iCustomer x OUTCOMEMEDIA a Worldata company

2026 REPORT

State of Growth Marketing for SMBs

What's working, what's changing and what small growth teams can prove. Email, paid media, AI assistants and who is really visiting your site.

Complimentary for GURU Conference attendees

November 2026

EXECUTIVE SUMMARY

Eight things SMB marketers should know going into 2027

SMB teams have more channels than ever and less certainty about which ones deliver returns. We paired iCustomer's own website visitor data with the most current public benchmarks we could verify, plus published findings from Outcome Media. The headline: email brings the visitors you can most often name.

VISITOR IDENTITY P.12

Email first

Email brings the visitors you can most often name: 14.0% of new visitors, ahead of AI answers (13.6%) and organic search (13.2%). Page 12 has every source.

iCustomer Signal, 2H 2026

SOURCE MIX P.5, 8

33.0%

of new visitors arrive with no source at all, the largest single bucket. On consumer sites, more than half of them land on a product page.

iCustomer Signal, 2H 2026

AI AGENTS P.10

Personal AI agents

such as Meta's Muse and Instinct visit your site on a person's behalf. We treat each visit as that person's, so they're included in every source and identification figure in this report.

iCustomer Website Visitor Taxonomy, category 3

EMAIL P.4

30%

of email revenue came from automated emails, just 2% of sends. Outcome Media finds 5+ sends a month lift opens 17% to 20%. Pick winners on clicks, not opens.

Omnisend 2026; Jay Schwedelson, via CMI, Apr 2026

PAID SEARCH P.6

−5%

Cost per lead on US search fell 5% in a year while cost per click rose 3%. Conversion rate improved from 7.52% to 8.18%.

WordStream/LocaliQ, 2026 edition

CHATGPT ADS P.7

100,000+

advertisers ran ChatGPT Ads in the first eight months, now in 89 countries. There are no public performance benchmarks yet, so cap the budget and judge it on confirmed leads.

OpenAI, Oct 21, 2026

AI SEARCH AND AEO P.9

+90%

How much better AI-referred visits converted than other traffic on US retail sites in September 2026. Volume is still small.

Adobe Digital Insights, Sep 2026

MEASUREMENT P.11

66%

of B2B advertisers testing their ads didn't get enough form fills to tell if the ads worked. Smaller programs can test on website visits instead.

Primer, 2026

One card per topic, with the page where each is covered. Green cards are iCustomer's own data. Blue cards are public benchmarks and partner findings.

01 THE CHANNEL PROBLEM

More channels, less certainty

Marketers aren't short on tools or tactics. They're short on a reliable answer to one question: what is working?

68.9%
of brands actively use five or more marketing channels.
HubSpot 2026

33%
of marketing leaders say proving ROI is their top challenge, more than any other.
HubSpot 2026

71%
struggle to keep up with how buyers move across platforms.
HubSpot 2026

25%
strongly agree they have the data they need to reach their audience.
HubSpot 2026

AI is everywhere in marketing. Mostly in content.

HubSpot finds 86.4% of marketing teams use AI in at least some areas, up from 41% in 2024. But the use is lopsided. Supermetrics found marketers lean on AI for writing more than for the reporting and analysis that tells them where to spend.



Share of marketers using AI for each task. Source: Supermetrics, 2026 Marketing Data Report.

What it means for SMBs: HubSpot's survey covers companies of all sizes. Among B2B software teams, mostly $1M to $10M in revenue, the average is 5.5 core channels (Growth Unhinged, 2026). Consumer brands are no simpler: on iCustomer consumer sites, new visitors arrived from nine kinds of source in 2H 2026. For a small team, that many channels produce more data than anyone can read. The bottleneck isn't more content. It's knowing which visitors and which channels are worth the next dollar.

B2B takeaway

Pick one number sales trusts, like pipeline by source. Report every channel against it before you add another one.

B2C takeaway

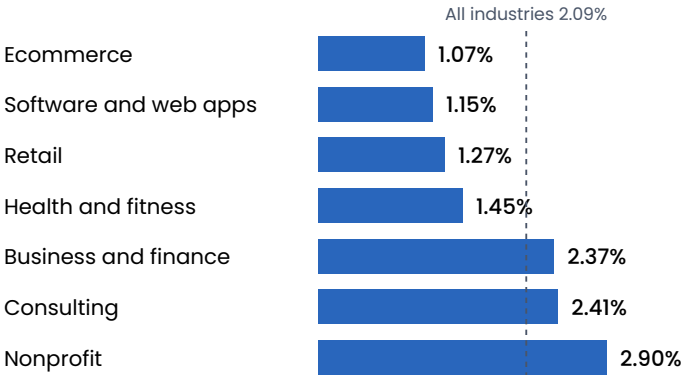
Pick one number finance trusts, like orders or revenue by source. Report every channel against it before you add another one.

02 EMAIL

Email: count clicks, automate first

Owned audiences, no auction prices. But the way to measure email has changed.

Email click rate by industry



Source: MailerLite, 3.6M campaigns, 2026 benchmark report.

Why clicks, not opens

Apple Mail Privacy Protection loads images for the reader, so many "opens" are machine events. MailerLite's 2025 open rate was 43.46%, but it calls click rate the most accurate engagement signal today. Click-to-open rate was 6.81%. Ecommerce and software sit near half the all-industry click rate.

Triggered beats scheduled

Source: Omnisend 2026

30%
of email revenue came from automated emails, just 2% of sends.

16x
more revenue per automated email than per campaign email: $2.87 vs $0.18.

$8.46
per back-in-stock email, the highest-earning automation.

Three tests that moved open rates

+20%
opens from 5+ sends a month for B2B. +17% for B2C.

Jay Schwedelson, via CMI, Apr 2026

+14%
opens from all-lowercase subject lines, over 90 days.

Worldata Research, Jan 2026

+28%
opens when Apple Mail marks it priority. Confirmation-style subject lines help.

Jay Schwedelson, via HubSpot

These lifts were measured on opens, which privacy features inflate. Test each one and pick the winner on clicks.

iCUSTOMER DATA Email in our visitor data

Email brought 5.6% of first-time visitors in 2H 2026, and 6.5% on consumer sites. Those visitors were named as a person 14.0% of the time, the highest of any source. Email mostly reaches people who already know you, so a first-time-visitor share understates it.

B2B takeaway

Count clicks to high-intent pages (pricing, demo) per 1,000 delivered. Retire open rate as a goal.

B2C takeaway

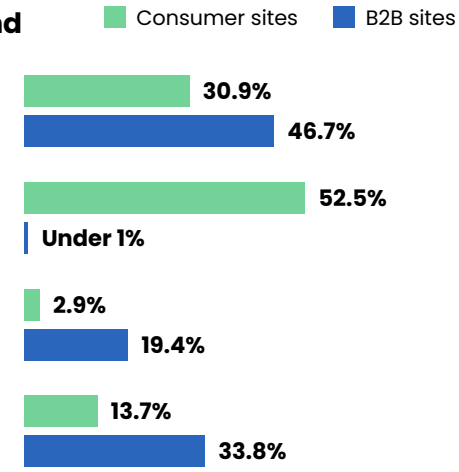
Build flows before campaigns: welcome, abandoned cart, back-in-stock. They earn far more per send.

02 EMAIL AND DIRECT TRAFFIC

A third of new visitors arrive with no source

On consumer sites, more than half of them land on a product page. Untagged email links are a likely cause, and tagging them takes five minutes a campaign.

Where direct visits land



33%

of all new visitors arrive with no source, the largest single bucket.

47%

of direct visits to consumer sites are on a phone. On B2B sites it is 15%.

Share of direct visits by the first page seen. iCustomer Signal, 2H 2026, first-time visitors, pooled across sites. The full source mix is on page 8.

What the data shows

- On consumer sites, 52.5% of direct visits land on a product page, a URL people rarely type.
- Many arrive on a phone, which fits links tapped in an inbox or a messaging app.
- B2B looks different: 85% of direct visits are on desktop, which fits bookmarks and work chat.

What it doesn't show

- How much of it is email. Untagged links, forwarded messages, in-app browsers and some mail apps all drop the source.
- Email is one likely contributor. Messaging apps, AI tools and bots we didn't catch are others.

The fix is cheap either way.

UTM cheat sheet for email

Parameter	What goes in it	Example
utm_medium	Always the word email	email
utm_source	The sender, list or platform	newsletter, klaviyo, partner-name
utm_campaign	The send, dated	2026-11-black-friday
utm_content	The link or block clicked	hero-button, footer-link

Lowercase only. No spaces. Tag every link, including images and the footer. Use the same names every time. Then send yourself a test and check that the click lands under Email.

Takeaway

Tag every link in your next four sends, then compare. If direct falls and email rises, you've found traffic that was yours all along.

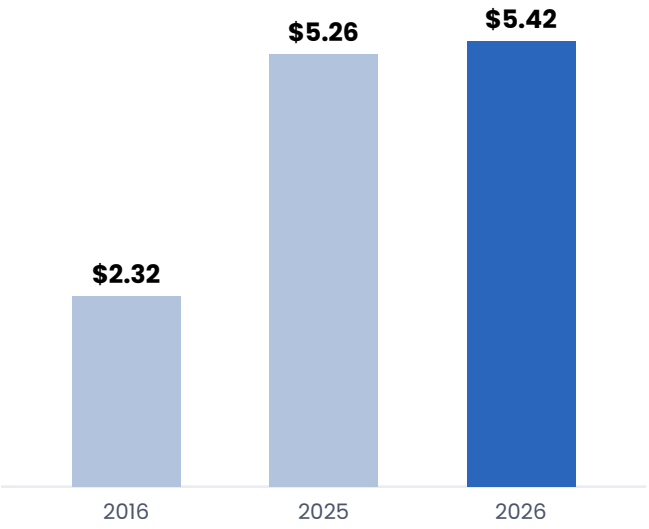
See what is inside your own direct traffic. Try it free at icustomer.ai/ireveal

03 PAID MEDIA

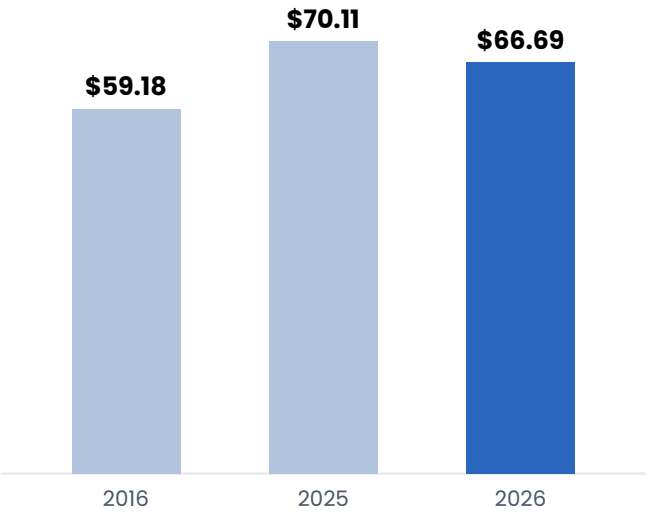
Clicks cost more. Leads cost less.

On US search, cost per click rose 3% in a year and cost per lead fell 5%, because conversion rate improved from 7.52% to 8.18%.

Average cost per click



Average cost per lead



US search campaigns on Google Ads and Microsoft Ads combined. 2026 edition covers 13,474 campaigns, Apr 2025 to Mar 2026; average CTR 6.64%, conversion rate 8.18%. Against 2016, both costs are higher; the 2016 figures are Google Ads only. Source: WordStream/LocaliQ.

iCUSTOMER DATA Paid media in our data

Paid search and paid social together brought 38% of new visitors across iCustomer sites in 2H 2026: 42% on consumer sites and 27% on B2B sites. Google Ads sent 96% of paid search visitors and Meta 96% of paid social. Paid social visitors were among the hardest to name: 6.7% were identified as a person, against 13.2% for organic search.

Takeaway

Rising click prices are survivable when conversion rises faster. Judge search on cost per lead or order, then on what those leads become.

B2B budgets are small, and a new ad channel opened

Two more things to know beyond search prices.

B2B paid

$5.4K
median monthly ad spend at $1M to $10M companies. $14K at $10M to $50M, and $63K above $50M.
Primer 2026

59%
of $1M to $10M companies advertised on only one platform. Above $50M, 22% did.
Primer 2026

5.3x
LinkedIn's CPM against Meta's for the same advertiser.
Primer 2026

+27%
rise in Google's platform-reported cost per conversion, against an 11% rise in cost per click.
Primer 2026

Primer, State of B2B Paid Advertising 2026: 379 B2B advertisers on Google, LinkedIn and Meta, year to August 2026. These are Primer customers, mostly B2B tech, and Primer sells B2B ad targeting and measurement. That mix is likely why Google's cost per conversion rises here while the all-industry average on the previous page falls.

A new paid channel: ChatGPT Ads

Feb 9, 2026
US ad testing begins

100,000+
advertisers had run campaigns by Oct 21

89
countries with ChatGPT Ads

1.2B
people using ChatGPT each week

Source: OpenAI, Oct 21, 2026. Advertiser count is cumulative since launch; OpenAI has not published spend or performance benchmarks.

If you test it: there are no public performance benchmarks yet. Cap the budget, tag every link and judge it on confirmed leads or orders, the same way as any other channel.

Takeaway

In Primer's data, most small B2B advertisers ran one platform. Before adding a second, check what the first one's leads become in your CRM.

04 WHERE VISITORS COME FROM

Direct and paid bring seven in ten new visitors

Where first-time visitors came from on iCustomer client sites in 2H 2026, largest source first.

Source Share of new visitors	All sites	B2B	B2C
Direct and dark traffic (no source)	**33.0%**	39.5%	30.7%
Paid social	**19.6%**	21.8%	19.5%
Paid search and shopping	**18.5%**	5.4%	22.8%
Organic search	**11.8%**	14.0%	10.9%
Referral, affiliate and partners	**6.1%**	7.4%	5.8%
Email and newsletters	**5.6%**	3.7%	6.5%
Organic social and communities	**2.4%**	6.7%	0.9%
Display, video and other paid	**1.9%**	0.7%	1.8%
AI search and answer referrals	**0.8%**	0.3%	1.0%
Unknown and unclassified	**0.2%**	0.5%	0.1%
All new visitors	**100%**	**100%**	**100%**

Pooled across sites, so larger sites weigh more. B2C is concentrated in a few large sites, so read it as directional. Personal AI agents are counted as the person they act for; AI crawlers are on page 10.

The Website Visitor Taxonomy: twelve categories

1 Organic search	2 AI search and answer referrals	3 Personal AI agents
4 AI crawlers and discovery bots	5 Paid search and shopping	6 Paid social
7 Organic social and communities	8 Email and newsletters	9 Referral, affiliate and partners
10 Display, video and other paid	11 Direct and dark traffic	12 Unknown and unclassified

Pale blue: people, shown in the table above. Mid blue: personal AI agents, counted as the person they act for. Grey: AI crawlers, counted apart on page 10.

What stands out

4x

Paid search is about four times as large a share on consumer sites (22.8%) as on B2B sites (5.4%).

iCustomer Signal, 2H 2026

39.5%

of new B2B visitors arrive with no source, against 30.7% on consumer sites.

iCustomer Signal, 2H 2026

7x

Organic social is 7x as large a share of new visitors on B2B sites (6.7%) as on consumer sites (0.9%).

iCustomer Signal, 2H 2026

Takeaway

Sort your own sources the same way, largest first. Then start with the biggest bucket you can't explain. On most sites that is direct.

AI is now a traffic source, and in retail a high-intent one

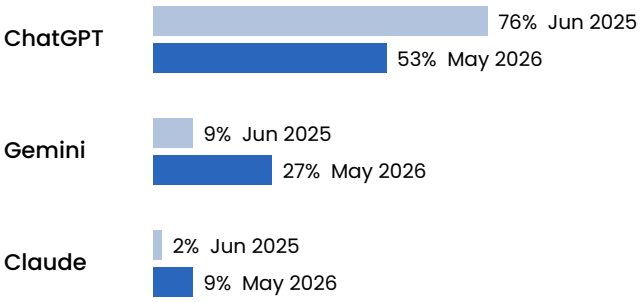
This is what answer engine optimization (AEO) is chasing. Still small in volume, growing fast, and converting better than most channels in retail.

770.7M
average monthly referral visits from AI platforms worldwide, up 117.4% year over year.
Similarweb, Jun 2025 to May 2026

+303%
growth in monthly ChatGPT referrals to B2B sites: from about 645K to 2.6M.
Demandbase, Jun 2025 to Jun 2026

+83%
higher revenue per visit for AI-referred traffic on US retail sites.
Adobe, September 2026

Share of visits to generative AI tools



Approximate shares of visits to the AI tools, not referrals to your site. Source: Similarweb, 2026. On referrals, ChatGPT still leads in our data.

AI-referred vs other traffic, US retail



September 2026. In August 2025 AI traffic converted 9% worse. Comparison group is all non-AI traffic. AI-referred traffic grew 71% year over year. Source: Adobe Digital Insights.

Keep it in proportion. AI search (AEO) is now a core channel for 39% of B2B software teams, up 11 points in a year, and the top channel for planned investment (Growth Unhinged, 2026). On iCustomer sites it sent 0.8% of new visitors. A high conversion rate doesn't tell you how much total revenue the channel drives.

iCUSTOMER DATA AI search and answer referrals in our data

AI answer engines sent 0.8% of new visitors across iCustomer sites in 2H 2026: 1.0% on consumer sites and 0.3% on B2B sites. ChatGPT sent 96% of them, then Gemini 1.8%, Perplexity 1.5% and Claude 0.5%. 13.6% of AI-referred visitors were named as a person, second only to email. This is a floor: Google AI Overviews, AI Mode and Copilot in Bing arrive as search.

B2B takeaway

Ask ChatGPT, Gemini and Perplexity who to buy in your category. If you're not named, start creating comparison and pricing pages.

B2C takeaway

Make product pages readable as plain text: price, stock and specs. AI shoppers convert well once they arrive.

06 AI AGENTS

The visitors you can't tell from people

Personal AI agents now research, compare and buy on the user's behalf. They show up on your site looking like people.

- **Sep 8, 2026** — Meta launches Muse, a personal agent in WhatsApp and a standalone app. Each agent runs its own browser and can check out with a single-use card.
- **Sep 20, 2026** — Amazon blocks Muse from shopping on Amazon.com. Shopify merchants stay open to it.
- **Oct 2, 2026** — Profound finds Muse filled 4 of 6 shopping picks from websites it opened live, not from Meta's catalog.
- **Now** — Instinct, a second personal agent, searches Shopify's catalog and browses live. Private beta.

Why your analytics will miss them

Profound reports that Muse and Instinct don't identify themselves by name when they browse, and don't name the sources they used in a response. Meta says Muse's browsing "will appear as your activity," meaning the user's. To your analytics, an agent researching your pricing page on someone's behalf looks like an ordinary visit from a person.

What SMBs can do now

1. **Make pages machine readable.** Agents read structured content and the accessibility tree. Prices, stock and specs locked in images or scripts get skipped.
2. **Watch behavior, not labels.** Visits that read many pages in seconds or fill a form instantly are better clues than the browser's name.
3. **Decide your policy.** Amazon chose to block. Shopify chose to open checkout to agents. Either way, decide on purpose.

iCUSTOMER DATA — Agents and crawlers in our data

When a personal agent shops for someone, we treat the visit as that person's, because it is. So agents sit inside the source mix on page 8 and the identification rates on page 12. AI crawlers are counted separately: 2.4% of first visits in 2H 2026, 5.8% on B2B sites and 0.1% on consumer sites. Of those, 23% were verified, 12% declared themselves and 65% were detected from behavior, such as headless browsers and scripts. Tag-based counts are a floor. Edge installs capture crawlers that never run the tag.

B2B takeaway

Agents research before a buyer books a demo. Keep pricing and integration details in plain text on the page.

B2C takeaway

Decide whether agents may check out, then test that one can read your price and stock.

07 MEASUREMENT

What the platform says, what happened, what you caused

Ad platforms, your CRM and a lift test answer different questions. Put them side by side, but never treat them as the same thing.

Layer	What it counts	The question it answers
Platform-reported	Conversions an ad platform credits to itself under its own attribution rules	What does the platform say it drove?
Confirmed	Deduplicated outcomes in your CRM, store or billing system	What actually happened?
Incremental	Extra conversions in an exposed group versus a held-out control group	What happened because of the marketing?

Google's help docs draw the same line. Standard conversions follow your attribution settings. Conversion Lift counts only the difference between people who saw ads and a held-out group.

Two ratios to track

Reconciliation ratio = confirmed conversions matched to a channel / conversions that channel reports.
Incremental ROAS = (revenue in the exposed group minus revenue in the control group) / spend.

7x

LinkedIn touched about 7 times more confirmed form fills than last-touch reports credit it with. Meta 1.6x, Google 1.1x.

Primer, 379 B2B advertisers

66%

of advertisers with lift data (92 of 140) had too few conversions to measure form-fill lift.

Primer 2026

92%

agreement between website-visit lift and form-fill lift where both were measured.

Primer 2026

Run the check yourself

1. **Pull** last month's conversions as each ad platform reports them.
2. **Match** them to CRM or store records by click ID, email or order ID.
3. **Divide** confirmed by reported for each channel. Track that ratio every month.

Takeaway

Start with email: hold back a random 10% of a list for one campaign and compare orders or pipeline. For ads, small budgets rarely produce enough form fills to prove lift, so use website-visit lift as the early signal.

08 VISITOR IDENTITY

Who you can identify

How many visitors can be matched to a person or a company on iCustomer client sites, and what changes the answer.

45% to 75%

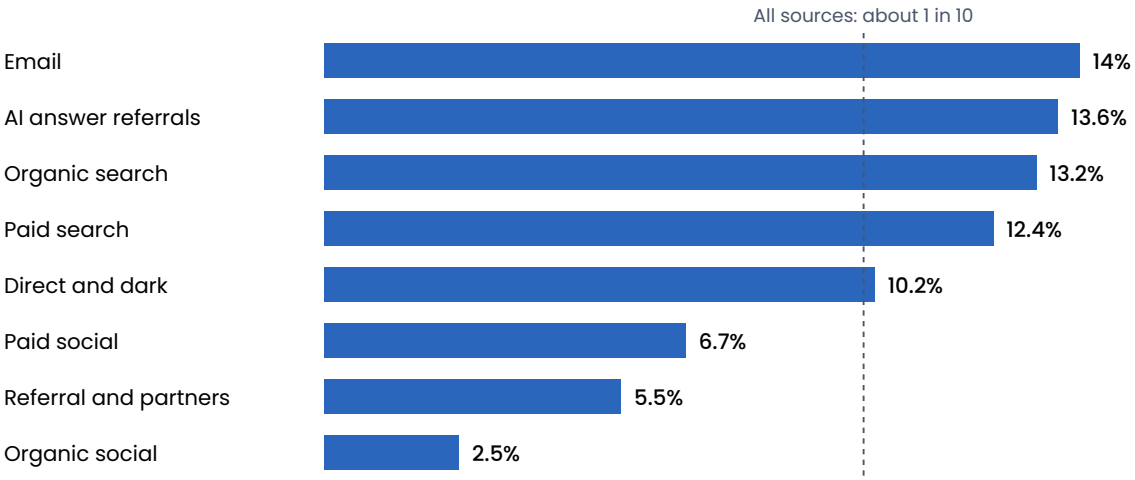
of consenting visitors were matched to a person or a company.

Site setup decides where you land. Edge tracking gets sites to the high end.

About 79% of new visitors accepted the consent banner.

For context: on high-traffic consumer sites, forms and logins alone, without a visitor ID tool, identify 7% to 9% of new visitors. And 42% of B2B GTM teams already act on website visits as a buying signal (Growth Unhinged, 2026).

By source, for first-time visitors



New visitors named as a person, 2H 2026. The dashed line is the rate across all sources. The 45% to 75% above also counts returning visitors and company matches. Method on page 15.

Takeaway

Start with the visitors your emails bring: they are the ones you can most often name. Send a named visitor who views pricing or a product page to sales, or into a flow, the same day.

YOUR SCORECARD

Benchmark your own program in 20 minutes

Fill in the right-hand columns from your own analytics, ESP and ad accounts. Compare like with like, and note the source of every number.

Metric	Benchmark	Source	Your number	Gap or next step
Email click rate	2.09% overall; 1.07% ecommerce	MailerLite		
Email click-to-open rate	6.81%	MailerLite		
Share of email revenue from automations	30% (from 2% of sends)	Omnisend, B2C		
Paid search cost per click	$5.42	WordStream, US		
Paid search cost per lead	$66.69	WordStream, US		
Monthly paid spend, B2B $1M to $10M revenue	$5,400 median	Primer, B2B		
Ad platforms in use	2+ on 45% of sites; 1 for 59% of small B2B	iCustomer; Primer		
Direct share of traffic	30% of sessions; 33.0% of new visitors	Wisepops; iCustomer		
Email share of traffic	4% of sessions; 5.6% of new visitors	Wisepops; iCustomer		
AI referral share of traffic	0.1% of sessions; 0.8% of new visitors	Wisepops; iCustomer		
Visitors you can identify	45% to 75%, by site setup	iCustomer. Needs a visitor ID tool		
Untagged links in last month's sends	0 is the goal	Best practice		
Platform vs confirmed conversion ratio	No public standard	Track monthly		
Holdout tests run this year	1 per quarter	Best practice		

WHAT TO DO NEXT

Five questions to benchmark your growth program

1. **Do we know which visitors matter?** Track the share of visitors you can name, by source, and how many of them reach pricing or demo pages.
2. **Does email create confirmed outcomes?** Report clicks and conversions per 1,000 delivered. Retire open rate as a goal.
3. **Do ad platform claims match our CRM?** Compute a reconciliation ratio for each paid channel every month, and run one holdout test a quarter. Email is the easiest place to start.
4. **Are AI assistants sending us demand?** Give AI referrals their own source group, and track which pages AI crawlers read.
5. **Do we know what is inside our direct traffic?** Tag every link in every send, then watch whether direct falls and email rises.

About iCustomer

iCustomer is a marketing decision intelligence company. It solves three problems for growth teams: audience intelligence (who is visiting and whether they fit), decision activation (what to do next, across channels) and causal measurement (what worked). An MIT spin-out founded in 2024, iCustomer runs on top of the CRM and data a business already has.

icustomer.ai

About Outcome Media

Outcome Media, a division of Worldata Group, runs more than 40,000 marketing campaigns a year for brands. Its founder and CEO, Jay Schwedelson, hosts the "Do This, Not That" marketing podcast and founded GURU Media Hub, home of the GURU Conference.

See who is really visiting your site

Add your website to iCustomer and see where your visitors came from, which of them you can name, and which AI crawlers read your pages. Free to start: 100 revealed visitors a month.

Try it now

icustomer.ai/ireveal

METHODOLOGY

How we built this report

Three kinds of evidence: public benchmarks we verified at the source, published findings from Outcome Media, and aggregated, anonymized data from iCustomer.

Public and partner findings

- **MailerLite**: 3.6M email campaigns, 2025
- **Omnisend**: 27B emails, 150,000 ecommerce brands, 2025
- **WordStream/LocaliQ**: 13,474 US search campaigns on Google and Microsoft Ads, Apr 2025 to Mar 2026
- **HubSpot**: 1,505 marketers surveyed for the 2026 State of Marketing
- **Supermetrics**: 2026 Marketing Data Report
- **Similarweb**: 2026 Generative AI Landscape, Jun 2025 to May 2026
- **Adobe Digital Insights**: 1 trillion+ visits to US retail sites
- **Demandbase**: B2B web properties, Jun 2025 to Jun 2026
- **Primer**: 379 B2B advertisers, year to Aug 2026
- **Wisepops**: about 704M sessions, Apr to Jun 2026
- **Growth Unhinged**: 300 B2B software GTM leaders, Sep 2026
- **OpenAI, Meta, Google, Profound**: product announcements and documentation
- **Outcome Media and Worldata Research**: published findings on subject lines and send frequency, as reported by CMI and HubSpot

Proprietary data

- **iCustomer Signal**: aggregated, de-identified first-party pixel data from B2B and B2C client websites. Source-mix and engagement figures are pooled across sites, so larger sites weigh more
- **Identification**: 2H 2026. The match rate is the share of consenting visitors, new and returning, matched to a person or a company. It ranged from 45% to 75% with website infrastructure. By-source rates are narrower: new visitors only, named as a person, capped days included.
- **Read as indicative**: Signal ran on 500+ websites in 2H 2026; a website is one domain running the tag. Source-mix tables use the sites with a complete October. One period, so no trend is implied. No customer is named and no single customer's figures are shown. B2C volume is concentrated in a small number of large sites
- **Rules**: aggregates only, no personal data. Each visitor is counted once, by the source of their first page visit: click IDs first, then UTM tags, then referrer, then direct. Figures are pooled unless a median is stated. Ad platforms in use is the share of websites with paid visits from two or more ad platforms.

Read with care. These studies cover different populations, regions and methods. We report each number with its source and date and don't blend them into a single "SMB average." Public figures are context, not estimates of our own customers. Where a study is US-only or ecommerce-only, we say so. Most public studies here cover companies of all sizes; only Primer's $1M to $10M band is specific to small companies.

How Signal captures and identifies visitors

Identification. Signal uses first-party signals collected after consent. Details are available on request.

Bots. Googlebot and Bingbot are checked by reverse DNS, signed agents are verified and generic bots are dropped. This covers only bots that run the tag.

Request-level capture. Edge installs (Cloudflare Worker, Vercel, Netlify, nginx or a CDN configuration) capture every request, including visits that never run the tag. The high end of the range on page 12 depends on it.

GLOSSARY AND SOURCES

Terms we use

Session. One visit to a website.

Daily cap. A limit a site sets on how many visitors it reveals each day.

Platform-reported conversion. A conversion an ad platform credits to itself.

Holdout test. Keeping a random group from seeing ads, then comparing results.

Reconciliation ratio. Confirmed conversions divided by what a platform reports.

Direct traffic. Visits with no referrer and no tags. Often mislabeled.

New visitor. A new browser. The same person on a second device counts again, which lowers every rate.

AEO. Answer engine optimization: making your pages easy for AI assistants to read, cite and recommend.

Named, matched. Named: linked to a known person. Matched: linked to a person or a company.

Confirmed conversion. An outcome recorded in your CRM, store or billing system.

Incrementality. Extra conversions caused by marketing, measured against a held-out group.

Incremental ROAS. Extra revenue caused by ads, divided by spend.

Click-to-open rate. Clicks divided by opens.

Personal AI agent. Software that browses and buys on a person's behalf.

Edge tracking. The tag is installed at the site's edge, such as a Cloudflare Worker, so every request is captured.

Sources and notes

MailerLite. Email marketing benchmarks by industry and region for 2026. mailerlite.com/blog/compare-your-email-performance-metrics-industry-benchmarks

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Notes. Percent changes are as reported by each source. Adobe figures are US retail only and compare AI-referred visits with all non-AI traffic. WordStream averages blend Google and Microsoft Ads. Proprietary figures are aggregated and anonymized; no individual customer, subscriber or visitor data appears in this report.