

The Casino Email Benchmark Report

What typical casino and gaming programs achieve, and which levers actually move the numbers.

BASED ON OVER 84,000 CASINO AND GAMING SENDS

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Five things every casino email marketer should know

Wherever possible, this report compares programs to themselves. And because open rate is only a directional signal, we lean on clicks, click-to-open, unsubscribes and complaints.



KNOW YOUR LIST-HEALTH NUMBERS

The typical program delivers about 98% of what it sends, and sees about 4 unsubscribes and fewer than 1 complaint for every 10,000 emails delivered. **Delivered does not mean it reached the inbox.** Delivery means the receiving server accepted the email. Deliverability is whether it landed in the inbox instead of spam or promotions.



UNSUBSCRIBES ARE FALLING

The typical program cut its unsubscribe rate by about a quarter this year compared with last year. Complaints held steady, not better, not worse.



SHORTER SUBJECT LINES WIN CLICKS

Subject lines of 21–30 characters beat a program's own average for click-to-open, while 41–60 characters is the soft spot. **Clicks and click-to-open are meaningful metrics for any email program going forward**, and the ones we recommend building your reporting around.



WORDS AND FORMAT MATTER MORE THAN PUNCTUATION

Words like offers, gift and exclusive lift opens by 15% or more, but **an open doesn't mean anyone read the email**. Bots, security scanners and mail apps can trigger opens, so treat open rate as a directional signal and see our [Beyond the Open](#) guide. Emojis and numbers cost clicks.



DAY AND TIME ARE SMALL LEVERS

Within the same program, day of week moves results by single digits and send hour barely moves opens. Because open rate is a directional metric and not a measure of success, judge timing on clicks, click-to-open, unsubscribes and complaints together. See [Beyond the Open](#) for more.

How to read the numbers

A NOTE ON OPENS

As we explain in our [Beyond the Open](#) guide, **open rate is a directional signal, not a measure of success.** An open means a tracking image loaded. It doesn't mean a person read the email, and bots, security scanners and some mail apps can trigger opens. We still show open rate because it is widely tracked, but we pair it with clicks, click-to-open, unsubscribes and complaints and never build a conclusion on it alone.

A fair comparison: each program against itself

A destination resort and a small local casino have very different audiences. If resorts happen to use a tactic more often, an all-programs average gives the tactic credit for the resort's audience. So nearly everything in this report compares each program with *its own* normal, then reports the typical (median) program.

AVERAGING ALL PROGRAMS TOGETHER

1.9×

Click-to-open for 21–30 character subject lines vs. 51–60 character subject lines. It looks like a huge win, but it also reflects **which kinds of programs write short subject lines.**

COMPARING EACH PROGRAM WITH ITSELF

1.3×

The same comparison inside each program. **This is the real effect:** still worth acting on, but about a third the size the average suggested.

THREE TERMS YOU'LL SEE THROUGHOUT

- “+10%” means 10% better than that program normally does. “–10%” means 10% worse.
- “Typical program” means the median program, the one in the middle.
- “Directional” means a pattern that showed up in some programs but not strongly enough to call settled. Treat it as a test idea.

The Scorecard

These ranges describe the middle half of casino and gaming programs this year. The blue bar is where half of programs sit and the green marker is the typical program. For delivery and clicks you want to be toward the right. For unsubscribes and complaints, toward the left.

98.2%

TYPICAL DELIVERED RATE

Accepted by the receiving server. Not the same as reaching the inbox.

3.8%

TYPICAL CLICK-TO-OPEN RATE

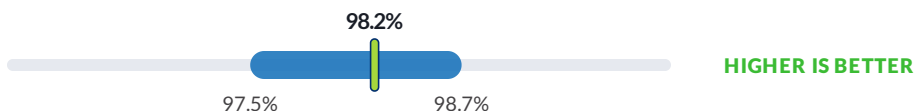
Of the people who open, about 1 in 26 clicks.

HOW TO USE THIS

- Find your own numbers for the last 90 days.
- Place them on the bars below.
- Trust your own trend over any single benchmark.

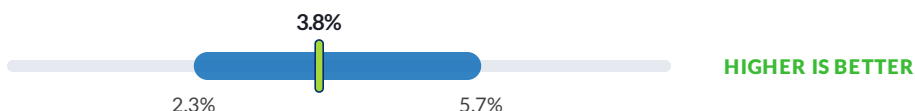
Delivered rate

Delivered ÷ sent. Not inbox placement.



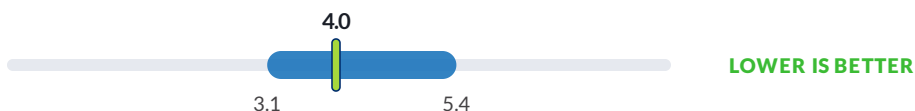
Click-to-open rate

Unique clicks ÷ unique opens



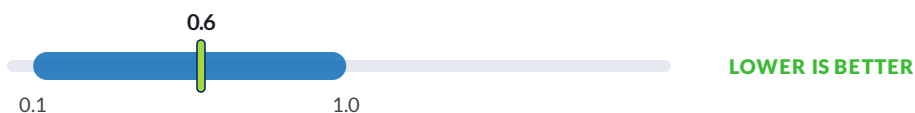
Unsubscribes

Opt-outs per 10,000 delivered



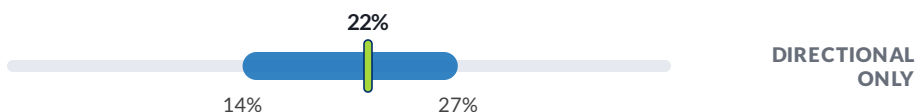
Complaints

Spam complaints per 10,000 delivered



Unique open rate

Opens ÷ delivered. Directional only.



A caveat on open rate. We show it for reference because it is widely tracked, but opens can be triggered by bots, security scanners and mail apps, and they don't show that anyone read the email. Use it as a directional trend line against your own history, and judge success on clicks, click-to-open, unsubscribes and complaints. See our [Beyond the Open](#) guide.

DELIVERED RATE

98.2%

TYPICAL DELIVERED RATE THIS YEAR

Middle half of programs:
97.5% to 98.7%. About 2 in
100 emails bounce.

-0.4 pts

CHANGE IN THE TYPICAL PROGRAM'S DELIVERED RATE, THIS YEAR VS. LAST

Lower in about 70% of
programs, so it is a broad slip,
not a few outliers.

WHAT TO DO

- Suppress hard bounces right away.
- Validate addresses when players and guests sign up.
- Track inbox placement separately from delivered rate.

Delivered is not the same as in the inbox

Delivered rate is the share of what you send that the receiving mail server accepts. For the typical casino program it is about 98%, so roughly 2 of every 100 emails bounce.

That does not mean 98% reached the inbox. A delivered email can still land in spam or the promotions tab. Whether it reaches the inbox is deliverability, and it depends on sender reputation, authentication, engagement and list quality. This data can't see it, so measure it separately with inbox placement testing.

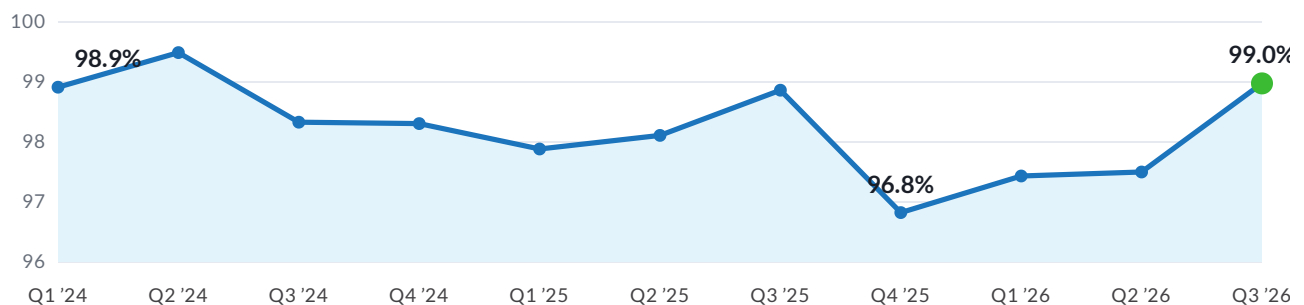
DELIVERY (MEASURED HERE)

The receiving server accepted the email instead of bouncing it.

DELIVERABILITY (NOT MEASURED)

The email reached the inbox, not the spam folder or promotions tab.

DELIVERED RATE BY QUARTER, ALL PROGRAMS COMBINED



Following the same programs from last year, delivered rates slipped about 0.4 points. All programs combined, delivery dipped through late 2025 and early 2026, then rebounded to about 99% in the latest quarter.

22%

TYPICAL UNIQUE OPEN RATE

Half of programs fall between 14% and 27%.

8%–38%

WHERE THE LOWEST AND HIGHEST TENTH OF PROGRAMS SIT

The spread between programs is wider than any tactic in this report.

WHAT TO DO

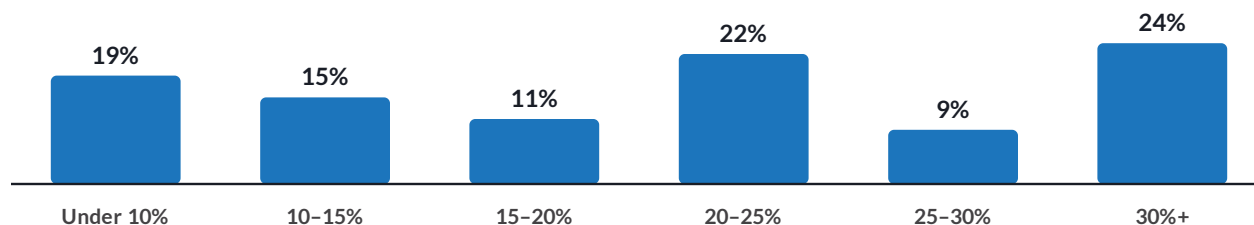
- Track open rate against your own last 12 months.
- Never judge a send on opens alone.
- Read it next to clicks and click-to-open.

Open rate: a useful signal, not a measure of success

In our [Beyond the Open](#) guide, we recommend treating open rate as a **directional metric**: helpful for spotting trends and comparing subject lines, but not a measure of success. An open means a tracking image loaded. It doesn't mean a person saw, read or acted on the email.

Why bot opens matter. Security scanners, link checkers and other automated systems can open an email within seconds of delivery, and some mail apps pre-load images on a recipient's behalf. Those machine opens inflate open rates, can make a weak subject line look like a winner, and can trigger follow-up automations for engagement that never happened. iPost screens known bot and automated activity out of its reporting and keeps refining how it recognizes machine activity, but no platform catches all of it.

SHARE OF PROGRAMS BY OPEN RATE, THIS YEAR



Open rates vary widely between programs, show no relationship to click-to-open, and are flat within a program year over year.

GO DEEPER

Beyond the Open is our guide to measuring casino email with more than open rate.

ipost.com/casino-measurement-guide

3.8%

TYPICAL CLICK-TO-OPEN RATE

Middle half of programs: 2.3% to 5.7%. The lowest and highest tenth sit at 1.7% and 8.1%.

~0

CORRELATION BETWEEN A PROGRAM'S OPEN RATE AND ITS CLICK-TO-OPEN RATE

A high open rate does not predict a high click-to-open rate.

WHAT TO DO

- Make clicks and click-to-open your headline engagement metrics.
- Report opens alongside, as a directional signal.
- Compare yourself with the middle-half range.

Click-to-open shows what opens can't

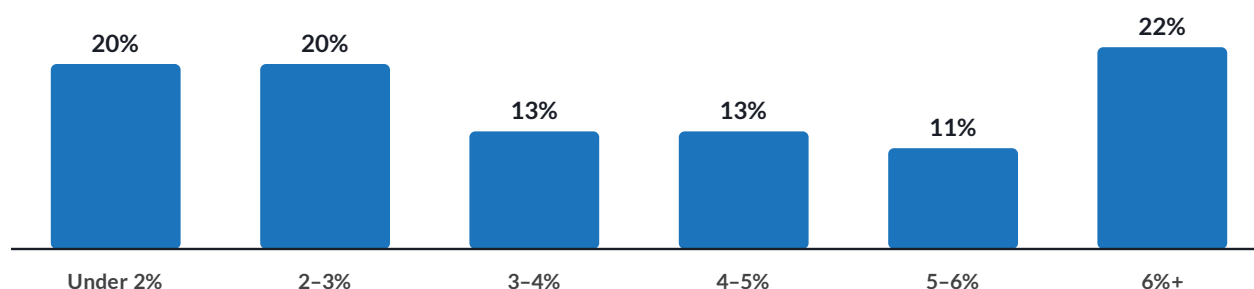
Clicks and click-to-open are meaningful metrics for any email program going forward. Click-to-open divides clicks by opens, so it asks a different question from open rate: of the people who looked, how many acted. Across programs the two numbers are essentially unrelated, so a high open rate is no guarantee of an engaged audience.

Click-to-open is also stable for a given program: the typical program's number is almost unchanged from last year. Automated link scanners can register clicks too, which is another reason bot screening matters, but clicks remain a far stronger signal than opens. What separates the top quarter of programs is a pair of habits we also see in the subject line data.

PROGRAMS IN THE...	TOP QUARTER	BOTTOM QUARTER
Subject lines with a first-name token	28%	11%
Average subject line length	35 characters	43 characters

Programs ranked by click-to-open this year. Directional: it compares small groups.

SHARE OF PROGRAMS BY CLICK-TO-OPEN RATE, THIS YEAR



Each bar is the percentage of programs whose click-to-open rate falls in that range.

-24%**CHANGE IN THE TYPICAL PROGRAM'S UNSUBSCRIBE RATE, THIS YEAR VS. LAST**

Lower in about 85% of programs, so this is broad, not a few outliers.

~4**UNSUBSCRIBES PER 10,000 DELIVERED**

The typical program today.
Middle half: 3 to 5.

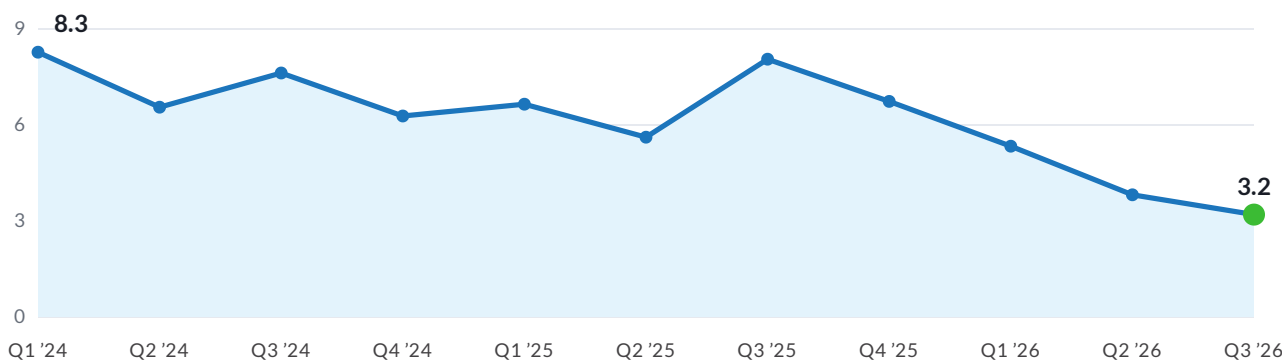
WHAT TO DO

- Track unsubscribes by campaign type, not just overall.
- Review your welcome series first.
- Watch complaints before adding frequency.

Unsubscribes are the good news

Across the whole dataset, the unsubscribe rate has fallen noticeably this year. More importantly, the drop holds when we follow the same programs from one year to the next, so it is not just a change in who is sending.

Where unsubscribes concentrate. Welcome emails open about 15% better and earn about 30% better click-to-open than the same program's regular sends, but they also carry roughly 2.4× the unsubscribe rate. New sign-ups decide quickly whether to stay. This comparison draws on a smaller set of programs, so read it as directional.

UNSUBSCRIBES PER 10,000 DELIVERED, BY QUARTER

All programs combined. Rates sat near 6 to 8 per 10,000 through 2025, then fell to about 3 per 10,000 in the latest quarter.

0.6

**COMPLAINTS PER 10,000
DELIVERED FOR THE
TYPICAL PROGRAM**

About 1 complaint for every
17,000 emails.

7 in 10

**PROGRAMS STAY UNDER 1
COMPLAINT PER 10,000**

Compared with the 10 per
10,000 line many mailbox
providers treat as a warning.

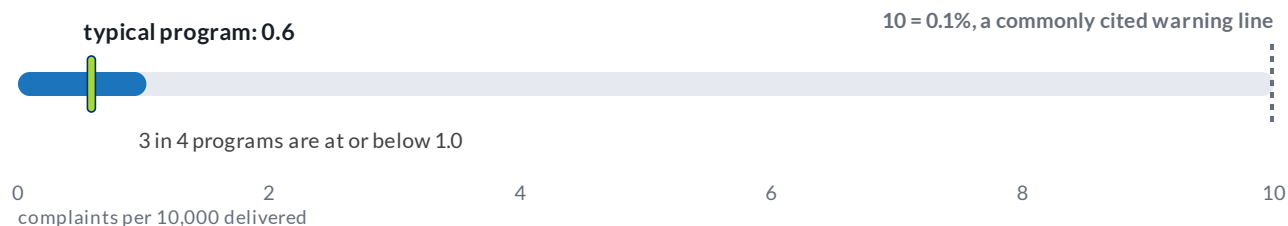
WHAT TO DO

- Set an internal alert well under 1 per 10,000.
- Check complaints by segment and campaign type.
- Don't assume this number improves on its own.

Complaints: low, stable, worth protecting

Complaint rates in casino email are very low, and unlike unsubscribes they are not trending down within programs. The typical program's complaint rate this year looks the same as last year. That makes them a number to guard, not one to expect to improve by itself.

What moves them. Sunday sends run about 16% below a program's own complaint norm, in roughly 8 of 10 programs. VIP and member language in the subject line runs about 18% lower, and reward words like bonus, free and prize about 13% lower. Personalizing with a first name trims it by a few percent and does not raise unsubscribes.

WHERE THE TYPICAL PROGRAM SITS ON THE COMPLAINT SCALE

+15%

CLICK-TO-OPEN AT 21–30 CHARACTERS, VS. A PROGRAM'S OWN AVERAGE

About four to five words, such as “Your VIP offer is waiting.”

–14%

CLICK-TO-OPEN AT 51–60 CHARACTERS

The 41–60 range is the clearest soft spot, and held in roughly two-thirds of programs.

Aim for 21–30 characters

Subject line length changes what happens after the open, not whether the open happens. Open rates stay within about 7% of a program's average at every length, and unsubscribes and complaints show no consistent pattern. Click-to-open is where length shows up, which makes it a free lever: it costs you nothing on the metrics you already protect.

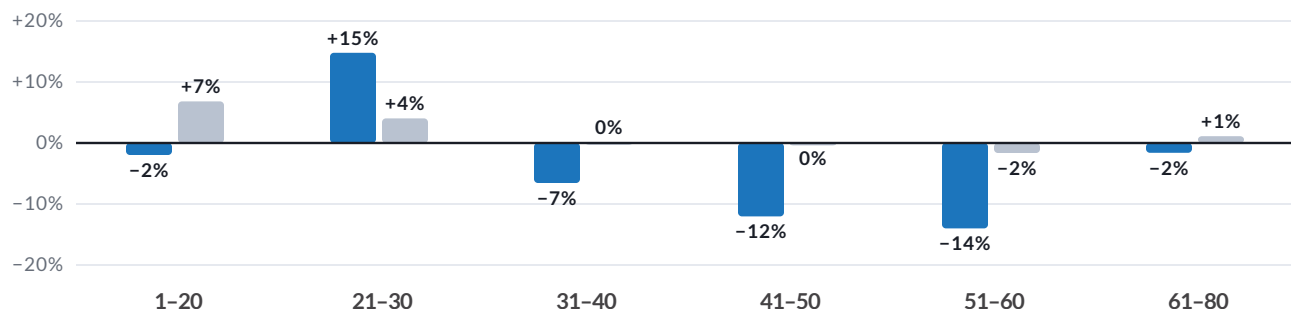
Looking at all programs pooled together makes the effect look much bigger than it is, because short subject lines are more common in some kinds of programs. Compared within each program, the real effect is roughly 15% up at the sweet spot and 12–14% down at 41–60 characters.

WHAT TO DO

- Draft to 21–30 characters.
- Move the extra detail into the preheader.
- A/B your longest recurring subject line first.

CHANGE VS. THE PROGRAM'S OWN AVERAGE, BY SUBJECT LINE LENGTH (CHARACTERS)

■ Click-to-open ■ Open rate (directional)



Length counted as the recipient sees it, excluding personalization tags. Subject lines over 80 characters are too rare to benchmark.

+17%**OPENS WHEN THE SUBJECT LINE SAYS "OFFERS"**

Higher in nearly every program that tested it.

-22%**CLICK-TO-OPEN WHEN THE SUBJECT LINE SAYS "WIN"**

Higher click-to-open in only about 1 program in 7.

WHAT TO DO

- Use gift, exclusive and offers language to earn attention.
- Keep win, play and bonus for sends where reach matters more than clicks.
- Retest any word before making it a rule.

Words that open, words that cost clicks

Each row compares subject lines containing the word with the same program's subject lines without it. Green is better for you, gray is worse, pale means no consistent effect, and bold numbers held in a clear majority of programs.

WORD (SHARE OF SUBJECT LINES)	OPENS*	CLICK-TO-OPEN	UNSUBS	COMPLAINTS
offers 6%	+17%	+144%	-14%	-17%
offer 5%	+14%	-28%	-26%	-36%
gift 3%	+17%	0%	-40%	-44%
exclusive 4%	+16%	+18%	-34%	-37%
free 9%	+9%	-8%	-16%	-17%
you're 4%	+21%	+60%	+7%	+15%
rewards 6%	+4%	+64%	+6%	-12%
bonus 8%	+9%	-31%	-30%	-18%
play 9%	+3%	-20%	-5%	-13%
win 4%	-10%	-22%	+1%	-20%
weekend 3%	0%	-24%	-23%	-17%
"don't miss" 3%	0%	-22%	-3%	-12%

HOW TO READ THE TABLE

Words that signal a personal, specific offer, such as **offers**, **gift** and **exclusive**, earn the open and come with fewer unsubscribes and complaints. Words that promise a game or a chance, such as **win**, **play** and **bonus**, cost click-to-open. We tested about 17 common words, so with that many comparisons a few will look meaningful by chance. Treat the bold ones as your strongest leads and the rest as ideas to test.

*Opens are a directional signal. Weigh click-to-open, unsubscribes and complaints alongside them.

+15%

OPENS WHEN THE SUBJECT LINE USES VIP, EXCLUSIVE, MEMBER OR TIER LANGUAGE

Higher in about 8 of 10 programs, with fewer complaints too.

-23%

CLICK-TO-OPEN WHEN THE SUBJECT LINE CONTAINS AN EMOJI

Worse in about 7 of 10 programs. Opens are unchanged.

WHAT TO DO

- Lead VIP offers with status language.
- Personalize promotional sends by first name.
- Test dropping emojis on click-driven sends.

Words matter more than punctuation

Each row compares subject lines with the element to the same program's subject lines without it. Green means better for you, gray means worse, and pale means no consistent effect. Bold numbers held in a clear majority of programs.

	OPENS*	CLICK-TO-OPEN	COMPLAINTS
VIP, exclusive, member or tier words	+15%	+18%	-18%
First-name personalization	+8%	+13%	-4%
Reward words (bonus, free, win, gift)	+3%	-15%	-13%
Emojis	-3%	-23%	+4%
Numbers or \$ amounts	-5%	-22%	0%
Exclamation point	0%	-2%	-13%
Urgency words (today, last chance)	-2%	-6%	-14%

THE TAKEAWAYS

Status language earns attention and tends to bring fewer complaints. **Personalization** is a free lift with no penalty on unsubscribes (see the next two pages). **Reward words** (bonus, free, prize) draw fewer complaints but fewer clicks, so match them to sends where reach matters more than clicks. **Emojis and dollar amounts** cost click-to-open. **Exclamation points and urgency words** show no consistent effect either way, so they are safe to drop or keep.

*Opens are a directional signal, not a measure of success. These are patterns, not guarantees. Use them to choose what to test.

+8%**OPENS WHEN THE SUBJECT LINE INCLUDES A FIRST NAME**

Higher in about 3 of 4 programs that tested it.

+13%**CLICK-TO-OPEN WITH A FIRST NAME**

Directional: higher in only about 6 in 10 programs.

WHAT TO DO

- Personalize promotional sends first.
- A/B your best subject line with and without a first name.
- Judge the test on click-to-open, not opens alone.

First-name personalization works, with limits

Comparing each program's subject lines with a first-name token to its own subject lines without one, personalization **lifted opens about 8%** in roughly three of four programs, and **click-to-open about 13%**, though that held in only about 6 in 10 programs, so it is directional. It did **not** raise unsubscribes, and complaints ran slightly lower.

First names are used in only about 1 in 5 subject lines, so most programs have room to test. And because opens are a directional metric, the strongest case for personalization is what it doesn't do: it doesn't cost you list health.

THE VERDICT, METRIC BY METRIC

METRIC	CHANGE WITH A FIRST-NAME TOKEN	WHERE IT WAS BETTER	VERDICT
Opens*	+8%	75% of programs	WORKS
Click-to-open	+13%	62% of programs	DIRECTIONAL
Unsubscribes	+2%	46% of programs	NO EFFECT
Complaints	-4%	74% of programs	SLIGHTLY FEWER

Each comparison is first-name subject lines vs. the same program's other subject lines. *Opens are a directional signal. The next page breaks this down by type of email.

Personalization pays off in promotional emails

We sorted emails into types using campaign names, then compared, inside each program, first-name subject lines with that same program's other subject lines of the same type. Across promotional emails, a first name lifts opens about 8% and click-to-open about 13% and trims complaints about 12%, **with no unsubscribe penalty**. The effect is strongest in offers and rewards emails.

Triggered emails can't be compared. A program either always or never personalizes them, and usage varies widely: 0% of confirmation and 4% of welcome subject lines carry a first name, against 31% of birthday and 88% of anniversary. Welcome and confirmation emails are untested ground.

CHANGE WITH A FIRST-NAME TOKEN, BY TYPE OF EMAIL

TYPE OF EMAIL	USES A FIRST NAME	OPENS*	CLICK-TO-OPEN	UNSUBS	COMPLAINTS
All promotional emails	18%	+8%	+13%	-5%	-12%
Offers & rewards	22%	+19%	+22%	+5%	-22%
Other promotions	19%	+9%	+11%	-2%	-4%
Events, dining & newsletters*	19%	-3%	+23%	-19%	-61%
Reminders & win-back*	19%	+16%	-19%	-18%	-10%
Birthday	31%	Can't compare: too few programs send both versions			
Welcome	4%	Can't compare: too few programs send both versions			
Confirmation	0%	Can't compare: too few programs send both versions			
Tier & status	49%	Can't compare: too few programs send both versions			
Anniversary	88%	Can't compare: too few programs send both versions			

Change vs. the same program's subject lines of the same type. *Directional: fewer than about a dozen programs. Opens are a directional signal. "Uses a first name" is the share of that type's subject lines that include one.

WHAT TO TEST NEXT

- Keep personalizing offers and rewards emails.
- Test a first name in welcome and confirmation emails, where almost no one does.
- In reminders and win-back, check click-to-open before rolling it out.

28%

SHARE OF CASINO
SUBJECT LINES THAT
CONTAIN AN EMOJI

More than 1 subject line in 4.

-23%

CLICK-TO-OPEN WHEN THE
SUBJECT LINE CONTAINS
AN EMOJI

Worse in about 71% of
programs. Opens are
unchanged.

WHAT TO DO

- Keep emojis for sends where reach is the goal.
- Drop them on click-driven sends.
- A/B the same subject line with and without one.

Emojis get the open, not the click

Emojis are common in casino email, and they do no harm to opens: compared with the same program’s other subject lines, open rates barely move. Click-to-open is where they cost you, by about a fifth to a quarter, and the pattern holds in most programs.

Position does not rescue it. Whether the emoji leads the subject line or closes it, click-to-open runs lower, so the cost seems to come from the emoji itself and not where it is placed. The next two pages look at individual emojis and at day of week.

WHERE THE EMOJI SITS	SHARE OF SUBJECT LINES	OPENS*	CLICK-TO-OPEN
At the start	9%	+1%	-28%
At the end	17%	-1%	-21%

Change vs. the same program’s subject lines without an emoji. *Opens are a directional signal.

THE MOST COMMON EMOJIS IN CASINO SUBJECT LINES



39%

25%

6%

5%

5%

4%

3%

3%

Percentage of emoji-bearing subject lines that include each one.

-44%

**CLICK-TO-OPEN ON
SUBJECT LINES WITH
THE WEAKEST OF THE
COMMON EMOJIS**

Lower in about 79% of
programs. Directional: a
smaller sample.

No emoji earns a clear click advantage

We compared subject lines containing each common emoji with the same program's subject lines that had no emoji at all. Every common emoji except 🚓 came in below baseline for click-to-open. ✨ and 🔥 were the weakest, at about 40% lower, while 🎁, 💰, 🏪 and 🎉 ran 7% to 27% lower. 🎁 lifted opens the most.

Each emoji is used by only a handful of programs, so read these as directional. Seven others, including 🥂, ! and ★, are used by too few programs to benchmark. 🚓 is the lone exception on clicks, but it rests on a small sample and the difference wasn't consistent.

+22%

**OPENS ON 🎁 SUBJECT
LINES, THE BIGGEST OPEN
LIFT**

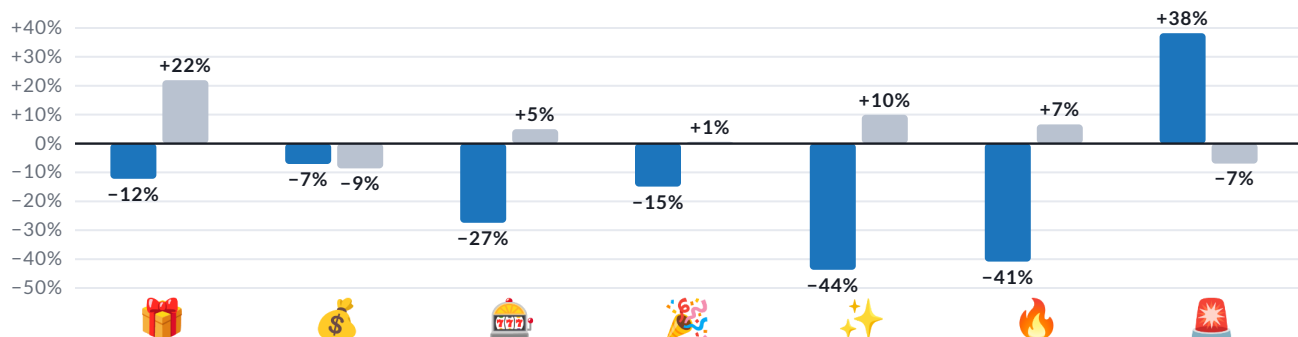
But 🎁 click-to-open was
lower too, so it earns the open
and not the click.

WHAT TO DO

- Treat any emoji as a test, not a default.
- Compare click-to-open, not just opens.
- Retire emojis that cost you clicks on key sends.

CHANGE VS. THE SAME PROGRAM'S SUBJECT LINES WITH NO EMOJI, BY EMOJI

■ Click-to-open ■ Open rate (directional)



Typical (median) program that uses each emoji. Opens are a directional signal.

+17%

HOW MUCH MORE OFTEN EMOJIS ARE USED ON SATURDAY THAN A PROGRAM'S OWN AVERAGE

Sunday runs about 12% above, and Tuesday is the lowest day.

Programs use emojis more on weekends, and the click cost shows up every day

Programs that use emojis at all tend to use them more as the weekend approaches: Saturday runs about 17% above a program's own emoji usage and Sunday about 12% above, while Tuesday is about 11% below.

-26%

EMOJIS' CLICK-TO-OPEN COST ON THURSDAY, THE CLEAREST DAY

Worse in about 82% of programs.

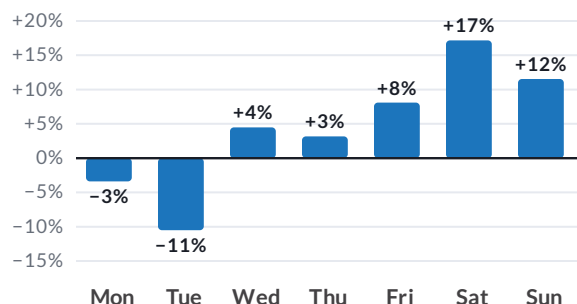
The click-to-open cost of emojis shows up on every day of the week. It is clearest on Thursday (about 26% lower) and smallest on Friday and Saturday (about 8% to 10%), though differences between days are small. Opens didn't change on any day. We can't break individual emojis out by day: no single emoji is sent by enough programs on enough days to benchmark.

WHAT TO DO

- Don't lean on emojis for click-driven Thursday sends.
- Test emojis on weekend sends, where the penalty is smallest.
- Compare against your own no-emoji sends.

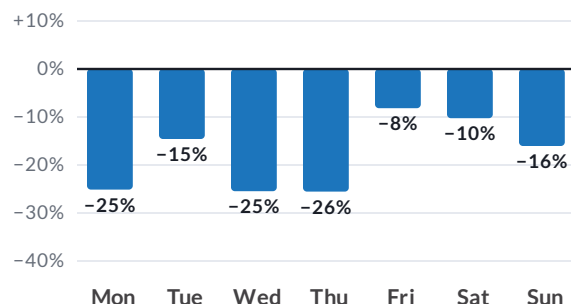
HOW OFTEN PROGRAMS USE EMOJIS, BY DAY

vs. each program's own average



WHAT EMOJIS DO TO CLICK-TO-OPEN, BY DAY

vs. the same program's no-emoji sends that day



-16%**COMPLAINTS ON SUNDAY
VS. A PROGRAM'S OWN
NORM**

The one day-of-week effect that was clear: about 8 of 10 programs saw fewer complaints.

-10%**CLICK-TO-OPEN ON
THURSDAY**

Saturday is similar. Monday and Tuesday run a few points above norm.

Day of week is a small lever

Averaged across all senders, Friday looks like the best day for opens and Sunday the worst. Compared within each program, that flips: Friday is slightly below a program's own average and Sunday is slightly above. The averages were showing which kinds of programs use which days, not what the days do.

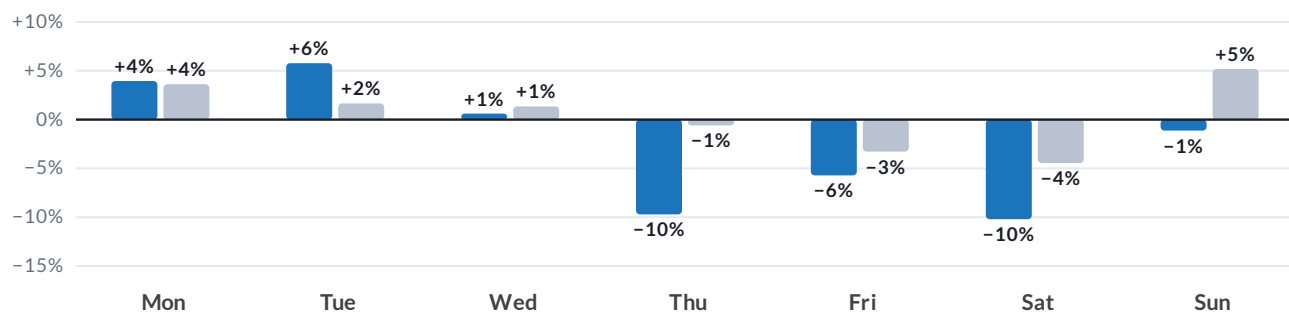
The real swings are modest: mostly single digits, with click-to-open on Thursday and Saturday around 10% below norm. Treat day of week as something to test inside your own calendar, not a rule to adopt, and judge it on clicks, click-to-open, unsubscribes and complaints together.

WHAT TO DO

- Keep your strongest click-driven offers off Thursday and Saturday for a test cycle.
- Don't move a working schedule on day-of-week alone.

CHANGE VS. THE PROGRAM'S OWN AVERAGE, BY DAY SENT

■ Click-to-open ■ Open rate (directional)



Typical (median) program. Opens are a directional signal. Unsubscribe differences by day were small and not consistent.

±5%**HOW FAR OPENS MOVE
ACROSS DAYTIME HOURS,
VS. A PROGRAM'S OWN
AVERAGE**Every hour from 6am to 4pm
lands within about 5%.**-42%****CLICK-TO-OPEN FOR
OVERNIGHT SENDS,
MIDNIGHT TO 5AM**Directional: only a handful of
programs send then.**WHAT TO DO**

- Write down a test plan before you change a send time.
- Compare every metric, not only opens.
- Turn on send-time optimization if your vendor offers it.

The hour matters less than you think, so test it

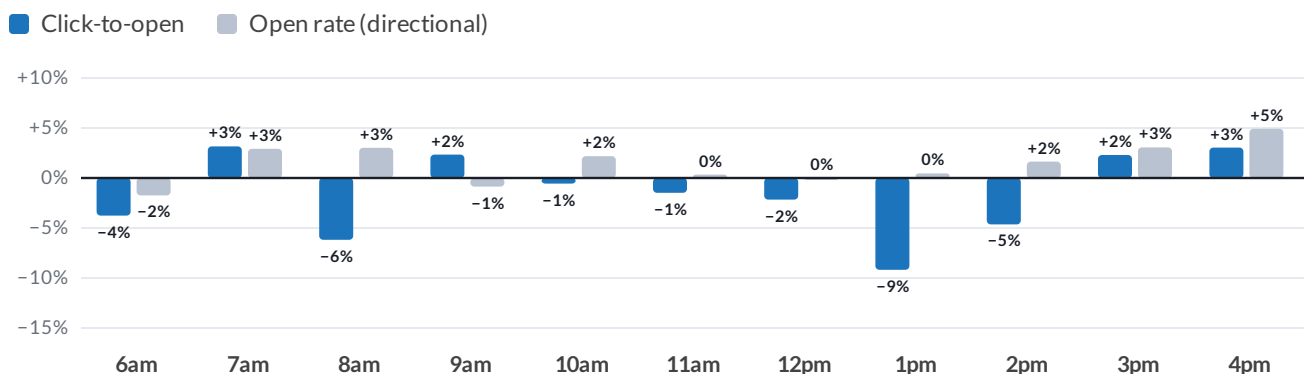
Within a program, sending at 7am or at 2pm moves open rates by about 2% at most. Click-to-open wobbles a bit more (1pm is about 9% below normal), but nothing is large enough to build a schedule on. The one real gap is overnight, though few programs send then.

A testing plan is essential. The best send time is specific to your players, so find it by testing: pick two or three windows, keep the content and audience the same, repeat the test over several weeks, and compare the results.

Watch every metric at each send time. The window that wins on opens often isn't the one that wins on clicks, click-to-open, unsubscribes and complaints. Judge a send time on all of them together.

Or let your platform do the work. Many email platforms offer send-time optimization, which learns when each recipient engages and schedules to match. If your vendor offers it, turn it on and check it against your own tests.

CHANGE VS. THE PROGRAM'S OWN AVERAGE, BY SEND HOUR



Typical (median) program. Opens are a directional signal. Hours with too few programs to benchmark are not shown.

1 in 6**SENDS IN THIS DATASET
THAT ARE AUTOMATED OR
LIFECYCLE EMAILS**

Birthday, welcome,
anniversary, confirmation and
tier-upgrade sends combined.

+49%**CLICK-TO-OPEN ON
BIRTHDAY SENDS, VS. THE
SAME PROGRAM'S
REGULAR SENDS**

Directional: the pattern held
in about 2 of 3 programs.

WHAT TO DO

- Pair birthday emails with a personal offer.
- Review your welcome series step by step.
- Watch complaints on birthday sends.

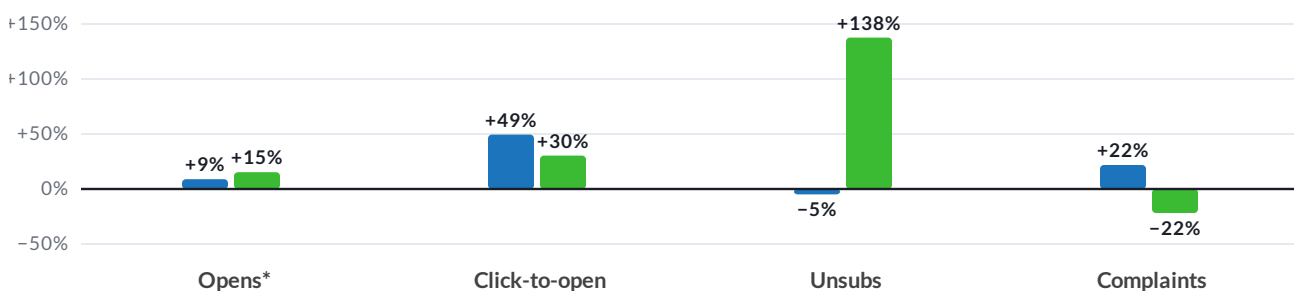
Birthday and welcome emails behave differently

Triggered emails are personal, timely and expected, and the two most common types tend to engage better than the same program's regular mail. Birthday sends open and click better, without extra unsubscribes. They carry somewhat more complaints, though not consistently, so keep an eye on them.

Welcome emails earn even higher click-to-open, but they also see more unsubscribes. New sign-ups are deciding whether to stay, which makes the series worth auditing step by step.

BIRTHDAY AND WELCOME EMAILS VS. THE SAME PROGRAM'S REGULAR SENDS

■ Birthday ■ Welcome



Typical (median) program. *Opens are a directional signal. All of these comparisons are directional: a smaller group of programs, and none cleared our bar for consistency. Confirmation, anniversary and tier-upgrade emails are sent by too few programs to benchmark.

+15%**CLICK-TO-OPEN IN JULY VS.
A PROGRAM'S OWN YEAR**

December is the weakest month, at about 12% below normal.

+5%**OPENS IN JANUARY VS. A
PROGRAM'S OWN YEAR**

Winter and fall are the strongest months for opens; May to July the weakest.

The calendar: winter opens, summer clicks

Opens and clicks swing in opposite directions through the year. Opens run highest in the first quarter and again in October and November, and lowest from May to July. Click-to-open does nearly the reverse, strongest in July, August and April and weakest in December, January and February.

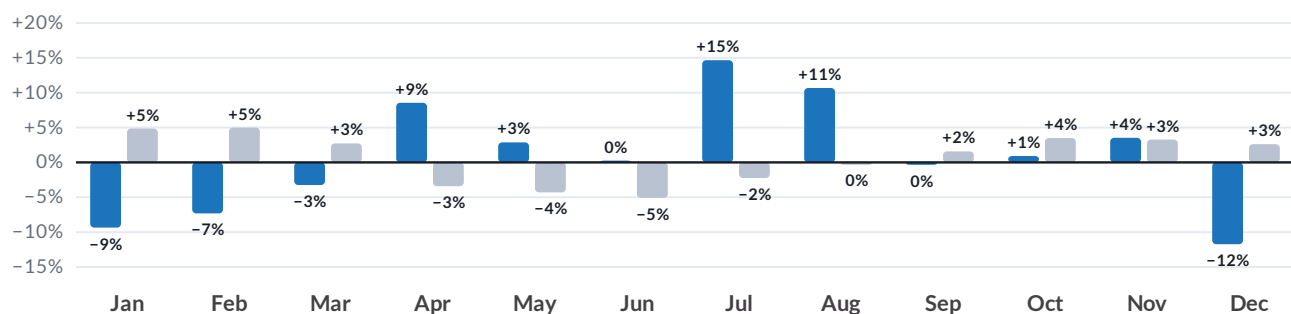
These swings are measured against each program's own average for the same year, so they reflect the calendar and not a change in who is sending. Use them to set fair expectations: a soft January click-to-open is the season, not necessarily your program.

WHAT TO DO

- Compare January with last January, not with December.
- Plan click-driven pushes for April and July–August.
- Lean on reach and relationship emails in winter.

CHANGE VS. THE PROGRAM'S OWN YEARLY AVERAGE, BY MONTH

■ Click-to-open ■ Open rate (directional)



Typical (median) program. Opens are a directional signal. Based on programs with a meaningful sending history in each month.

Five myths the data doesn't support

Each of these sounds reasonable and shows up in plenty of marketing advice. Each fails when we compare programs to themselves.



THE MYTH

“Friday is the best day to send.”

THE DATA SAYS

Averaged across programs, Friday has the highest open rate. Inside the same program it runs 3% below that program's own norm, so the average was reflecting who sends on Fridays.



THE MYTH

“Emojis make a subject line stand out and drive engagement.”

THE DATA SAYS

Emojis left opens essentially unchanged and cut click-to-open by about 23%, in roughly 71% of programs. No common emoji earned a clear click advantage.



THE MYTH

“Urgency words and exclamation points make people act.”

THE DATA SAYS

Neither moved opens or click-to-open by more than about 6% in either direction, and not consistently. They are neutral, which means they are free to test but not worth relying on.



THE MYTH

“A high open rate means an engaged audience.”

THE DATA SAYS

Across programs, open rate and click-to-open show essentially no relationship. Opens only suggest who looked, and they can include bots and mail-app pre-loads. Click-to-open shows who acted. Use both, and lean on clicks.



THE MYTH

“There's a magic hour to send.”

THE DATA SAYS

Within a program, every daytime hour from 6am to 4pm lands within about 5% on opens. The best time is specific to your players, so build a testing plan and judge it on every metric.

A checklist you can start this week

- ☐ **Benchmark yourself**
Place your last 90 days of delivered rate, click-to-open, unsubscribes and complaints on the scorecard, with open rate as a directional extra.

- ☐ **Separate delivery from deliverability**
Delivered rate isn't inbox placement. Track where your emails land alongside the numbers in this report.

- ☐ **Set list-health alerts**
Unsubscribes above about 5 and complaints above about 1 per 10,000 delivered deserve a look.

- ☐ **Shorten your recurring subject lines**
Take your three highest-volume subject lines down toward 21–30 characters and A/B them.

- ☐ **Audit the welcome series**
It's where players decide to stay. Review cadence, content and the first unsubscribe.

- ☐ **Personalize promotions, rethink emojis**
Test a first name in offers and rewards emails, and drop emojis from click-driven sends.

- ☐ **Build a send-time and day testing plan**
Change one variable at a time, watch every metric, and consider send-time optimization if your vendor offers it.

Want to measure beyond open rate? Read [Beyond the Open](#). Want to see how your program compares? Ask your iPost team for your personal scorecard.

How we measured, and what we can't tell you

How we measured

This report draws on over 84,000 casino and gaming email sends from iPost programs. Rates come from raw counts: opens ÷ delivered, clicks ÷ opens, opt-outs ÷ delivered, complaints ÷ delivered. Wherever we compare subject lines, days, hours, months or emojis, we compare each program with itself, so the result is not skewed by which kinds of programs use which tactics, and we report the typical (median) program. Differences described as consistent held in a clear majority of programs. Email types are classified from campaign names. Subject line analysis excludes personalization tags and counts length as the recipient sees it.

What this report can't tell you

- **Inbox placement.** We measure delivery, not deliverability, so we can't see whether emails reached the inbox.
- **Revenue and conversions.** The data covers sends and engagement only, so nothing here speaks to ROI.
- **Per-person frequency.** We can't see list sizes or how often each player is emailed.
- **The offer and the creative.** We see subject lines and campaign names, not the message inside.
- **Bots and mail apps.** Automated activity and mail-app preloads can inflate opens. iPost screens known bot activity out of reporting, but no platform catches all of it.
- **Cause and effect.** Same-program comparisons remove many confounds, but they show patterns to test, not guarantees.

Glossary

Delivered rate

Delivered ÷ sent.

Deliverability

Whether an email reaches the inbox rather than spam or promotions. Not measured here.

Unique open rate

Unique opens ÷ delivered. A directional signal.

Click-to-open rate

Unique clicks ÷ unique opens.

Unsubscribe rate

Opt-outs ÷ delivered, shown per 10,000.

Complaint rate

Spam complaints ÷ delivered, shown per 10,000.

Program

One casino or gaming sender's email program.

Typical program

The median program.

Same-program comparison

Each program compared with its own average.

Directional

A pattern that held in some programs but not strongly enough to call settled.

ABOUT IPOST

iPost is an email marketing platform built for enterprise marketers, with deep experience in casino and gaming. Ask your iPost team how your program compares, or read our [Beyond the Open](#) guide.

www.ipost.com