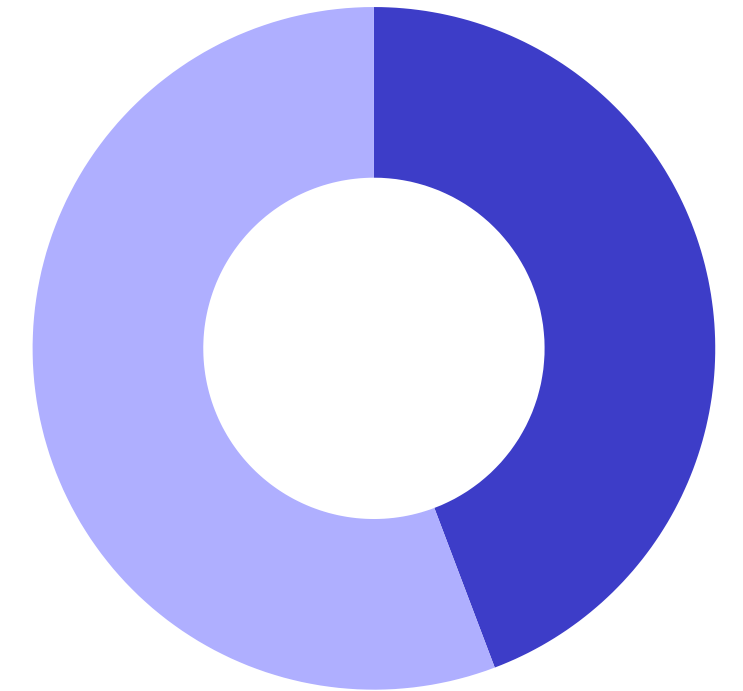
It's important to note that this rate varies by industry and email type. Some sectors that communicate essential information or community updates—such as municipalities or healthcare providers—often have higher open rates than sectors focused primarily on promotional content, like retail and B2C businesses.

### WHAT IS OPEN RATE?

Open rate is the percentage of recipients who opened an email out of the total number of delivered messages.

It is one of the most commonly used indicators of email engagement and reflects how your subject line, preview text and sender identity capture attention in the inbox.

The average open rate in Canada is **44.43%**



## Top 5 Industries

<b>Personal Care</b>	75.95%
<b>Healthcare/Medical</b>	70.88%
<b>Municipalities</b>	64.67%
<b>Associations</b>	63.54%
<b>Government/Public Sector</b>	61.96%

## AVERAGE OPEN RATE PER INDUSTRY

Industry	%
Agriculture	60.12%
Arts	57.89%
Associations	63.54%
Cities	64.67%
Coaching	48.21%
Communications & Marketing	42.33%
E-commerce	19.47%
Education	52.18%
Entertainment	45.92%
Food, Services & Catering	43.11%
Government	61.96%
Hotels	39.84%
Insurance & Finance	14.89%
Jobs	29.60%
Legal	55.44%

Industry	%
Manufacturing	44.73%
Medical	70.88%
Natural Resources	58.92%
Nonprofit Organization	57.03%
Personal Care	75.95%
Professional Services	28.23%
Real Estate & Construction	59.77%
Religion	19.31%
Retail	31.75%
Sports	46.88%
Telecommunications	47.62%
Tourism	41.55%
Transport	46.02%
Web, Apps, Software & Computer	45.27%

# What influences open rate?

## Subject line relevance

Clear and compelling subject lines that show the value of the message right away.

## Audience segmentation

Segmenting your list allows you to send more targeted messages that speak to the specific interests, needs and pain points of your audiences.

## Sender recognition

Recipients are more likely to open emails when they recognize and trust the sender.

## Timing and frequency

Sending emails at consistent intervals and testing different send times helps you learn when your audience is most likely to open the message and engage.

## Clear expectations

When subscribers know when and what to expect—and they get exactly that—, they are more likely to open future messages.

### Expert Insight

Focus on relevant information tailored to the needs, concerns and goals of the recipients, that is not overly image-heavy nor text-heavy, but strikes a good digestible balance.

**Aiden Chapiel**

Solution Specialist at Upanup Studios Inc

## CLICK-THROUGH RATE

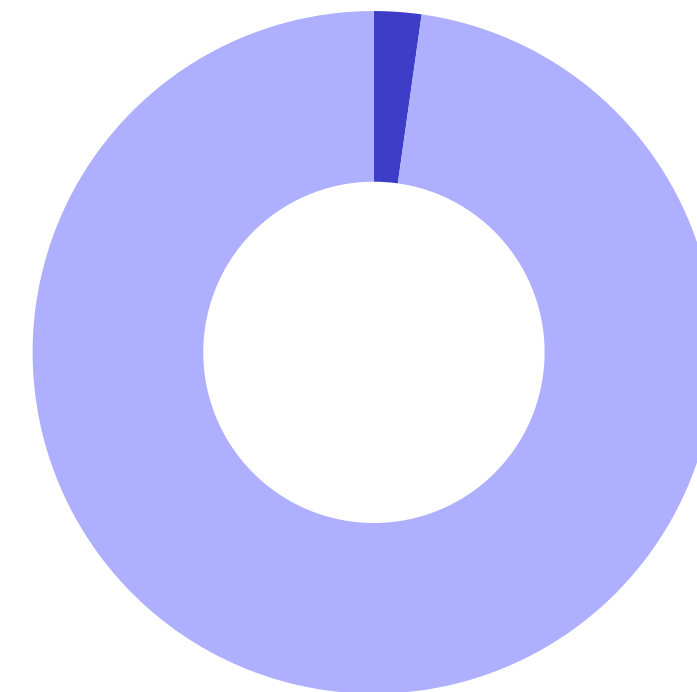
In 2025, the average click-through rate in Canada was **2.24%**, a decrease to 3.13% in 2024.

Though the average has gone down, we see a large gap to the top-performing industries. This means people will still act on what's relevant to them, and it's up to organizations to bridge this gap by ensuring the next steps and CTAs are clear.

### WHAT IS CLICK RATE?

Click-through rate is the percentage of recipients who clicked on at least one link in your email out of all emails delivered. It helps you measure if email is driving action—whether that's visiting a webpage, registering for an event, reading an article, or completing a form.

The average click rate in Canada is **2.24%**



## Top 5 Industries

<b>Municipalities</b>	12.21%
<b>Religion</b>	10.35%
<b>Legal</b>	10.22%
<b>Education</b>	9.26%
<b>Government/Public Sector</b>	8.74%

## AVERAGE CLICK RATE PER INDUSTRY

Industry	%
Agriculture	6.87%
Arts	6.45%
Associations	7.91%
Cities	12.21%
Coaching	4.82%
Communications & Marketing	6.03%
E-commerce	3.60%
Education	9.26%
Entertainment	5.02%
Food, Services & Catering	4.11%
Government	8.74%
Hotels	3.13%
Insurance & Finance	4.21%
Jobs	4.88%
Legal	10.22%

Industry	%
Manufacturing	3.00%
Medical	7.12%
Natural Resources	7.88%
Nonprofit Organization	6.94%
Personal Care	3.10%
Professional Services	4.55%
Real Estate & Construction	6.22%
Religion	10.35%
Retail	3.16%
Sports	5.11%
Telecommunications	5.34%
Tourism	4.02%
Transport	5.27%
Web, Apps, Software & Computer	4.33%

# Why are clicks declining?

People are more selective now about how they are spending their time and attention online.

We have seen this shift happen in social media, and email is not immune to it. The expectations for email subscriptions are high, and many are quick to unsubscribe when they are unhappy with the email content or sending frequency.

The bar is high on relevancy, value and good timing. Looking at the sent campaigns over the past year, we found some of the leading causes of a low click rate and **how you can address them.**

## Expert Insight

When reviewing your click-through rate, always consider the goal behind the link. A high CTR on an event sign-up link means little if the registration number doesn't follow; the issue may be the landing page, not the email itself. Optimize for your end goal, not the metric.

**Fred Senterre**

Customer Success Director at Cyberimpact



- ✓ Emails often have competing CTAs. Stick to one action per email with multiple reminders throughout the content.
- ✓ Your content is informative but not action-oriented. If you want people to take action, guide them to it by adding a CTA.
- ✓ Messages are sent to a broad list without segmentation. Focus on sending targeted messages to smaller groups.
- ✓ The value of clicking is not always clear to the reader. Be direct about what's in it for them, not for you.

# CTR

CTR, or click-through rate, is the percentage of recipients who clicked on a link **out of the total number of emails delivered**.

VS.

# CTOR

CTOR, or click-to-open-rate, is the percentage of recipients who clicked on a link **after opening the email**.

## What can you learn from it

If your CTR is low, consider your list health—are the people in your list still interested in your content? Are they still part of your target audience?

With a high open rate but low CTR, you should review whether your content is action-oriented. Is the value of clicking clear to the audience? Are the CTAs highlighted? Where are the CTA buttons placed in the email?

## What can you learn from it

While CTR looks at total delivered emails, CTOR focuses only on engaged readers. A high CTOR is a good sign of a healthy list.

CTOR helps you see if you're getting people to go beyond opening the email and reading the content. It's a good way to measure the effectiveness of your CTAs.

## UNSUBSCRIBE RATE

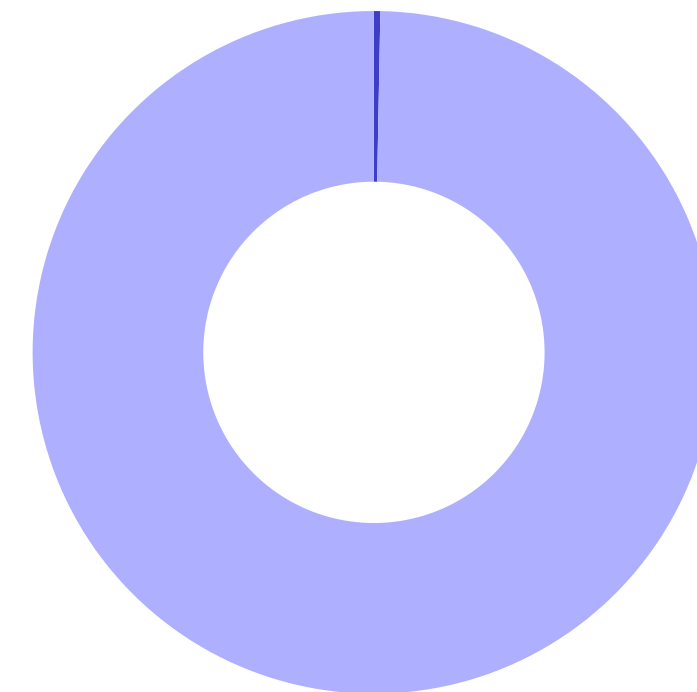
In 2025, the overall unsubscribe rate remains low at **0.34%**. This could mean that organizations are balancing their sending frequency, content relevance and audience expectations so subscribers choose to stay.

Don't forget to check the reasons for unsubscribing, as they will give you valuable information about your former audience and how you can improve retention.

### WHAT IS UNSUBSCRIBE RATE?

Unsubscribe rate is the percentage of recipients who choose to opt out of your emails after receiving an email campaign. It is often seen as a negative metric, however, it plays an important role in maintaining your contact list healthy and engaged.

The average unsubscribe rate in Canada is **0.34%**



## Top 5 Industries

<b>Education</b>	0.00%
<b>E-commerce</b>	0.08%
<b>Legal</b>	0.11%
<b>Associations</b>	0.14%
<b>Sports</b>	0.15%

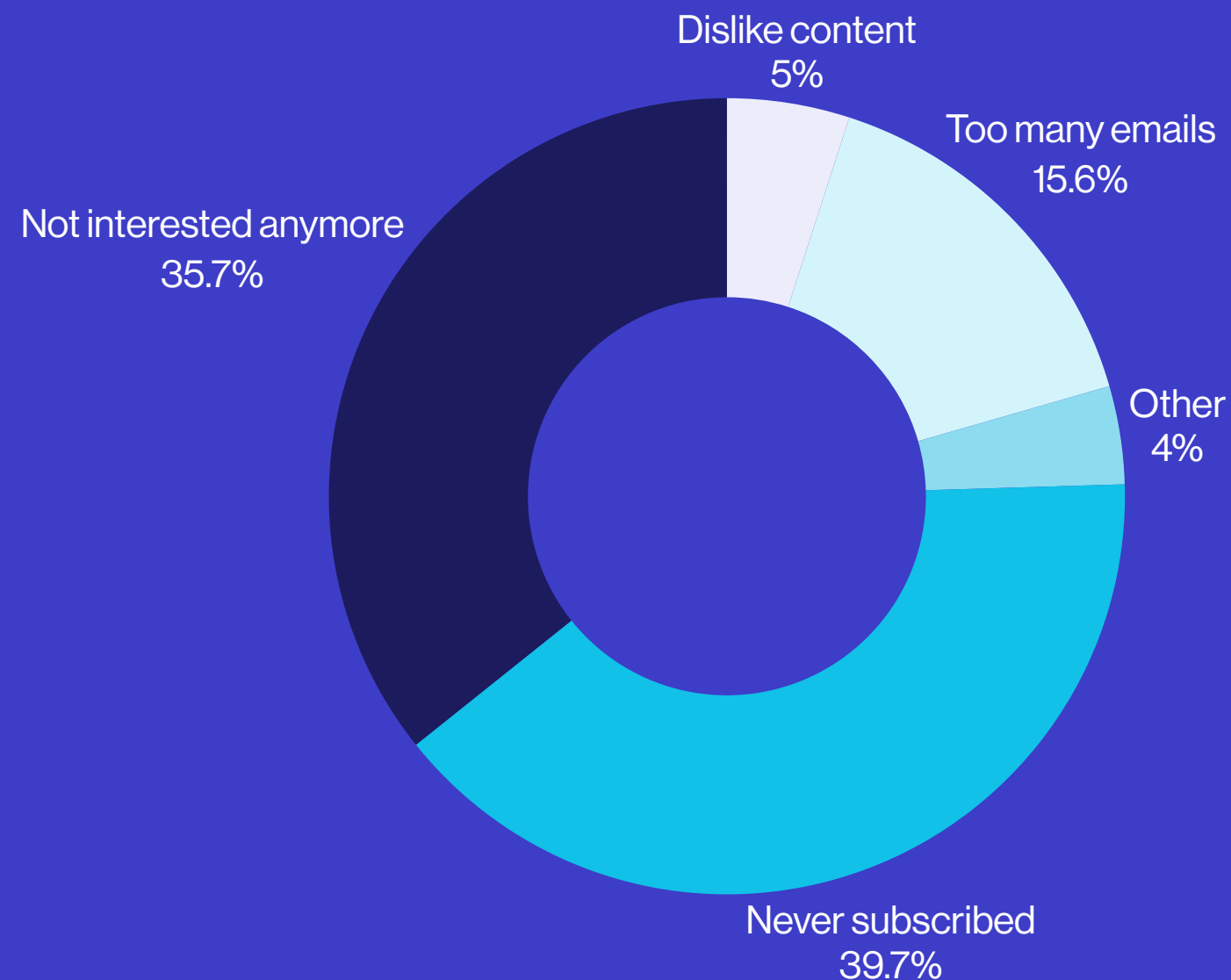
## AVERAGE UNSUBSCRIBE RATE PER INDUSTRY

Industry	%
Agriculture	0.21%
Arts	0.18%
Associations	0.14%
Cities	0.20%
Coaching	0.25%
Communications & Marketing	0.07%
E-commerce	0.08%
Education	0.22%
Entertainment	0.16%
Food, Services & Catering	0.18%
Government	0.21%
Hotels	0.59%
Insurance & Finance	0.41%
Jobs	0.23%
Legal	0.11%

Industry	%
Manufacturing	0.34%
Medical	0.68%
Natural Resources	0.24%
Nonprofit Organization	0.19%
Personal Care	0.82%
Professional Services	0.27%
Real Estate & Construction	0.60%
Religion	0.17%
Retail	0.28%
Sports	0.15%
Telecommunications	0.31%
Tourism	0.19%
Transport	0.62%
Web, Apps, Software & Computer	0.33%

## Why people unsubscribe

In 2025, the leading cause for unsubscribes in Canada was “**never subscribed**” (39.7%), followed by “**not interested anymore**” (35.7%).



## The Human Factor

When looking at these, you must consider **the Human Factor**—sometimes, people lie or forget. When unsubscribing, they might click on the first option to go through the process faster, or forget they ever subscribed to a list and say they never chose to get emails.

So, how can you know for sure why people are leaving? Sometimes you won't have a 100% answer. More often than not, unsubscribes are not about your business or content, but the contact's habits, routine or changing interests.

It is more important to know **why people stay subscribed** than why they leave. Their reason for staying is also key to understanding why people join, which ultimately helps you grow your list.

## The consent issue

The fact that “never subscribed” is the leading reason for unsubscribes in Canada could also be a sign of a critical issue: **lack of consent.**

Canada has one of the strictest and most reliable regulations for email marketing and data privacy. From the outside, it seems to add a layer of complexity for email marketers, but what we have seen is that it actually **increases the reputation** of compliant organizations as trustworthy and safe.

We expand on the laws Canadian organizations should know on **page 54 of this report.**



## How Canada compares

In the U.S., email marketing is governed by the **CAN-SPAM Act**, which relies on opt-out mechanisms rather than explicit consent. This means an organization can legally send emails to anyone until they choose to unsubscribe. In the UK, **GDPR** has stricter requirements, but with varying enforcement and interpretations.

Unsubscribe rates in those markets are often a mix of permission-based and non-permission-based practices, which makes them spike and fall, and have a greater impact on the sender’s reputation.

With **CASL**, **PIPEDA**, and **Quebec’s Law 25**, organizations in Canada are required to obtain clear consent before sending emails. This creates a higher standard for how contact lists are built and maintained, and ultimately leads to cleaner databases, more engaged audiences, and stronger trust between organizations and recipients.

# Unsubscribes are not always a bad thing

Having contacts that don't engage with your emails is one of the worst things for your email strategy. So, unsubscribes could actually be one of the **best things** for your email strategy.

Unless you're seeing a significant dip (10-20% of your list), you don't need to stress about it. Unsubscribes are normal.

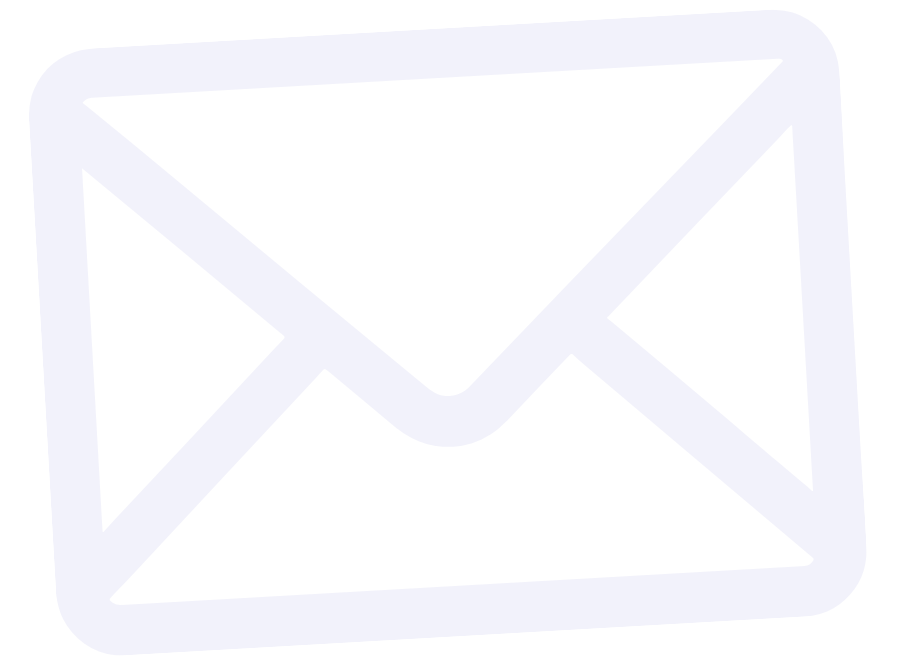
When people unsubscribe, they are cleaning your list for you. Any step towards a clean and healthy list is a good step because a healthy email list means higher engagement rates and protects your sender reputation.

## Expert Insight

Instead of looking at unsubscribes as bad or a sign that “this isn't working”, try to see them as a move towards a healthier list. In the end, you don't want people in your list that don't want to be there or are not part of your target audience

**Fred Senterre**

Customer Success Director at Cyberimpact



## HARD BOUNCE RATE

In 2025, the average hard bounce rate across all industries is approximately **0.27%**.

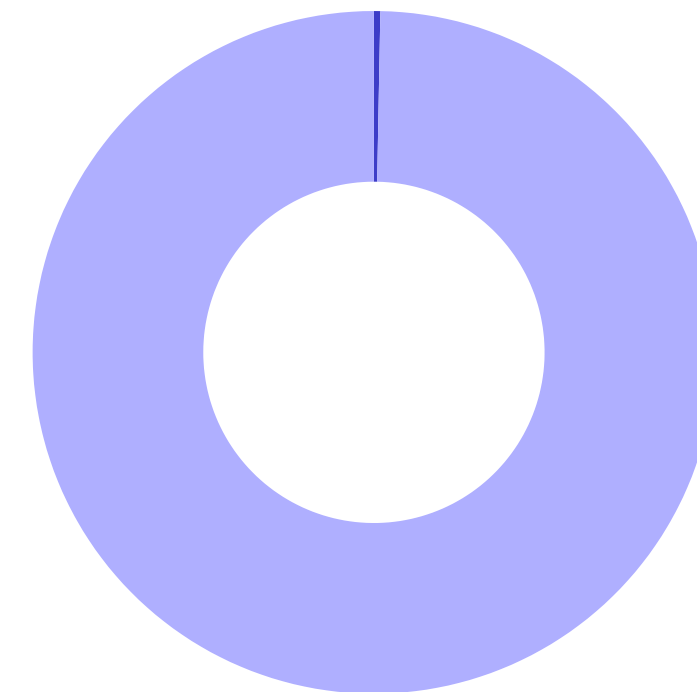
This metric remains relatively low, and it's a great reminder of the importance of keeping your list clean and up-to-date. In most cases, high bounce rates are preventable as they often come from outdated contacts or a lack of list maintenance.

### WHAT IS HARD BOUNCE RATE?

A hard bounce occurs when **an email cannot be delivered due to a permanent issue, such as invalid or non-existent email address, domain errors or blocked delivery.**

Hard bounces have a direct impact to your sender reputation and deliverability.

The average  
hard bounce rate  
in Canada is **0.27%**



## Top 5 Industries

<b>E-commerce</b>	0.03%
<b>Associations</b>	0.06%
<b>Legal</b>	0.07%
<b>Entertainment</b>	0.08%
<b>Sports</b>	0.09%

## AVERAGE UNSUBSCRIBE RATE PER INDUSTRY

Industry	%
Agriculture	0.18%
Arts	0.14%
Associations	0.06%
Cities	0.12%
Coaching	0.21%
Communications & Marketing	0.05%
E-commerce	0.03%
Education	0.17%
Entertainment	0.08%
Food, Services & Catering	0.11%
Government	0.19%
Hotels	0.31%
Insurance & Finance	0.29%
Jobs	0.20%
Legal	0.07%

Industry	%
Manufacturing	1.22%
Medical	0.22%
Natural Resources	0.18%
Nonprofit Organization	0.15%
Personal Care	0.27%
Professional Services	0.35%
Real Estate & Construction	1.02%
Religion	0.10%
Retail	0.24%
Sports	0.09%
Telecommunications	1.70%
Tourism	0.16%
Transport	0.28%
Web, Apps, Software & Computer	0.50%

# The impact of hard bounces

Communicators and marketers don't often take hard bounces as seriously as they should. Because they directly affect your ability to reach your audience, it is a core metric to monitor.

Every time an email cannot be delivered due to an invalid address or blocked domain, a signal is sent to inbox providers that your database may not be reliable and compliant.

## What happens

- ✘ Lower inbox placement, i.e. your emails going to the spam folder instead of the main inbox
- ✘ Reduced sender reputation, which can also cause your emails go to the spam folder
- ✘ With a lower reputation and deliverability, your campaign performance takes a hit

## How to fix it

### Expert Insight

A high hard bounce rate is worth investigating: where did those contacts come from, and how were they collected? Using double opt-in forms is one of the best ways to keep your list clean from the start and avoid this problem altogether.

**Marie-Ève Robert**

Director of Product at Cyberimpact



## DELIVERABILITY

Deliverability is your ability to successfully land emails in your recipients' inboxes rather than spam folders. Many factors influence your deliverability:

	What does it mean
<b>List quality</b>	Do you have a lot of invalid or inactive addresses in your list?
<b>Sender reputation</b>	How's your hard bounce rate? Are you being flagged as spam?
<b>Engagement levels</b>	Are your contacts engaging with your emails, opening and clicking?
<b>Technical setup</b>	Are your email authentication protocols (SPF, DKIM, SMARC) all set?

### Expert Insight

Deliverability is the core of email marketing. If your emails are not reaching your contacts' inboxes, it won't matter how good or interesting your content, images or subject line is. Delivery first, content later (and this is coming from a very content-first person!)

**Bruna Miranda**

Content Marketing Lead at Cyberimpact



# Email Strategy

Metrics are a huge part of email marketing but they are not everything. Behind a good performance is always a good strategy.

In this section, we move from benchmarks to action. These tips and insights are based on the collected data, conversations with Canadian marketers and communicators, and our own experience using email to build engagement and community.

# When to send emails?

Timing is (almost) everything. Finding the right time to send your email can impact its engagement and performance.

We noticed that Thursday is the most popular day for **sending emails** in Canada, followed by Wednesday and Tuesday.

There are many reasons behind this high-volume sending in the middle of the week—it's when audiences are more focused and engaged. But if everyone sends their emails on the same day, inbox competition increases. **The most popular day to send emails is not necessarily the best.**

Finding “the best” is an individual journey, and to do it well, you need to know your audience and their email habits. **So we decided to test this ourselves.**

**Most popular day: Thursday**

**Runner up: Wednesday**

**Least popular day: Saturday**



# Our internal results

We wanted to check the connection between when you send your emails and open rate, CTR and CTOR. This is important for our email strategy, so we look at one of our own projects to find solutions.

We used **the Cyberbulletin**, our very own bi-weekly newsletter with email marketing tips. We looked at over 700 emails sent from that account (98% of those are newsletter emails).

Our goal was to understand:

- What is the best sending time for our newsletter?
- Should we change our preferred sending time (Wednesday mornings)?
- What can we learn about our audience's email habits based on these metrics?

## Expert Insight

Set a regular cadence to review and analyze your internal performance. We do this monthly at Cyberimpact to catch any issues early or find our next growth lever based on the metrics we're seeing.

**Nihal Mandanna CP**

Director of Growth at Cyberimpact



In the next page, you'll see a breakdown of the average metrics per period, from Monday to Sunday. The top overall periods are highlighted in turquoise and the bottom ones are in orange. We also weighted the day averages based on the send volume in each period.

Our criteria to choose the "top" and "bottom" periods are a balance between open rates, CTR and CTOR.

Day & Time	Emails sent	Opening Rate	CTR (Click Rate)	CTOR (Click Rate on Opens)
Monday Early AM	18	43.52%	5.26%	9.21%
Monday Late AM	46	40.83%	4.42%	9.49%
Monday Early PM	45	35.23%	4.04%	11.32%
Monday Late PM	5	44.90%	6.40%	11.50%
Tuesday Early AM	9	36.44%	4.78%	12.97%
Tuesday Late AM	40	36.36%	4.04%	8.89%
Tuesday Early PM	56	41.78%	6.36%	12.58%
Tuesday Late PM	11	48.10%	11.99%	18.24%
Wednesday Early AM	29	39.44%	2.73%	6.25%
Wednesday Late AM	66	40.81%	6.16%	10.74%
Wednesday Early PM	67	42.04%	6.48%	10.81%
Wednesday Late PM	3	79.40%	38.20%	48.15%
Thursday Early AM	36	39.66%	3.93%	9.51%
Thursday Late AM	82	39.12%	4.53%	10.05%
Thursday Early PM	83	40.49%	4.19%	9.59%
Thursday Late PM	6	38.72%	3.98%	12.44%
Friday Early AM	25	45.17%	3.78%	6.56%
Friday Late AM	41	41.87%	4.45%	8.81%
Friday Early PM	36	45.60%	7.68%	12.74%
Friday Late PM	1	51.30%	3.60%	7.00%

Day & Time	Emails sent	Opening Rate	CTR (Click Rate)	CTOR (Click Rate on Opens)
Saturday Early AM	1	36.30%	10.10%	27.69%
Saturday Late AM	1	69.70%	35.00%	50.26%
Saturday Early PM	2	61.15%	23.40%	37.10%
Saturday Late PM	0	0	0	0
Sunday Early AM	0	0	0	0
Sunday Late AM	1	67.10%	29.00%	43.19%
Sunday Early PM	2	51.80%	17.00%	34.40%
Sunday Late PM	1	53.80%	2.50%	4.65%

# What we learned

## Mondays are our worst days

There's an unspoken rule that emails sent on Mondays are more likely to be ignored. For us, that's true.

Our average open rate on Mondays is 39.23%, and average CTR is 4.49%—which might look great compared to the overall average for Canadian organizations you saw earlier.

But compared to other periods, **early afternoon Monday is one of the worst sending periods for our newsletter**, and Thursdays are a close second. This helps us know what days to avoid when planning our campaigns, announcements, etc.

## We didn't send enough emails at the best time

It was a bit shocking to learn that the best sending time for us is Tuesday late afternoon.

The reason for the shock is that **we had an assumption**: emails sent later in the day are probably ignored because people are focused on their own projects, and they check their emails earlier in the day. So they won't care to learn something new at that time.

Surprisingly, the **average open rate at this time is 48%**, and the **CTR reaches 11.99%**. And we only sent 11 emails out of 700+ during that period.

Maybe those numbers will change, maybe that period will continue to be our best sending time. Either way, running tests and analyzing the results are the best way to improve.

## The numbers are not always right

If we just looked at the raw numbers, some of our **best open rate periods would be on the weekends**. Then, we should immediately change our sending habits.

But this is a great example of why it's crucial to **a) analyze the numbers carefully**, and **b) know your audience**.

Each weekend period had only 1-2 emails sent, so there's not enough data to say, for sure, if those are truly good periods to send emails week over week.

Also, we need to consider that our audience is mostly made up of communicators and marketers who work a 9-5 schedule. It's unlikely that they have the habit of checking and engaging with work emails over the weekend, so we need to balance numbers and external knowledge to find the best answer.

## The best sending time is defined by your goals

When reviewing the numbers, we saw proof that the same period can have a good open rate and a below-average CTR and CTOR. Friday afternoons have an open rate of 51.3% (pretty good), a click rate of 3.60% and a CTOR of 7% (both low).

Wednesday afternoons have a slightly lower open rate (42%) but a click rate that's 1.8x higher, and the CTOR follows (1.5x higher). So which one is the best? It depends on the email goal.

If it's growing a readership and sharing information, we'll use the **higher open rate period**. That doesn't mean we don't care about engagement and clicks, but they're not the priority for that email campaign. But if the goal is getting more event signups or traffic to our website, we'll pick a time with a higher CTR and CTOR.

Each email can have a different goal. Consider what you're trying to achieve before you hit "send."

## What are we taking from this

Doing this internal case study taught us a lot about our email strategy and how to improve it. To find the best time to send emails, you need a mix of quality data and knowledge on your audience.

We've learned that our regular sending period (Wednesday afternoon), that we've been using for YEARS, is not the best—and not the worst. So we'll run some tests with new sending times, look at the impact it has on our newsletter engagement and reach, and keep adjusting.

## What can you learn from this

- ✓ Do you know your audience's schedule? What are their email habits? When in doubt, ask them about this.
- ✓ You need quality data to help you make a decision and that comes from metrics, feedback and several tests.
- ✓ Every email campaign has a goal but you also need an overall email goal to north your strategy

# How often to send emails

One of the most common questions we hear is, “How often should I send emails?” The data shows that **Canadian organizations send an average of 34 emails per year**, roughly 3 emails per month.

There is no universal “perfect frequency” because it depends on **a)** your audience's expectations, **b)** your content value, and **c)** your team's capacity.

Think of email like a relationship: too many emails can cause fatigue, but too few can cause forgetfulness. The goal is to stay present so you are top of mind without being overwhelming.

A balance between individual email campaigns, newsletters and automated sequences could be the solution to doing more without exhausting your resources and time. See an example of what a one-month calendar of emails can look like.

## Expert Insight


I don't think it's fair to expect great performance from one or two emails per month. Imagine how many emails you get every week; do you remember all the brands and people that sent you something? We, as marketers, need to be more confident that if someone opted to get emails from us, they truly WANT to hear from us.

**Bruna Miranda**

Content Marketing Lead at Cyberimpact



day one, when someone subscribes to your list



<b>week 1</b>	Welcome sequence (Email 1)		Bi-weekly newsletter		Welcome sequence (Email 2)		
<b>week 2</b>		Welcome sequence (Email 3)					
<b>week 3</b>			Bi-weekly newsletter		Email campaign		
<b>week 4</b>		Email campaign					

# Breaking down the strategy

part 1

Every organization sending emails should have a welcome sequence, regardless of its industry or size. Those emails are the first impression people will have of your organization and will set the tone for your future ones.

Prepare three emails with the most important information your audience should know when joining your list, and keep them running for all new subscribers. It's a one-and-done kind of task.

Another great reason for having a welcome sequence is **stopping a new contact's excitement from going cold.**

The first email should go out immediately after someone subscribes; the second, a few days later, and the third, a few more days after that.

While the automated sequence runs in the background, you can focus on your newsletter, the main piece of your strategy, with a set schedule.

A newsletter can be sent weekly, bi-weekly or even monthly. The right frequency is **what works for both you and your audience**, so run some tests to find that.

Mix your newsletter sends with single email campaigns **to target segmented groups and improve list engagement.** You can grab a section or the topic of a past successful newsletter and use that as the topic of the single campaign.

# Breaking down the strategy

part 2

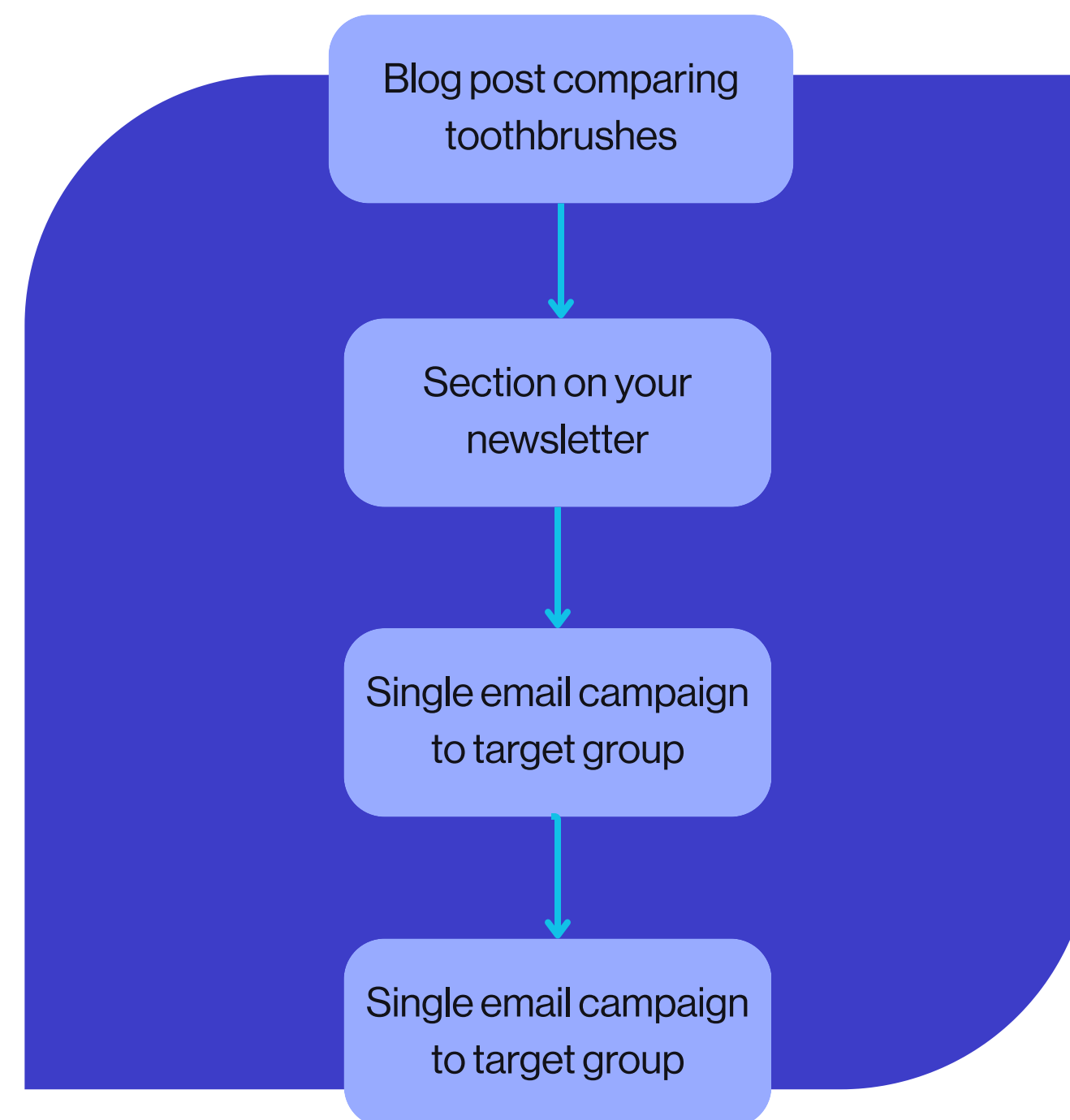
Imagine you run a dentistry office with a monthly newsletter.

You recently shared a **blog post in your newsletter** comparing regular and electric toothbrushes.

Use it as inspiration to send a **single email campaign** about choosing the right toothbrush to a segmented group of **contacts who haven't booked an appointment this year**, and add a CTA to book their next appointment.

By doing this, you...

- repurpose content, which helps you get more out of the effort you put into making the content;
- save time by not having to write a whole email from scratch;
- share valuable and relevant information before you ask them to take action (to book an appointment);
- send a targeted email to a group that is actively interested in the topic, which can increase engagement and click rate



## Segmentation is the key

We asked thousands of marketers across the country what the one practice is that has consistently improved their email performance. The answer was unanimous: **segmentation**.

Segmentation means organizing your contacts into smaller groups based on certain criteria.

Instead of sending the same message to everyone in your email list, you send targeted messages to specific audiences, increasing your chances of higher engagement.

Segmenting your email list is no longer a “nice to have.” **71%** of customers expect personalized experiences (McKinsey) from brands, and segmented groups are an easy way to meet that.

## Criteria that work for every industry

<b>Demographics</b>	Age group, province, country, gender, family structure, income range, occupation, industry
<b>Behaviour</b>	Opened email, clicked on an email, subscribed via a form or a landing page
<b>Interests</b>	Whatever you want related to your industry, e.g. solo traveller, romantic getaways, family trip, budget travellers
<b>Engagement</b>	Engagement level, replied to a micro survey

# Always start simple

Despite its big name, segmentation is an easy process, and we have yet to find an industry that hasn't seen benefits from it. But we have seen several organizations struggle to see how to segment their list or which groups to create.

So let's break it down using a **municipality** as an example:

- ✓ Start simple: Look at your contact list and ask a yes/no question, such as, Have they registered for an activity?
- ✓ Breakdown an existing group: a "residents" group can become neighbourhood-specific segmented groups
- ✓ Focus on the experience criteria: What segmentations would help your contacts have a better email experience?

## municipality contact list

single parent family

residents of neighbourhood A

two-parents family

residents of neighbourhood B

retired residents

residents of neighbourhood C

parents

has registered for an activity/workshop

non-parents

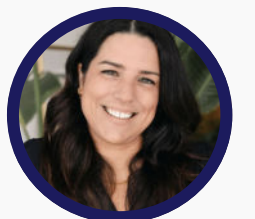
has not registered for an activity/workshop

library volunteers

I've noticed a return to simpler, more human and clearer emails. Less heavy formatting, less visual clutter, and more relevance. The best results don't necessarily come from the most visually appealing emails, but often from the most useful ones.

**Patricia Filiatrault**

Founder and Marketing Strategist at PF&co



# The impact of marketing automation

According to a report by the [Digital Marketing Sector Council](#), **70-80% of marketing teams report feeling stretched or under-resourced**. Time and resources are limited, and the expectations are high.

And when this happens, several teams tend to de-prioritize email marketing because they see it as a channel that demands active effort to drive results.

Those decisions ignore the impact marketing automation can have on marketing and across other departments. Here's an example of the impact of having a welcome sequence across departments of a SaaS organization:

# Impact of a welcome sequence in a SaaS company

## Marketing

- ✓ Save time by eliminating repetitive tasks with recurring emails
- ✓ Time gained to focus on strategy and improvements
- ✓ Improve lifecycle stages like Awareness and Retention
- ✓ Easier follow through with campaigns, webinar and events

## Customer Success

- ✓ Reduces the number of support tickets opened
- ✓ Time gained to work on more complex projects
- ✓ Improved onboarding experience which lead to better ratings

## Sales

- ✓ Higher quality leads before booking a demo or sales call
- ✓ Easy system to move marketing leads into sales leads

## Leadership

- ✓ Better visualization of engagement
- ✓ Improved client retention and experience

	welcome sequence	event engagement	re-engagement sequence
Sequence goal	Introduce your organization and set expectations for the next emails	Create engagement opportunities before and after an event	Reconnect with contacts who have stopped engaging
Email 1	Thank the subscriber Explain what they will receive next Invite to reply and engage	Confirm registration Share key event info (date, time, guests, content, etc.)	Acknowledge their inactivity Reintroduce your value and how you can be helpful to them
Email 2	Share your mission and/or services Highlight key resources for them	Reminder 1-2 days before Reinforce the goal of the event (what problem it solves, the agenda, etc.)	Ask about preferences and let them auto-segment themselves
Email 3	Share helpful content or insights Add your key CTA: visit website, download a guide, book a demo, etc.	Reminder the day of Keep it short with event instructions and relevant details	Ask if they want to continue subscribed Leave the door open (“You can always re-subscribe again”)
Email 4	Ask about preferences (topics, frequency to receive emails)	Thank them for attending Share event recap or recording CTA to a feedback form, subscribe, etc.	

# Strategy tips for your industry

Building a strong email strategy for your organization doesn't have to be complicated. Many fixes can be made by following best practices and running tests.

In the next section, we highlight what that looks like for some industries based on real-life examples.

# Email for nonprofits (NPOs)

## Why email matters





Nonprofits revolve around relationship-building, so it was no surprise for us that Canadian NPOs have shown a consistent level of engagement and click rates.

We have also learned that several NPOs use the same newsletter to contact all parties involved in your nonprofit—volunteers, communities, supporters, and donors.

That single newsletter strategy is capping your potential. Segmenting your list and sending different emails to volunteers, donors and supporters with specific and relevant content for each can help increase donations and volunteer retention.

Most NPOs have a lean marketing or communications team, but that's not an issue because with email, you need to work smarter, not harder. Using tools like marketing automation to build systems that will work with you is the way to go.

## How Canadian NPOs use email

-  Donors newsletter to show the impact of their support
-  Event invites and reminders to the community
-  Volunteer newsletter with new opportunities to get involved
-  Quarterly and monthly reporting to board and leadership

## 4 ways to grow your list

- ✓ Add signup forms on all of your website key pages (homepage, contact us, get involved, etc.)
- ✓ Have separate lists for donors, volunteers and supporters to deliver personalized news for each audience
- ✓ Share a QR code with a link to signup at local events and offline opportunities
- ✓ Have a clear description of what people will get when they sign up to get emails from you

## Segmentation ideas

donors

location

non-donors

interest in cause A

one-time donors

interest in cause B

recurring donors

high engagement

volunteers

medium engagement

event attendees

low engagement

partners

board of directors

event sponsors

# Automation sequences for nonprofits (NPOs)

	donor journey sequence	event engagement	re-engagement sequence
Trigger suggestion	When someone donates and joins the group "Donors"	When someone signs up for an event or activity	When someone hasn't opened an email in the past 3 months
Email 1	Thank you for the donation Reminder of the mission	Confirm registration Share key event info (date, time, guests, content, etc.)	Acknowledge their inactivity ("We miss you") Reminder of the mission and values
Email 2	Share an impact story (where a donation goes or what it does)	Reminder 1-2 days before Reinforce the goal of the event (what problem it solves, the agenda, etc.)	Share a recent impact story ("Something you might have missed...")
Email 3	Present other opportunities to donate or engage with the cause	Thank you for attending Share a feedback form	Ask about preferences for content ("How would you like to connect?")

# Email for Government

Government institutions use email in a very interesting way. Email communications is more of a transactional and informational channel than the marketing-focused approach other industries use.

To thrive with email in this sector, we believe you need these four pillars to shape your email strategy:

- ✓ Clarity and accessibility when sharing information
- ✓ Relevancy to the recipients is essential
- ✓ Consistency builds trust
- ✓ Compliance with regulations above all else

# Segmentation ideas

interest in permits

french-speaking

interest in taxes info

english-speaking

interest in public programs

subscribed via page A

location

subscribed via page B

employed citizens

family structure

self-employed

program partners

retired citizens

# Automation sequences for government institutions

	welcome sequence	service reminder	re-engagement sequence
Trigger suggestion	When someone subscribes to your newsletter	When someone makes an appointment or service request	When someone hasn't opened an email in the past 3 months
Email 1	Welcome the subscriber Share a services overview	Confirmation of booking or service Share essential information	Acknowledge their inactivity ("We miss you") Reminder of the mission and values
Email 2	Share key resources and contact info	Reminder 1-2 days before	Share a recent impact story ("Something you might have missed...")
Email 3	Ask about preferences for segmentation ("How would you like to connect?")	Share next steps and a feedback form	Ask about preferences for segmentation ("How would you like to connect?")

## Email for Municipalities

Municipalities have one of the strongest advantages in email marketing: **relevance**.

Residents rely on municipal emails for updates that impact their daily lives—public services, local events, alerts, and local news. This is one of the many reasons why cities and municipalities consistently see high engagement and click rates.

A general newsletter for all citizens is a good start, but a targeted approach—based on location, services, or interests—can **significantly** improve the perceived value and results of your email communications.

Most teams in the public sector and municipalities are small, and resources are limited, which makes automated email sequences even more valuable for the industry as a communications system.

## How Canadian cities use email

- ✓ Service updates (waste collection, road work, public notices)
- ✓ Community newsletters and local news
- ✓ Local event invitations and reminders
- ✓ Emergency alerts and time-sensitive announcements
- ✓ Working hours of community buildings (libraries, city hall)

## 4 ways to grow your list

- ✓ Have multiple signup forms across municipal websites (services, permits, events, contact us...)
- ✓ Offer subscription options by topic (alerts, news, recreation, workshops)
- ✓ Promote email signup in physical locations (city hall, libraries, local events)
- ✓ Add a signup option in public service and appointment booking pages

## Segmentation ideas

single parent family

residents of neighbourhood A

two-parents family

residents of neighbourhood B

retired residents

residents of neighbourhood C

parents

has registered for an activity/workshop

non-parents

has not registered for an activity/workshop

library volunteers

# Email for Education

Educational institutions like universities and schools have a wide range of audiences to communicate with—students, prospective students, parents, staff, and alumni just to name a few.

Using email for both internal communications and marketing has multiple benefits. A simple segmentation of large audiences, such as alumni contacts organized by graduation year, can instantly improve engagement.

Considering most schools collect data on both adults and children, safety and data privacy must be the pillars of your email strategy.

# How to use email in Education

- ✓ Academic updates and announcements
- ✓ Parent and student communications
- ✓ Internal communications for staff
- ✓ Alumni engagement and events
- ✓ Department internal newsletter

## 4 ways to grow your list

- ✓ Include signup options during admissions and enrollment
- ✓ Promote newsletters during events and orientations
- ✓ Add signup forms on social media and Google My Business profiles
- ✓ Offer the option of selecting to which lists/groups the recipient want to be included in

## Segmentation ideas

students

alumni

parents

staff

grade

continuing studies

enrollment status

language preference

graduation year

scholarship

department

student services

# Email for Healthcare

Healthcare organizations handle sensitive and personal data daily.

Every interaction is built on trust, safety, and responsibility. Patients expect communication to be timely, accurate, and easy to understand.

As an owned and permission-based channel, email is a secure and direct way to communicate with patients—without relying on third-party platforms or algorithms with their own policies for handling and storing data.

One of the biggest concerns we have seen in the healthcare industry is relying on foreign tools that are not governed by Canadian data legislation. When using Canadian email platforms, organizations benefit from stronger alignment with PHIPA, PIPEDA, and provincial privacy requirements.

# How to use email in Healthcare

- ✓ Appointment confirmations, reminders, and follow-ups
- ✓ Treatment updates, pre and post-visit updates
- ✓ Preventive care communication (check-ups, screenings, vaccinations reminders)
- ✓ Patient onboarding and preparation
- ✓ Internal or community health initiatives
- ✓ Health education and awareness campaigns

## 4 ways to grow your list

- ✓ Collect email consent during patient registration or intake forms
- ✓ Add signup options to patient portals and the clinic main webpages
- ✓ Promote email subscriptions in waiting rooms (QR codes, signage)
- ✓ Clearly explain the value: appointment reminders, updates, and useful health information

## Segmentation ideas

patient type

language preference

patient of doctor A

last appointment date

patient of doctor B

birthday

appointment status

high engagement

location A

medium engagement

location B

low engagement

age group

life stage

# Canada's laws and regulations

Consent is at the heart of email marketing and communications in Canada. Our laws are strict, yet fair on how to protect citizens' right to choose what they receive and how organizations handle and protect data.

As email marketers, we need to stay on top of things, so in the next few pages, you'll get a quick guide to the main laws and regulations that can impact your organization and industry.

# CASL

Canada's Anti-Spam Legislation is the basis of email marketing compliance in Canada. The core principle is simple: **you need permission to send commercial emails.**

This permission can be either **express consent** (someone actively agrees to receive emails) or **implied consent** (based on an existing relationship, such as a recent purchase or inquiry).

CASL also requires that every email clearly identify the sender and include an easy way for contacts to unsubscribe.

With permission-based email marketing, you naturally create a more engaged audience, so CASL helps you build better lists with clear opt-in processes, transparent communication, and proper consent logging.

# PIPEDA

PIPEDA governs how organizations collect, use, and protect personal information in Canada. While CASL focuses specifically on email communications, **PIPEDA applies to data privacy** and how you handle your contacts' information.

For email marketers and communicators, this means being intentional about what data you collect and why. You should only collect necessary information, explain how it will be used, and ensure it is stored securely.

The keyword here is transparency—people should always understand what they are signing up for. In practice, this means open and clear privacy policies, secure data handling practices, and respecting user preferences.

When done right, PIPEDA compliance strengthens trust and reinforces your credibility as an organization.

## Quebec's Law 25

Law 25 modernizes privacy rules in Quebec and **gives individuals more control over their personal data**, requiring organizations to be more transparent and accountable.

For email marketers, Law 25 reinforces best practices: explain how you collect and use data, obtain proper consent, and ensure your systems protect that information. It also highlights the importance of data governance, meaning organizations should know what data they hold, why, and how long they keep it.

It encourages organizations to move away from “collect everything” toward collecting what you need, using it responsibly, and openly communicating those practices.

**Reminder:** it applies to both Quebec-based organizations and organizations with Quebec audiences.

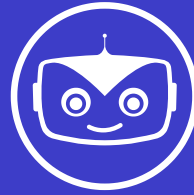
## Ontario's PHIPA


PHIPA (Personal Health Information Protection Act) governs how personal health information is collected, used, and disclosed in Ontario. Though it is primarily focused on healthcare providers and organizations, it has important implications for email communications involving patient or health-related data.

It states that health information is highly sensitive and must be handled with explicit care and consent. Organizations must ensure that any personal health information shared via email is protected, used only for appropriate purposes, and accessed by authorized individuals.

For email marketers and communicators in healthcare, this is about the importance of privacy-first communication. It means limiting the use of sensitive data in email campaigns, securing systems and contact lists. This is done to ensure that patients or subscribers understand how their information is being used.

# About Cyberimpact

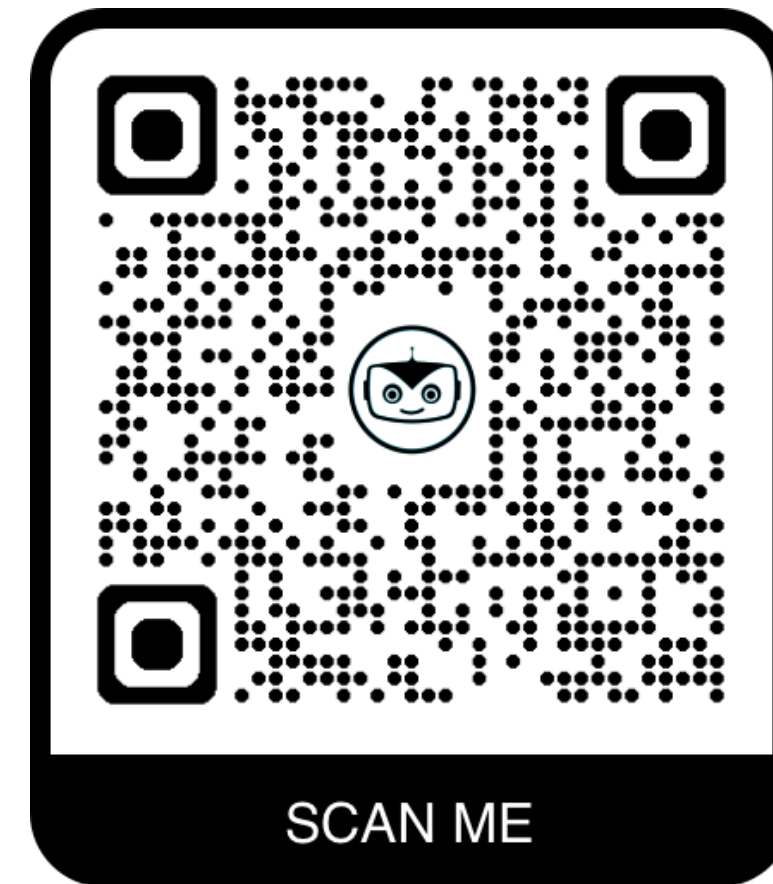


- ✓ Canadian email marketing platform
- ✓ Local data hosting and SOC 2 compliance 
- ✓ Drag-and-drop editor for emails and landing pages
- ✓ Human and bilingual support via phone, chat or email
- ✓ Trusted by over 12,000 Canadian organizations



Top 400 Fastest Growing Companies in Canada

## Scan to get a free personalized email audit



### Curious about a Canadian, compliance-first alternative?

[Talk to an expert](#)

## CREDITS

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Thank you to our **partners and contributors** who helped us make this report, such as Alison Knott (Alison K Consulting), Alyssa Pulford (HeyOrca), Kerra Aucoin Mansfield (AK Social Media Consulting), Aiden Chapiel (Upanup Studios Inc) and Patricia Filiatrault (PF&Co).

Data contributors: Over 12,000 Cyberimpact users across Canada in several sectors such as healthcare, nonprofit, education, professional services, retail, and technology.

## CONCLUSION

Writing this report gave me the chance to really think about how we're using email and its future. There's so much to consider: data regulations keep popping up, expectations are changing, and AI's influence over email inboxes.

Now, I can confidently say that I know why email isn't going anywhere. How we spend time online has changed over the last few years, and email creates the 1:1 space that we've been craving after years of being overwhelmed with content and information. It is a connection channel, and organizations that harness that relationship-building potential will be the ones to thrive in the next few years.

Regulations are guidelines, AI is a tool. The key to good email marketing is focusing on the people. As long as you have that in mind, all the other pieces will follow.

Thank you for downloading and reading this report and taking an interest in becoming a better email marketer. Happy emailing.



**Bruna Miranda**  
Content Marketing Lead  
Cyberimpact

