

Prospect Emails, Benchmarked

200 Schools. Eight Months. One Inbox.

textisdata.co

Active Schools:

190 / 200

95% w/min 1 email

Emails Received:

6,904

Flagged as Spam:

772

11% of all emails

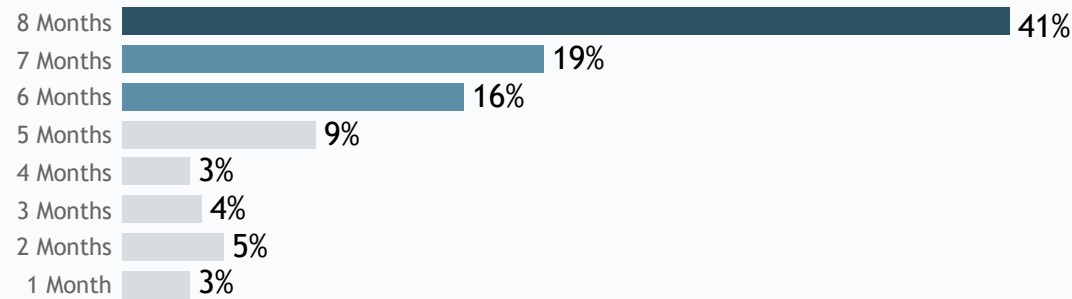
Consistency:

76%

sent emails in 6+ months

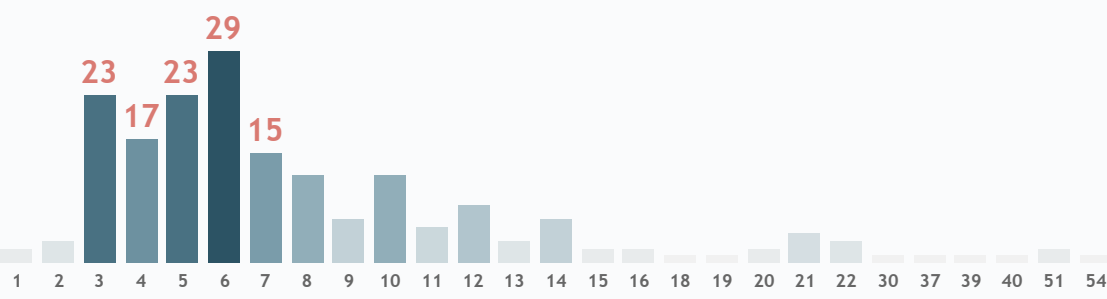
Consistency

Consistency is the standard. More than one in three schools have sent at least one message every month — and three of every four were active in six or more.



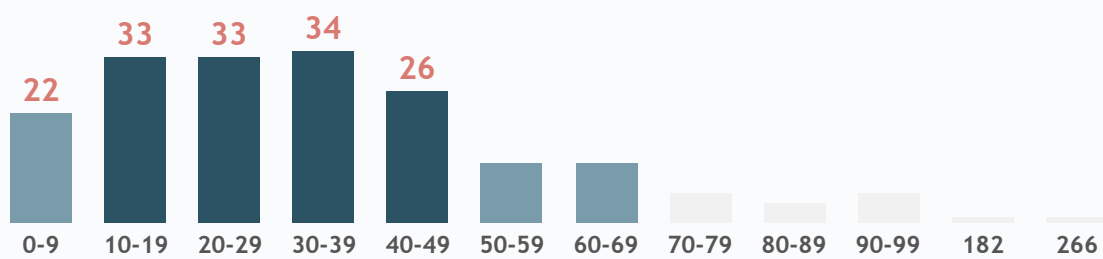
Cadence

Six days is the most common time between emails. More than half of all schools wait between 3-7 days; some schools wait as many as 50.



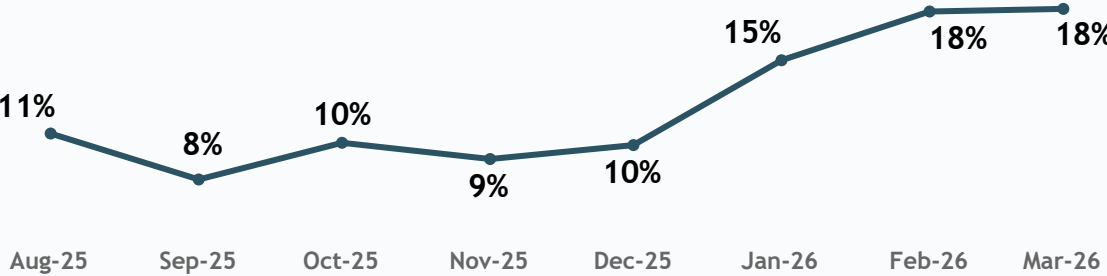
Volume

Most schools landed between 10 and 50 emails. One sent 266 — more than one per day, every day.



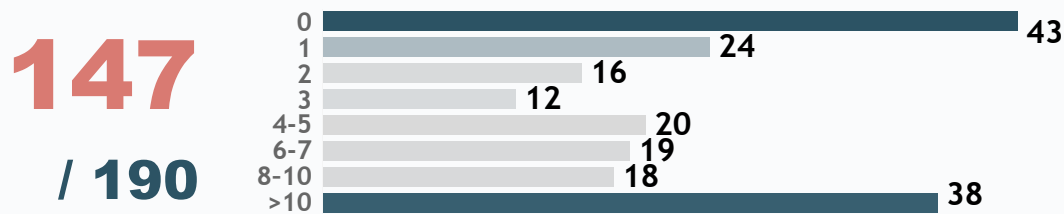
Spam Rate by Month

After five consistent months between 8-11%, rates were 80% higher in February and March.



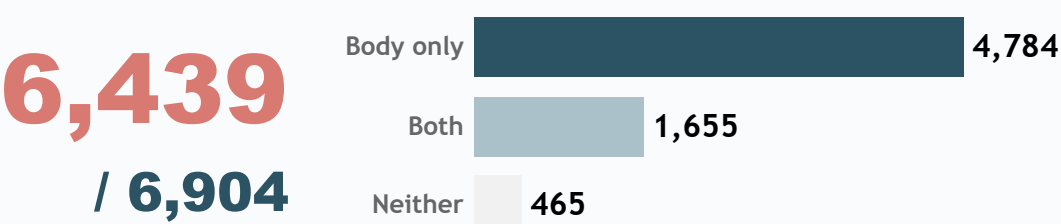
Burstiness

Three in four schools sent a burst — more than one email in a 24 hour span — at some point. One in five sent more than ten.



Customization

Personalization? Also standard. 93% of emails include the prospect's first name.



6,439 / 6,904