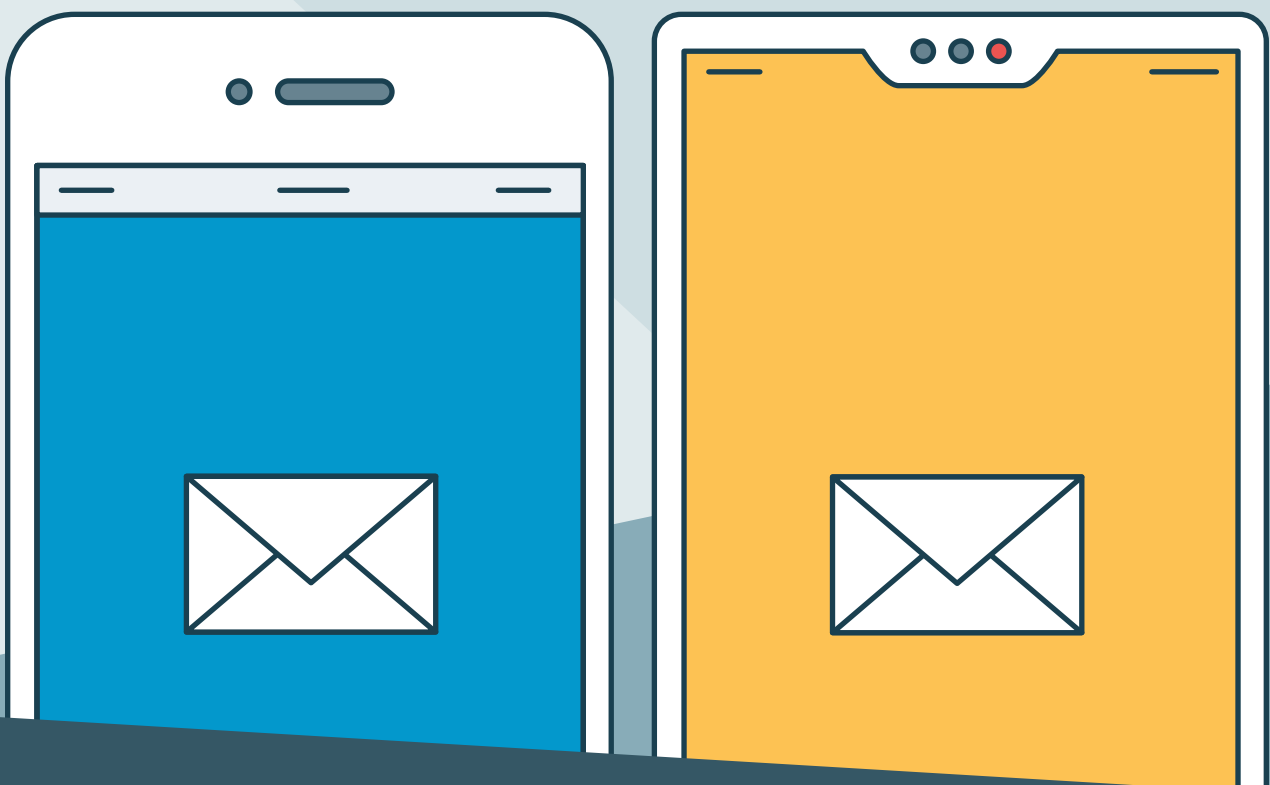# TEACHER EMAILS

This year's staggering stats about how teachers are viewing your emails.

Email Analytics 2019

This research was conducted by

Sprint Education's Lead Coder Jen Elliott

and was collected between

23rd May and **12th June 2019**

This report was created using Litmus software

Sprint Education...

is an award-winning digital agency that has pioneered digital and inbound marketing to the UK education sector since 2007.

We create over 48 million teacher connections for our clients every year through delightful digital marketing plans and our education marketing software (Campus); attracting teachers, school staff, and educational establishments to our clients' brands.

This report was created by Jen.

"I'm Jen, Lead Coder at Sprint Education, where I've coded and built hundreds of email campaigns for clients such as BBC, Tesco, University of the Arts London, and Roald Dahl's Children's Charity.
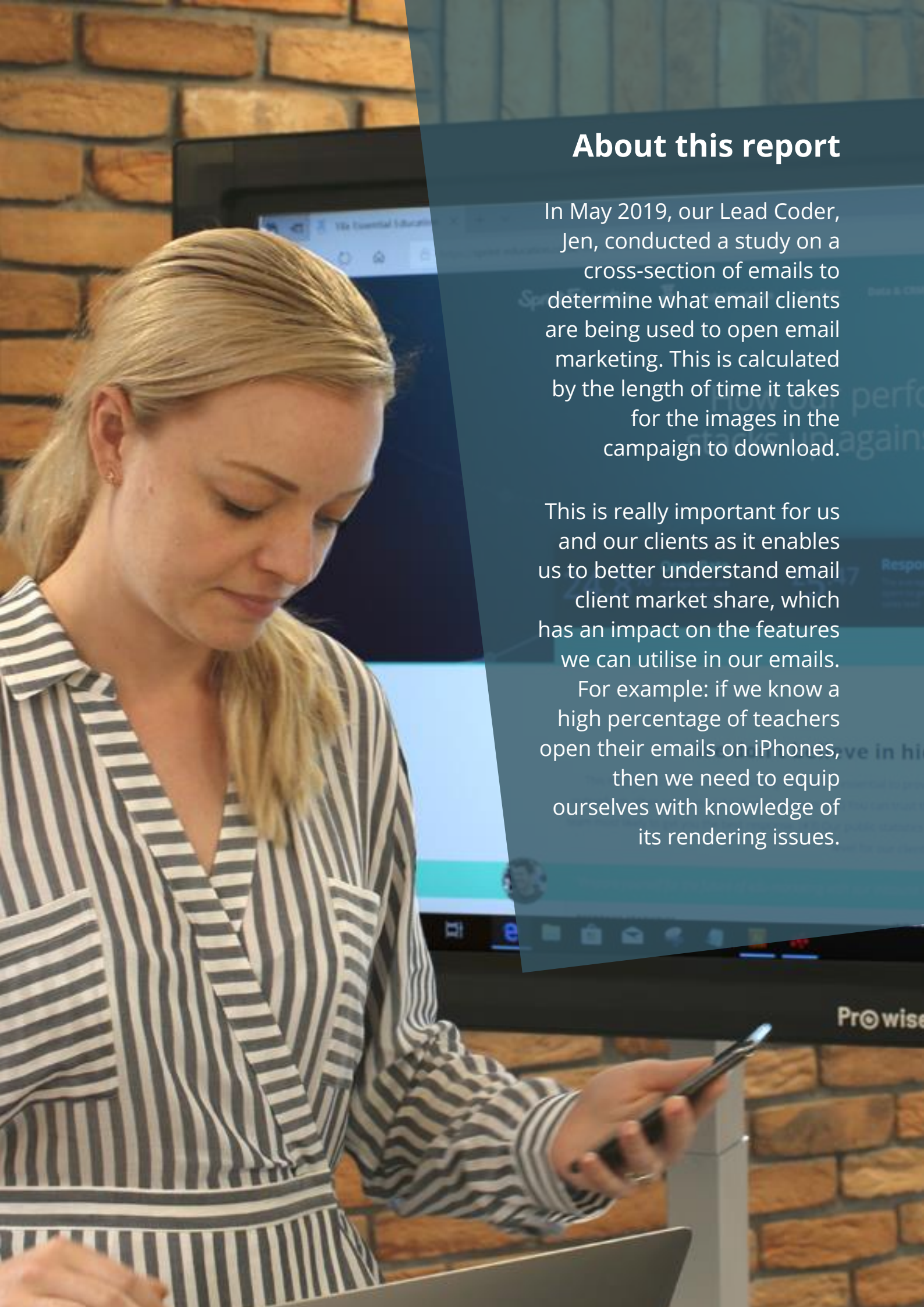
I'm here to help you understand the basics of responsive HTML emails and the steps our technical team go through to get your email mobile-optimised. "

Jen Elliott
Lead Coder Sprint Education
jen@sprint-education.co.uk
www.sprint-education.co.uk

About this report

In May 2019, our Lead Coder, Jen, conducted a study on a cross-section of emails to determine what email clients are being used to open email marketing. This is calculated by the length of time it takes for the images in the campaign to download.

This is really important for us and our clients as it enables us to better understand email client market share, which has an impact on the features we can utilise in our emails. For example: if we know a high percentage of teachers open their emails on iPhones, then we need to equip ourselves with knowledge of its rendering issues.

Contents

Test #1

Email Campaign List: All Estabs in UK - All Staff & Teachers

Sending Date: 23rd May 2019

Sending Start Time: 8.30am

Mobile Email Open Growth

Reading environment ⓘ

🟠 Mobile	**59.0%**
🔴 Desktop	**24.4%**
🔵 Webmail	**16.5%**
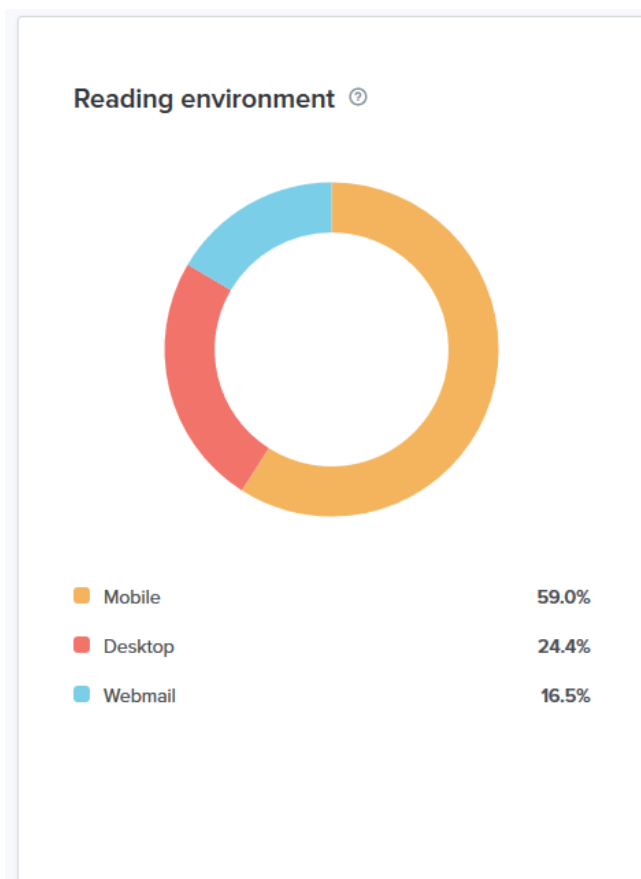
SUMMARY OF STATS

▲ **OPENS**
4,792

▲ **FORWARDS**
33

▲ **PRINTS**
8

▲ **MOST POPULAR READING ENVIRONMENT**
Mobile 59.0%

▲ **MOST POPULAR BROWSER**
Google Chrome

▲ **MOST POPULAR RENDING ENGINE**
Webkit 56.5%

Since our email analytics report in 2016, mobile opens have shot up by 10% - that's a huge growth. Mobile and desktop used to be relatively equal, but desktop opens have dropped from 41.9% to 24.4%, a decrease of 17.5%. This now means that almost three-fifths of all staff in UK schools are using their mobiles to open their emails. Just over one-fifth are using desktop and the last fifth are using web browsers – this statistic has almost doubled since 2016 from 8.8% to 16.5%.

This means we must now build emails with a mobile-first mentality and think about hiding unnecessary details such as decorative graphics on mobile to make for a better mobile experience for the reader. The increase of browser usage to view emails is also a positive thing as browsers tend to render HTML emails more consistently and reliably. It also shows that teachers are using web-based apps to access their email on their phone.

Next, let's take a look at the rending engines; a rendering engine is software that draws text and images on the screen. The engine draws structured text from HTML and formats it properly based on the given style declarations in CSS.

Breakdown of Rendering Engines

Rendering engines ⓘ

■ Webkit		56.5%
■ Other		24.3%
■ MSWord		15.7%
■ Firefox		2.2%
■ Explorer		1.4%
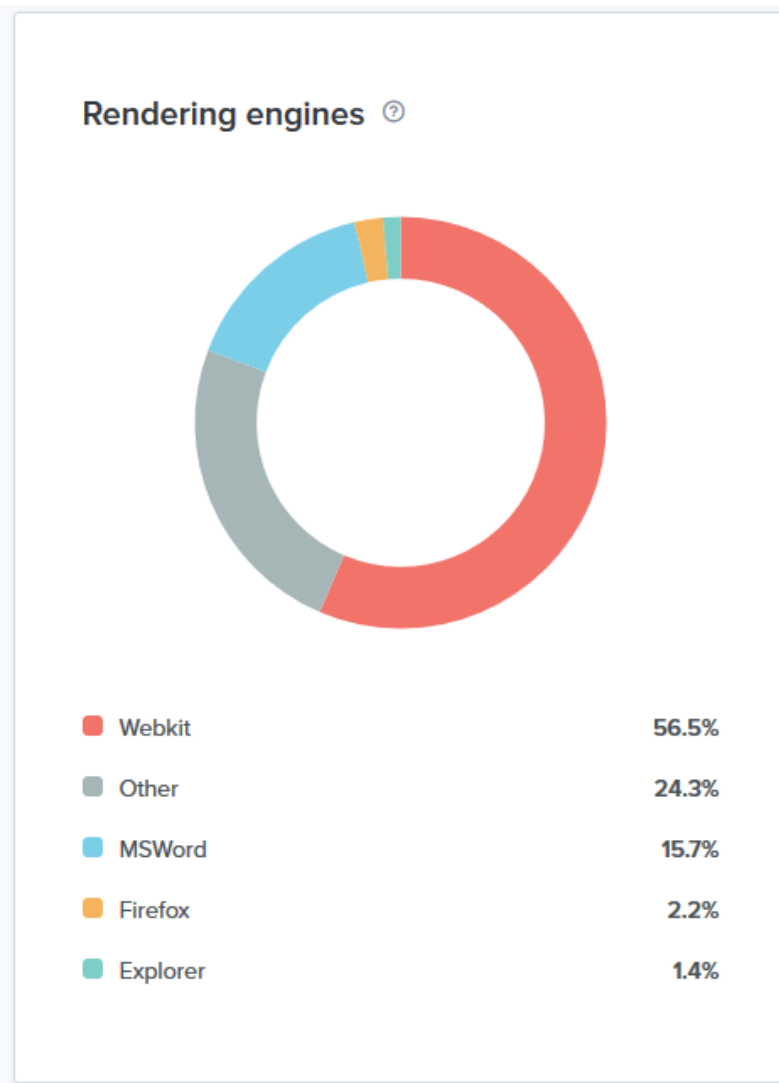
As you you can see, a substantial chunk of opens are from a Webkit rendering engine.

Webkit is the rendering engine used by Safari and Chrome. It's also the engine used by Apple Mail, App Store, and many other apps on macOS, iOS, and Linux (like iPhones, iPads etc.).

This data is really encouraging because Webkit rendering engines tend to have fewer problems rendering CSS elements like animations. We now know 60% of our audience are able to view animations, which means this is something to consider including in email designs.

In our 2016 report, we found the MSWord rendering engine held 33% of opens. This has decreased by over 50% to 15.7% which confirms Outlook is being used less in UK schools. A positive for us when marketing to schools as it has minimal support for CSS!

Breakdown of Email Client Opens

Email Clients ⑦	View Report
Apple iPhone	36.4%
Outlook	16.9%
Apple iPad	14.7%
Web version	13.4%
All Other Clients	18.6%
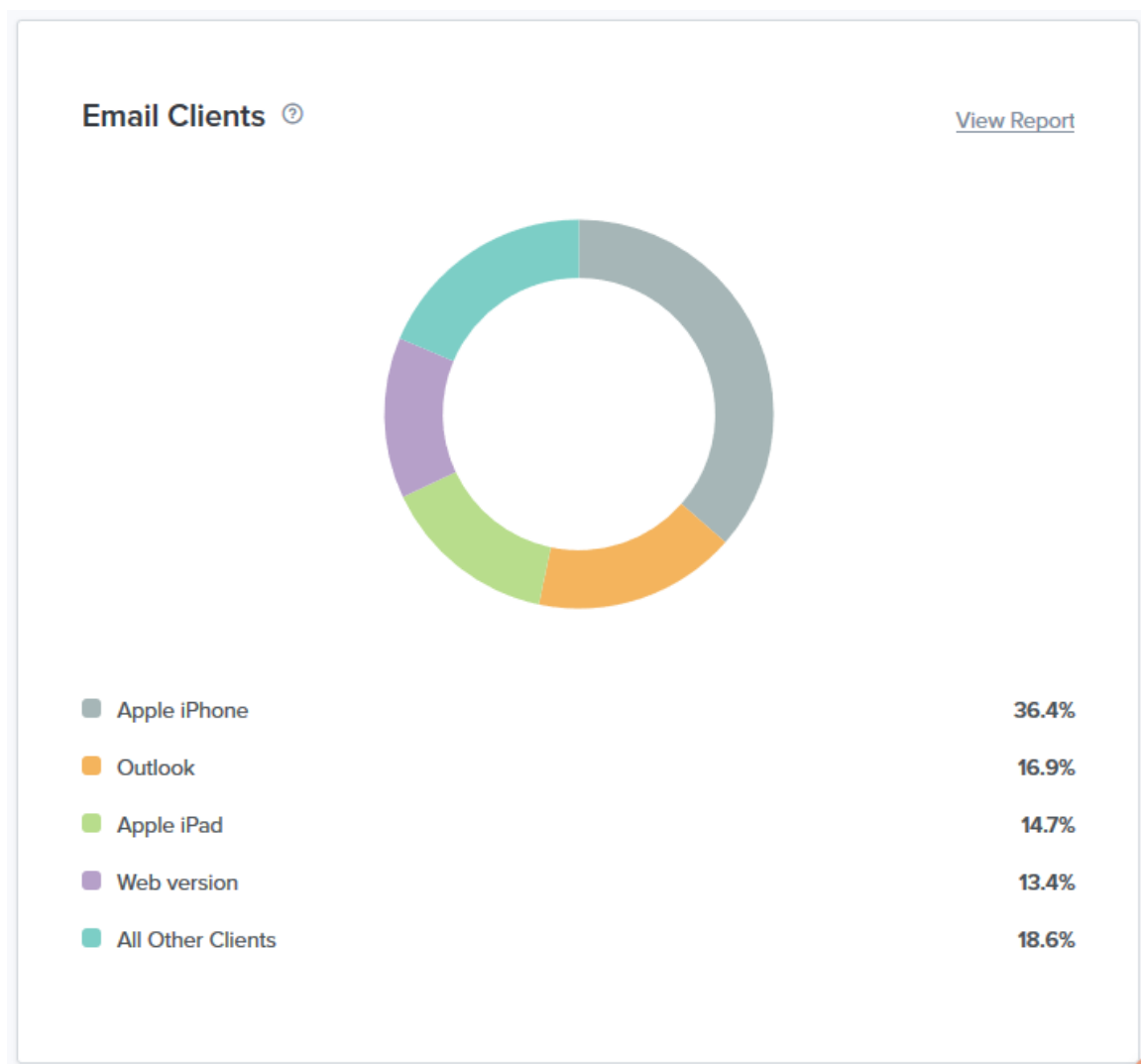
iPhone Breakdown

Email Client	Popularity	Opens Tracked
iOS 12	26.70%	1,280
Other	7.30%	351
iOS 11	1.40%	65
iOS 10	0.50%	24
iOS 5	0.40%	20
iOS 9	0.10%	5
iOS 8	0.00%	2

Open rates on Apple's iPhone are double that of the Outlook desktop email client – not having to navigate Outlook's rendering issues is a good thing!

Here is a breakdown of the iPhone email clients, with iOS 12, the current major release of iOS mobile, having the most opens. This tells us that teachers are tech-savvy and have access to some lovely modern tech for their own use!

Outlook Breakdown

Email Client	Popularity	Opens Tracked
Outlook 2016	6.40%	305
Outlook 2010	5.30%	254
Outlook 2013	3.20%	152
Outlook 2000-2003	1.20%	58
Outlook 2016 Pro	0.80%	38
Outlook 2007	0.00%	1

Outlook 2016 is now more popular than 2010. This is the first time 2016 has been more popular than 2010, with its 2007 iteration seeming to be pretty insignificant.

Web Version Breakdown

Email Client	Popularity	Opens Tracked
Using Chrome	9.20%	439
Using Firefox	2.10%	100
Other	1.40%	65
Using iPhone	0.20%	11
Using Safari	0.20%	11
Using Explorer	0.10%	8
Using iPad	0.10%	6

Chrome and Firefox are clear front-runners and Internet Explorer has plummeted in the last three years.

Total Email Client Breakdown

Email Client	Popularity	Opens Tracked
1. Apple iPhone	36.40%	1,747
2. Outlook	16.90%	808
3. Apple iPad	14.60%	704
4. Web version	13.30%	641
5. Apple Mail	6.70%	316
6. Google Android	3.90%	185
7. Gmail	2.40%	113
8. Samsung Mail	1.90%	93
9. Thunderbird	0.20%	6
10. Yahoo! Mail	0.10%	6
11. Outlook.com	0.00%	4
12. Office 365	0.00%	1
13. Other	3.50%	169

Table of Email Client Data

Total Opens	Email Client	Email Client Version	Platform
1259	Apple iPhone	iOS 12	mobile
454	Apple iPad	iOS 12	mobile
438	Web version	Using Chrome	webmail
351	Apple iPhone	Other	mobile
302	Outlook	Outlook 2016	desktop
243	Outlook	Outlook 2010	desktop
154	Other	Other	desktop
152	Outlook	Outlook 2013	desktop
151	Google Android	Other	mobile
142	Apple Mail	Apple Mail 12	desktop
123	Apple iPad	iOS 11	mobile
113	Gmail	Via Gmail's Image Cache	webmail
66	Apple Mail	Apple Mail 11	desktop
65	Apple iPhone	iOS 11	mobile
65	Web version	Other	webmail
64	Samsung Mail	on Android 8.x	mobile
60	Apple iPad	iOS 9	mobile
58	Outlook	Outlook 2000-2003	desktop
54	Apple iPad	iOS 10	mobile
50	Web version	Using Firefox	webmail
44	Apple Mail	Apple Mail 9	desktop
38	Outlook	Outlook 2016 Pro	desktop
37	Apple Mail	Apple Mail 10	desktop
25	Apple Mail	Apple Mail 8	desktop
24	Apple iPhone	iOS 10	mobile
20	Apple iPhone	iOS 5	mobile
19	Google Android	8.x	mobile
14	Samsung Mail	on Android 7.x	mobile
11	Web version	Using iPhone	mobile
11	Web version	Using Safari	webmail
8	Web version	Using Explorer	webmail
8	Google Android	7.x	mobile

8	Samsung Mail	on Android 6.x	mobile
7	Samsung Mail	on Android 5.x	mobile
6	Apple iPad	iOS 8	mobile
6	Web version	Using iPad	mobile
6	Google Android	6.x	mobile
6	Yahoo! Mail	Via Yahoo's Image Cache	webmail
5	Apple iPhone	iOS 9	mobile
3	Apple Mail	Apple Mail 7	desktop
3	Thunderbird	Thunderbird 60	desktop
3	Thunderbird	Thunderbird 45	desktop
2	Apple iPhone	iOS 8	mobile
2	Apple iPad	iOS 6	mobile
2	Outlook.com	Using Chrome	webmail
1	Outlook	Outlook 2007	desktop
1	Apple iPad	iOS 7	mobile
1	Web version	Using Android	mobile
1	Google Android	5.x	mobile
1	Outlook.com	Using Firefox	webmail
1	Outlook.com	Using Edge	webmail
1	Office 365	Using Edge	webmail

Summary

From our findings, it is clear that we need to further adapt email design to satisfy the ever-growing mobile-centric readership. With this shift, it means that we aren't limited to school opening and closing hours on weekdays - we are, in fact, potentially able to connect with 60% of our audience during a weekend.

We still need to bear in mind Outlook desktop issues, but we aren't limited to its lack of support for CSS properties. Animated GIFs and CSS transitions have support across WebKit rendering engines, which happily proves to be increasingly used by teachers.

65.4% of teachers opening their emails on a mobile device are reading for longer than 8 seconds, compared to 53.2% of teachers opening on a desktop. So, not only are we getting more opens on mobile, we also have teachers' attention for longer.

We now need to focus on the large audience we have on mobile devices. Nearly three out of four people will check their mobile inbox multiple times a day (especially with notifications alerting them when emails arrive). The majority of desktop users, as a group, tend to check their email once a day or less.

Commerical marketers are placing increasing importance on mobile-optimised emails. With the education industry catching up, we must give teachers an exceptional experience with mobile-first content.

Test #2

Email Campaign List: Primary in UK - All Teachers & SMT

Sending Date: 3rd June 2019

Sending Start Time: 8.00am

Mobile Email Open Growth

Reading environment ⑦

🟧 Mobile	**53.6%**
🟦 Webmail	**24.0%**
🟥 Desktop	**22.5%**
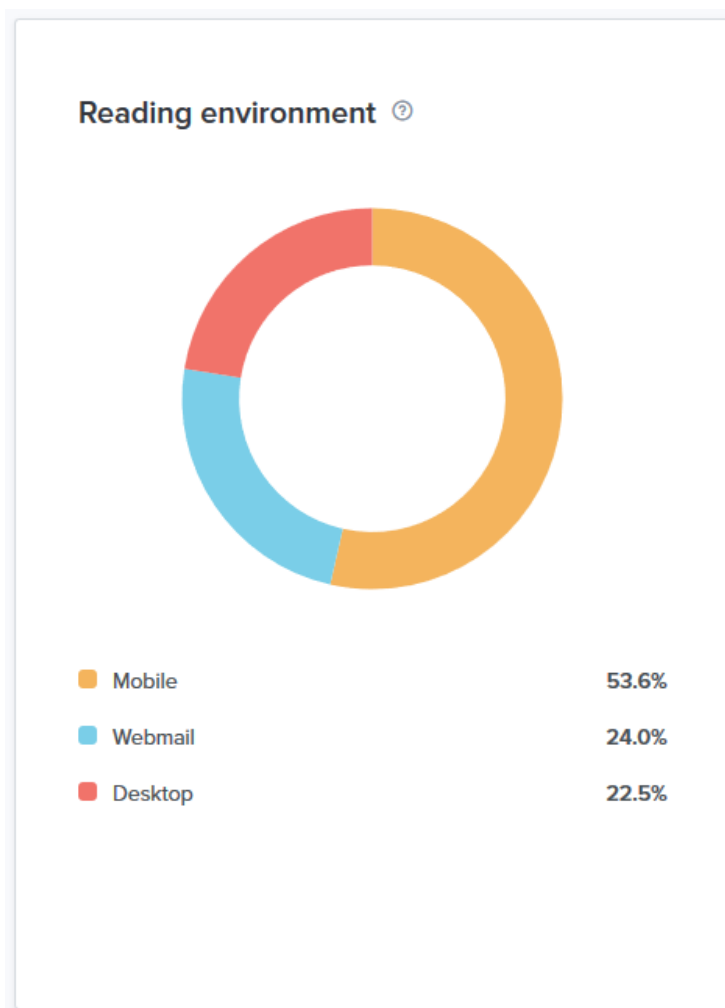
SUMMARY OF STATS

▲ **OPENS**
4,943

▲ **FORWARDS**
89

▲ **PRINTS**
5

▲ **MOST POPULAR READING ENVIRONMENT**
Mobile 53.6%

▲ **MOST POPULAR BROWSER**
Google Chrome

▲ **MOST POPULAR RENDING ENGINE**
Webkit 62.2%

This test was performed solely to focus on opens in Primary Schools in the UK. These stats were collected seven days after the send date.

From the reading environment graph, we can see mobile, again, being the preferred device for reading emails. Webmail comes in second, outperforming desktop opens. Of those using Webmail to open emails, a massive 18.1% are using Chrome. We see a similar pattern here to the previous test, where desktop opens are decreasing.

Breakdown of Rendering Engines
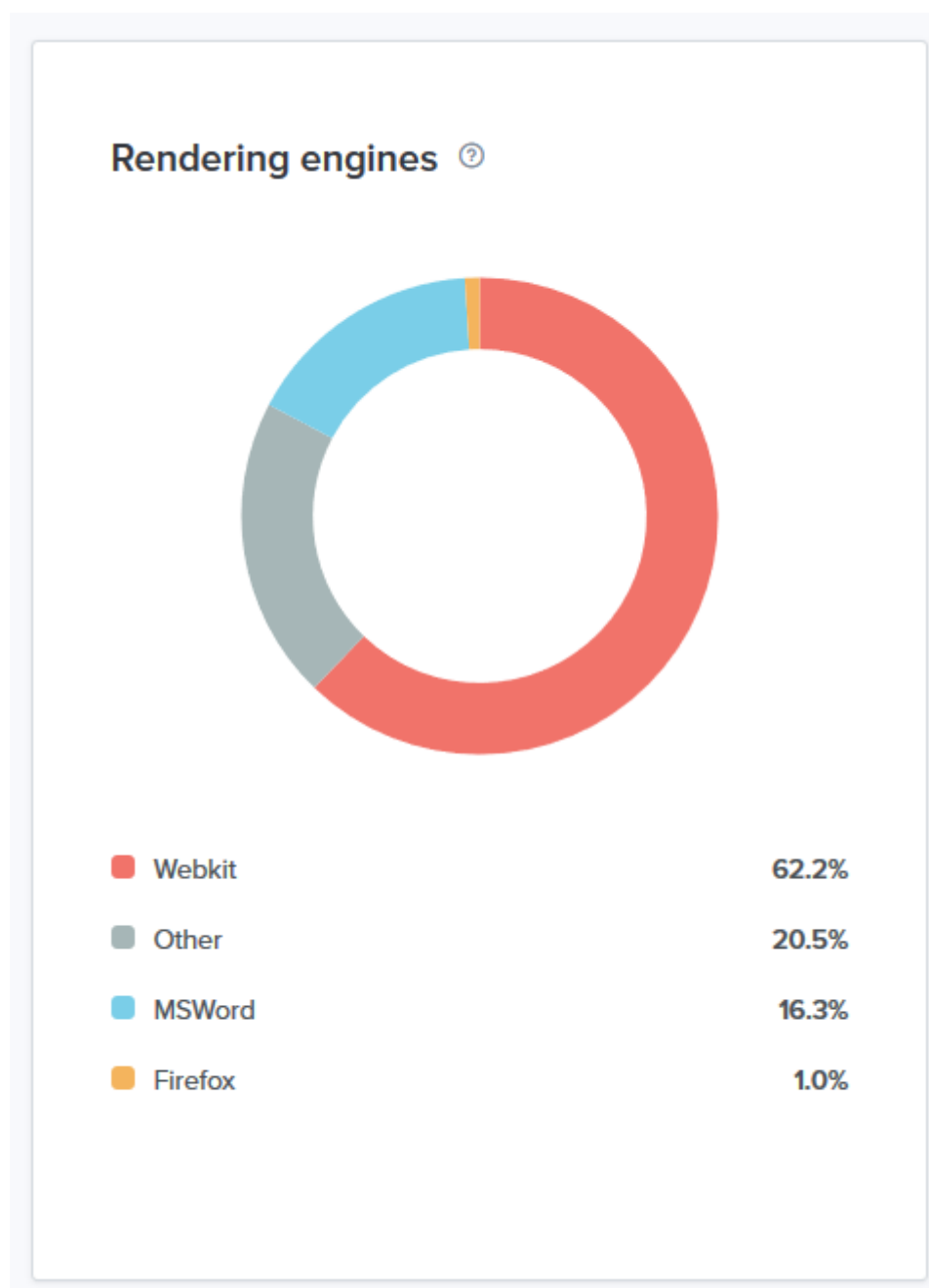
In a repeat of Test 1, Webkit rendering engines take the majority of opens. Internet Explorer had 0 opens.

Breakdown of Email Client Opens

Email Clients ⓘ   _View Report_

Email Client	Percentage
Apple iPhone	34.5%
Web version	22.6%
Outlook	16.4%
Apple iPad	11.6%
All Other Clients	15.0%
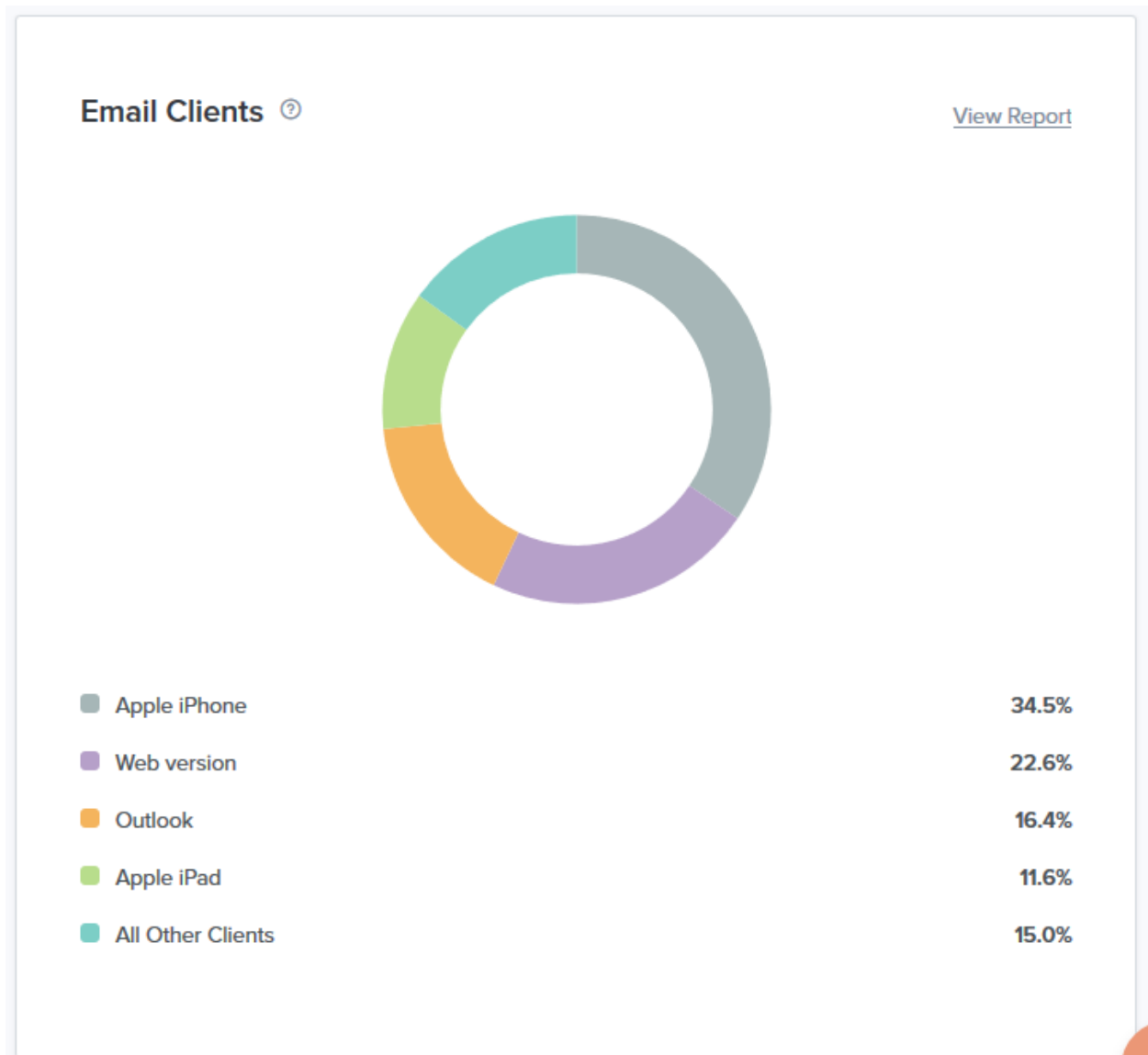
Apple iPhone tops the list as the number one email client to use. Interestigly, web versions outperform Outlook desktop opens. This could be teachers accessing email through web-based apps on their mobile or accessing through webmail clients such as Gmail.

We know that Chrome tops the browser usage with a huge proportion of opens, and Internet Explorer takes 0.3% of opens. We're definitely seeing Internet Explorer de-prioritised as a go-to browser.

iPhone Breakdown

Email Client	Popularity	Opens Tracked
iOS 12	19.30%	953
Other	13.30%	659
iOS 11	0.80%	40
iOS 10	0.40%	18
iOS 9	0.40%	18
iOS 5	0.30%	16
iOS 7	0.00%	1

You may not be surprised that iPhone email opens are double that of the Outlook desktop email client! iOS 12, the current major release of iOS mobile, is really dominating opens.

Web Version Breakdown

Email Client	Popularity	Opens Tracked
Using Chrome	18.10%	898
Using Safari	1.10%	52
Using Firefox	1.00%	49
Other	0.90%	46
Using iPhone	0.70%	34
Using iPad	0.40%	21
Using Explorer	0.30%	16

Chrome, Safari, and Firefox are the top three browsers used to open emails.

Outlook Breakdown

Email Client	Popularity	Opens Tracked
Outlook 2016	6.20%	306
Outlook 2010	4.10%	205
Outlook 2013	3.00%	150
Outlook 2016 Pro	2.40%	120

| Outlook 2007 | 0.40% | 20 |
| Outlook 2000-2003 | 0.20% | 8 |

2016, 2010, and 2013 iterations are the top three Outlook desktop clients used by this demographic.

Total Email Client Breakdown

Email Client	Popularity	Opens Tracked
1. Apple iPhone	36.40%	1,747
2. Outlook	16.90%	808
3. Apple iPad	14.60%	704
4. Web version	13.30%	641
5. Apple Mail	6.70%	316
6. Google Android	3.90%	185
7. Gmail	2.40%	113
8. Samsung Mail	1.90%	93
9. Thunderbird	0.20%	6
10. Yahoo! Mail	0.10%	6
11. Outlook.com	0.00%	4
12. Office 365	0.00%	1
13. Other	3.50%	169

Table of Email Client Data

Total Opens	Email Client	Email Client Version	Platform
907	Apple iPhone	iOS 12	mobile
894	Web version	Using Chrome	webmail
651	Apple iPhone	Other	mobile
336	Apple iPad	iOS 12	mobile
306	Outlook	Outlook 2016	desktop
206	Outlook	Outlook 2010	desktop
155	Google Android	Other	mobile
150	Outlook	Outlook 2013	desktop
126	Apple Mail	Apple Mail 12	desktop

120	Outlook	Outlook 2016 Pro	desktop
118	Other	Other	desktop
111	Apple iPad	iOS 11	mobile
81	Apple Mail	Apple Mail 11	desktop
59	Samsung Mail	on Android 8.x	mobile
52	Web version	Using Safari	webmail
49	Web version	Using Firefox	webmail
46	Web version	Other	webmail
45	Apple iPad	iOS 10	mobile
45	Apple iPad	iOS 9	mobile
40	Apple iPhone	iOS 11	mobile
34	Web version	Using iPhone	mobile
31	Google Android	8.x	mobile
30	Gmail	Via Gmail's Image Cache	webmail
24	Apple Mail	Apple Mail 9	desktop
22	Apple Mail	Apple Mail 8	desktop
21	Web version	Using iPad	mobile
20	Outlook	Outlook 2007	desktop
19	Samsung Mail	on Android 7.x	mobile
18	Apple iPhone	iOS 10	mobile
16	Apple iPhone	iOS 5	mobile
16	Apple iPhone	iOS 9	mobile
16	Web version	Using Explorer	webmail
16	Apple Mail	Apple Mail 10	desktop
15	Google Android	7.x	mobile
14	Apple iPad	iOS 8	mobile
11	Samsung Mail	on Android 6.x	mobile
8	Outlook	Outlook 2000-2003	desktop
5	Samsung Mail	on Android 5.x	mobile
4	Apple Mail	Apple Mail 7	desktop
4	Yahoo! Mail	Via Yahoo's Image Cache	webmail
3	Google Android	6.x	mobile
3	Outlook.com	Using Chrome	webmail
2	Apple iPad	iOS 7	mobile
1	Apple iPhone	iOS 7	mobile

1	Samsung Mail	on Android 4.x	mobile
1	BlackBerry	BlackBerry Z10	mobile
1	Office 365	Other	webmail

Summary

The usage of Apple tech in Primary Schools has substantially risen in recent years; with iPhone, iPads and Apple Mail all featuring within the top ten email clients to open emails on.

Office 365, Blackberry, Samsung Mail, and Apple iPhone iOS 7 only got one open each – so don't make these your top priority when testing how your email designs render.

We are seeing similar patterns from Test #1 and Test #2: more mobile opens; less desktop opens; Chrome being the main browser in usage, and a repeat of a high percentage of opens from Webkit rendering engines.
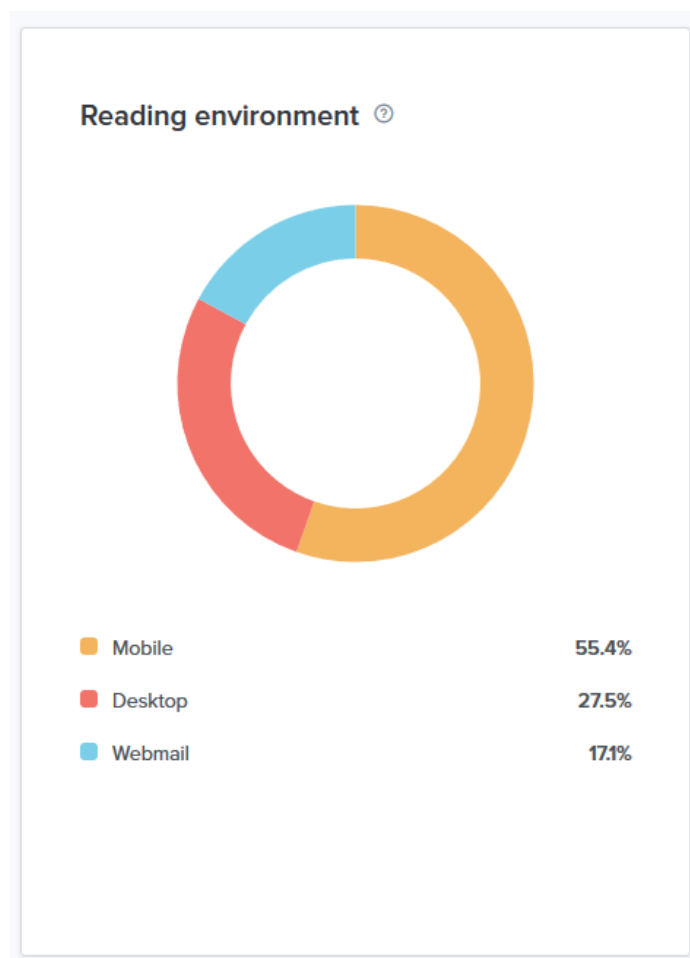
Test #3

Email Campaign List: Secondary in UK - All Teachers & SMT

Sending Date: 4th June 2019

Sending Start Time: 8.00am

Mobile Email Open Growth

Reading environment

🟧 Mobile	**55.4%**
🟥 Desktop	**27.5%**
🟦 Webmail	**17.1%**

SUMMARY OF STATS

▲ **OPENS**
6,939

▲ **FORWARDS**
137

▲ **PRINTS**
6

▲ **MOST POPULAR READING ENVIRONMENT**
Mobile 55.4%

▲ **MOST POPULAR BROWSER**
Google Chrome

▲ **MOST POPULAR RENDING ENGINE**
Webkit 52.4%

This test was performed to focus soley on opens in Secondary Schools in the UK. These stats were collected seven days after the send date.

As with the previous tests, mobile is the preferred device to open email. Desktop comes in second, with webmail being used less in Secondary Schools.

Breakdown of Rendering Engines

Rendering engines ⑦

- 🔴 Webkit — 52.4%
- ⚪ Other — 23.6%
- 🔵 MSWord — 22.7%
- 🟠 Firefox — 0.7%
- 🟢 Explorer — 0.6%
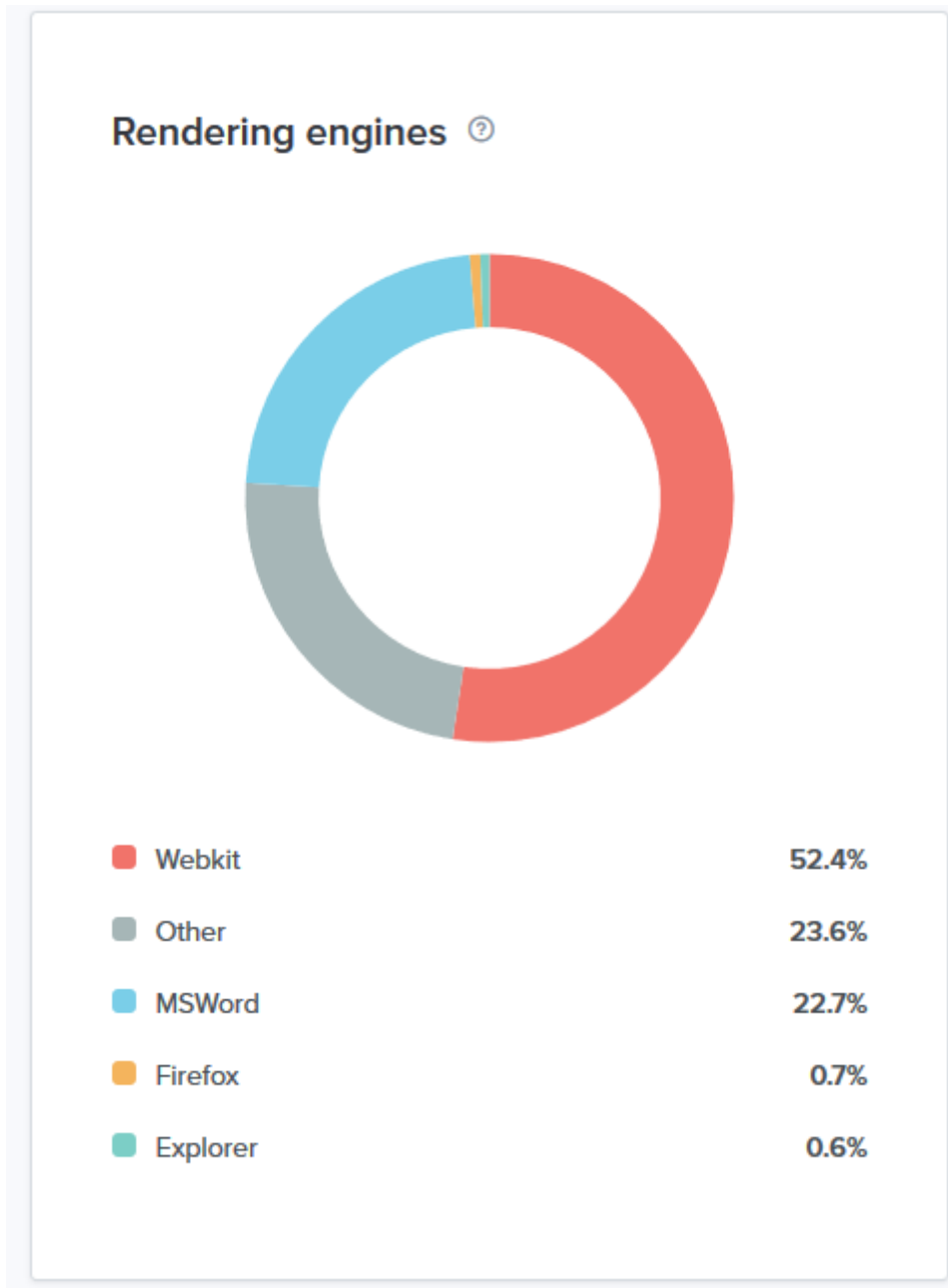
As before, WebKit rendering engines retain the majority of opens. Internet Explorer again has minimal opens.

Breakdown of Email Client Opens
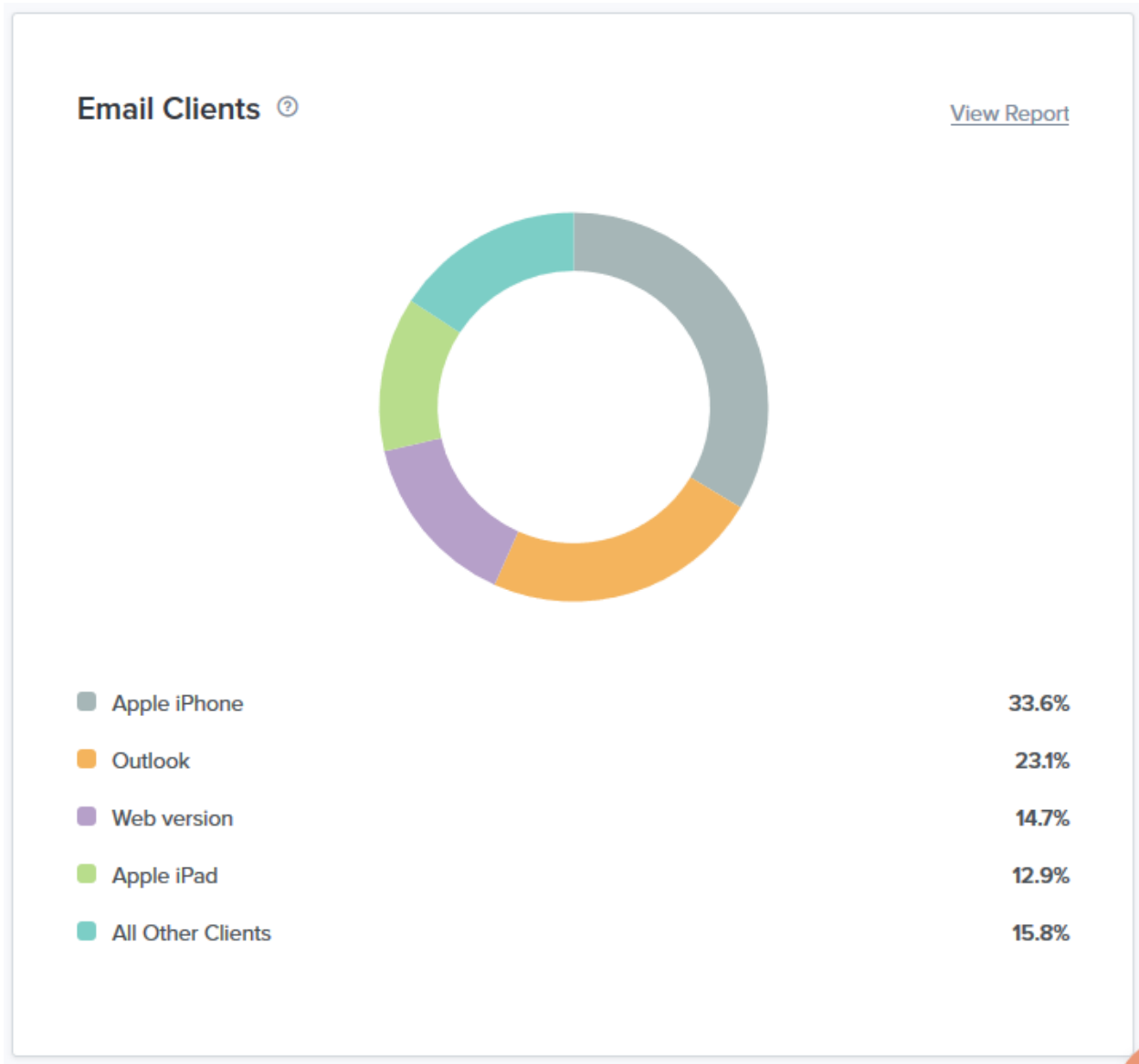
Apple iPhone tops the list as the number-one email client for Secondary School teachers to use. Outlook opens rise in Secondary Schools, compared to Primary - an increase of 7%. Web versions as a means of accessing emails are used less in Secondary Schools - a decrease of 8%.

iPhone Breakdown

Email Client	Popularity	Opens Tracked
iOS 12	17.70%	1,253
Other	14.40%	1,018

iOS 11	0.70%	50
iOS 5	0.40%	31
iOS 10	0.40%	26
iOS 9	0.00%	1

iOS 12 iPhones top the opens with 10% more than Outlook.

Outlook Breakdown

Email Client	Popularity	Opens Tracked
Outlook 2016	14.30%	1,012
Outlook 2010	3.10%	216
Outlook 2013	3.00%	213
Outlook 2016 Pro	2.40%	167
Outlook 2000-2003	0.40%	25
Outlook 2007	0.00%	2

Outlook 2016 definitively has the most opens with 2010 and 2013 iterations lagging behind. This suggests Secondary Schools have updated their internal software. When we compare the Primary stats, we can see Outlook 2010 getting a fair share of opens.

Web Version Breakdown

Email Client	Popularity	Opens Tracked
Using Chrome	10.80%	764
Using Safari	2.00%	140
Other	0.80%	57
Using Firefox	0.70%	49
Using Explorer	0.20%	17
Using iPhone	0.10%	7
Using iPad	0.10%	4

These test results are similar to our Primary Schools test, except Firefox is used less and Internet Explorer is used more.

Total Email Client Breakdown

Email Client	Popularity	Opens Tracked
1. Apple iPhone	33.60%	2,379
2. Outlook	23.20%	1,636
3. Web version	14.70%	1,038
4. Apple iPad	12.80%	910
5. Google Android	4.50%	327
6. Apple Mail	3.40%	233
7. Samsung Mail	2.00%	139
8. Gmail	1.70%	120
9. Yahoo! Mail	0.00%	3
10. Office 365	0.00%	1
11. Other	4.20%	294

Table of Email Client Data

Total Opens	Email Client	Email Client Version	Platform
1184	Apple iPhone	iOS 12	mobile
1015	Outlook	Outlook 2016	desktop
1009	Apple iPhone	Other	mobile
748	Web version	Using Chrome	webmail
570	Apple iPad	iOS 12	mobile
281	Other	Other	desktop
231	Google Android	Other	mobile
216	Outlook	Outlook 2010	desktop
214	Outlook	Outlook 2013	desktop
177	Apple iPad	iOS 11	mobile
167	Outlook	Outlook 2016 Pro	desktop
140	Web version	Using Safari	webmail
120	Gmail	Via Gmail's Image Cache	webmail
112	Apple Mail	Apple Mail 12	desktop
89	Samsung Mail	on Android 8.x	mobile
65	Apple iPad	iOS 10	mobile

62	Apple iPad	iOS 9	mobile
59	Google Android	8.x	mobile
57	Web version	Other	webmail
54	Apple Mail	Apple Mail 9	desktop
49	Apple iPhone	iOS 11	mobile
49	Web version	Using Firefox	webmail
32	Apple Mail	Apple Mail 11	desktop
32	Samsung Mail	on Android 7.x	mobile
31	Apple iPhone	iOS 5	mobile
26	Apple iPhone	iOS 10	mobile
26	Apple Mail	Apple Mail 10	desktop
25	Outlook	Outlook 2000-2003	desktop
20	Google Android	7.x	mobile
17	Web version	Using Explorer	webmail
9	Google Android	6.x	mobile
9	Samsung Mail	on Android 6.x	mobile
8	Apple Mail	Apple Mail 8	desktop
7	Web version	Using iPhone	mobile
7	Samsung Mail	on Android 5.x	mobile
5	Apple iPad	iOS 8	mobile
5	Apple iPad	iOS 7	mobile
4	Web version	Using iPad	mobile
3	Google Android	5.x	mobile
3	Yahoo! Mail	Via Yahoo's Image Cache	webmail
2	Outlook	Outlook 2007	desktop
1	Apple iPhone	iOS 9	mobile
1	Apple iPad	iOS 5	mobile
1	Google Android	4.x	mobile
1	Apple Mail	Apple Mail 7	desktop
1	Office 365	Using Explorer	webmail

Summary

In Secondary Schools, we see the iPhone and Outlook 2016 desktop client almost neck and neck - there is little in it. We still see a significant amount of opens in Outlook 2016. With the top three email clients combined, two thirds are mobile opens on a Webkit rendering engine. We also see Outlook 2010 and 2013 drop down the list for opens, with Outlook 2016 brought in to replace them. Apple iPads are in good use in Secondary Schools and take up 12.8% of all opens in the test.

Yahoo! Mail and Gmail take 0.04% and 0.01% of opens, so we can see that these popular webmail clients aren't really used in Secondary Schools. Chrome is the most popular browser used by teachers in Secondary Schools. In fact, across all three tests, Chrome has been used to open the most emails – so keep this browser in mind when checking the rendering of your emails.

In conclusion, we can see a similar pattern in the rise of the mobile opens, but in Secondary Schools, Outlook remains a consistent means of reading emails.

Key Points from Analytics

- Primary teachers read their emails for longer than Secondary teachers.
- 79% of teachers in schools spent longer than 2 seconds looking at an email.
- Most popular mobile device: iPhone iOS 12.
- Most popular desktop email client: Outlook 2016.
- Most popular browser: Google Chrome.
- Although mobile opens are increasing, Outlook has more opens in Secondary Schools, specifically in its 2016 iteration.
- Outlook 2010 is still widely used in Primary Schools.
- Outlook 2007 is being phased out.
- Secondary schools are increasingly opening emails on iPads.
- Gmail, Yahoo Mail!, and Outlook.com are less popular among teachers.
- Office 365, Blackberry, Samsung Mail, and Apple iPhone iOS 7 only had one open each in our tests – not clients you particularly need to cater for.
- Internet Explorer really isn't a major browser used by teachers – it gets little to no use.
- Up to 60% of our teachers use Webkit rendering engines to access their emails.
- 65.4% of teachers opening their emails on a mobile device are reading for longer than 8 seconds, compared to the 53.2% of teachers opening on a desktop.

The Next Step...

Trends and recommendations for an improved mobile-first experience:

- Utilise dynamic content to make your mobile-first emails more targeted
- With the rise in mobile usage, more interactive email experiences are possible
- Add more live content such as countdown clocks and news feeds
- Simplify mobile versions of your email by omitting elements such as decorative graphics for a more streamlined viewing experience
- Experiment with animation to grab attention
- Improve email accessibility for people with disabilities and optimise emails for dark-mode

I really appreciate the time you've taken to read this report and I hope it makes a difference to your business. If you have any questions then I'd love to hear from you, so get in touch today on 01684 297374, or email info@sprint-education.co.uk.

Wishing you every success,

Jen Elliott
Lead Coder Sprint Education
jen@sprint-education.co.uk
www.sprint-education.co.uk