FREE PLAYBOOK | EMAIL MARKETING

The Click-Rate Playbook

5 real email campaigns, torn down. What got them clicked, and templates you can copy this week.

500+	1.2M+	23,770
campaigns created	emails sent	clicks in 2026

By Sufyan

Email marketing for B2B & service brands

Based on real campaigns sent in 2026

Before you read: how to use these numbers

Every teardown shows real numbers from real sends. Here is how to read them honestly, so you can trust what you copy.

Open rate

Opens divided by emails delivered. Privacy features and bots can inflate this number, so treat it as a direction, not a final score.

Click rate (CTR)

Clicks divided by openers, as reported by the sending platform (Acumbamail). It shows how many of the people who opened were interested enough to click. This is the number that matters most.

Segments change everything

Emails sent to people who already opened or engaged (retarget or "openers" sends) perform far higher than a first send to a cold list. Each page tells you which type of send it was. Do not compare a retarget number with a first-send number.

How each teardown works

Every page has the same 4 parts: the subject line and numbers, what the email does, why it got clicked, and a short template to steal.

The 5 campaigns

1	**UHU Power ISUZU**	B2B generators	Retarget send
2	**Website 50% OFF, Mail C**	Digital services	Openers segment
3	**Kaacib Ramzan 15% OFF**	Home appliance repair	Same email, new subject
4	**Halwa Puri Set offer**	Restaurant, UAE	Standard send
5	**Transformation Times**	Newsletter, wellness clinics	Standard send

UHU Power ISUZU



OPEN RATE

72%

CLICK RATE (OF OPENERS)

45.4%

RETARGET SEND TO AN ENGAGED SEGMENT

SUBJECT LINE

UHU Power ISUZU Built for performance, trusted for reliability

What the email does

- **One product, one promise:** an original Isuzu generator from an OEM partner, with a 2-year warranty.
- **Trust proof in the image:** warranty badge, a "Brand New" stamp and four short benefits (Japanese technology, 15-60 kVA stock range, top quality canopy, fuel efficient).
- **One red button:** Explore More. A short text block repeats the offer in 4 bullets, then brand logos build trust.

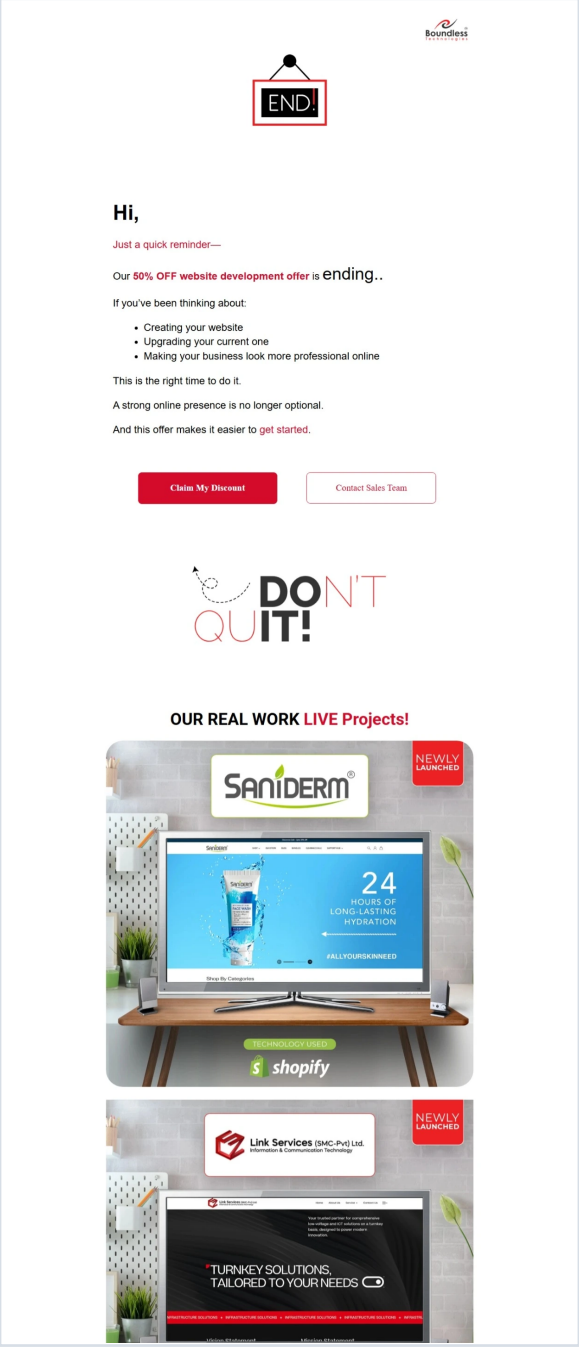
Why it got clicked

- It answers the buyer's first fear right away: *"Is this original?"*
- The key facts are readable in 3 seconds. A busy buyer does not have to hunt for them.
- Only one action is offered, so there is nothing to compare or get lost in.
- This was a retarget send, so it reached people who were already interested.

STEAL THIS TEMPLATE

[Product] from [authorized source]. [Biggest trust proof]. [3 short benefits]. One button.

Website 50% OFF, Mail C



Top section of the email shown.

OPEN RATE
87-91%

CLICK RATE (OF OPENERS)
26-35%

4 SENDS TO THE OPENERS SEGMENT

SUBJECT LINE

Don't delay your online presence - 50% offer ending

What the email does

- **A deadline you can see:** a big "END!" graphic, then a short plain-text note that the 50% offer is ending.
- **Speaks the reader's own thoughts:** "If you've been thinking about a website, upgrading, looking more professional..."
- **Two buttons for two buyers:** Claim My Discount (ready now) and Contact Sales Team (wants to talk).
- **Proof right under the ask:** four live client websites and a video testimonial.

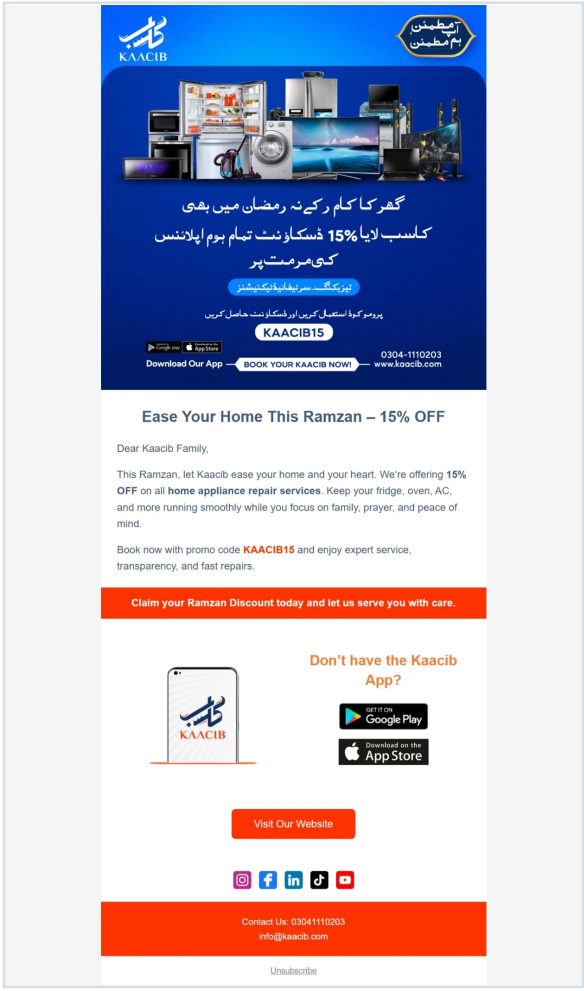
Why it got clicked

- It is the third email in a sequence, sent only to people who had already opened before.
- The tone is a friendly reminder, not a hard sell.
- Real work is shown straight after the offer, so doubt is answered at the moment it appears.

STEAL THIS TEMPLATE

Quick reminder: [offer] ends [date]. If you've been thinking about [3 things]. [Claim button] [Talk to us button]. 3 real examples.

Kaacib Ramzan 15% OFF



OPEN RATE	CLICK RATE (OF OPENERS)
22.4% to 65.4%	12.8% to 17.2%

SAME EMAIL, RESENT TO OPENERS WITH A NEW SUBJECT LINE

SUBJECT LINE

A: Kaacib's Ramzan gift, 15% off, don't miss it! (22.4% open, 12.8% CTR)

B: Last chance to save 15% this Ramzan (65.4% open, 17.2% CTR)

What the email does

- **Bilingual hero:** an Urdu and English banner with the promo code KAACIB15 in a clear badge.
- **Short body copy** with the discount and the code in orange, then a bold orange strip as the call to action.
- **An easy next step:** app download buttons and a Visit Our Website button for people who want to book.

Why it got clicked

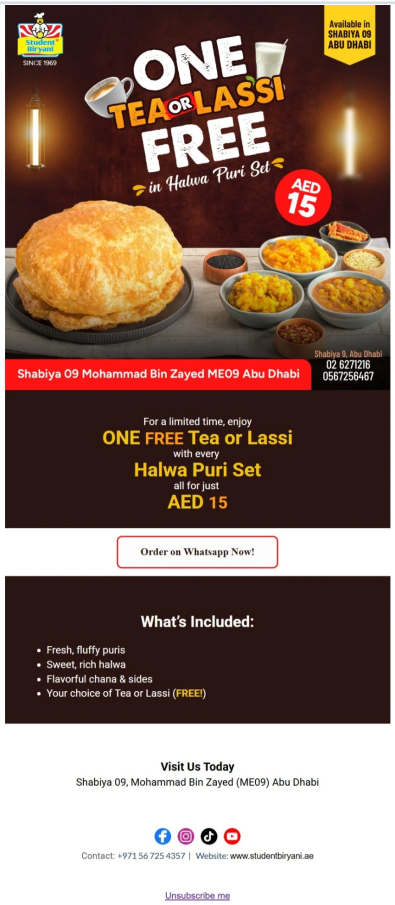
- The email body did not change. It was resent only to people who had already opened it, with a new subject line.
- These people already knew the offer, so the high open rate is partly expected. The real signal is the click rate: it rose from 12.8% to 17.2% among openers.
- "Last chance" adds a deadline and the fear of missing out, and the new subject is shorter and starts with the action.

STEAL THIS TEMPLATE

A: [Offer] + [soft reason]. B: Last chance to [benefit] this [season].

Halwa Puri Set offer

Restaurant | Local offer



OPEN RATE	CLICK RATE (OF OPENERS)
59.2%	42.4%

STANDARD SEND, ABU DHABI LIST

SUBJECT LINE

[party emoji] FREE Tea or Lassi with Your Halwa Puri Set - Only AED 15!

What the email does

- **The whole offer in the first screen:** "One Tea or Lassi free" in huge type, with a red AED 15 price badge.
- **Hyper-local:** a yellow "Available in Shabiya 09, Abu Dhabi" tag, so only nearby people care.
- **One easy action:** Order on WhatsApp Now, followed by a short "What's Included" list.

Why it got clicked

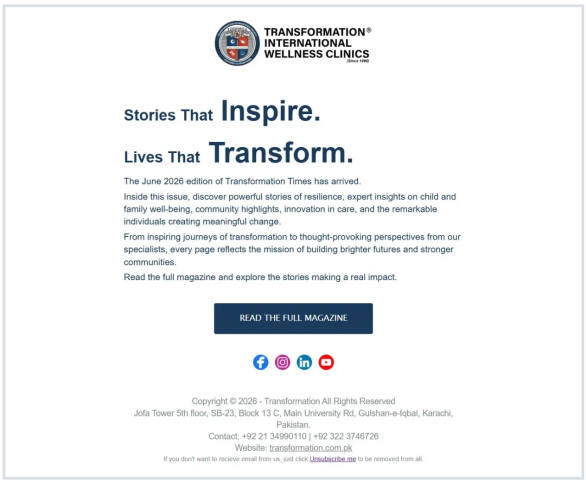
- The subject line carries the offer and the price, so the open already feels like a decision.
- "Free" with a purchase feels bigger than a small discount.
- WhatsApp is a very low-effort click for a quick food order.

STEAL THIS TEMPLATE

FREE [small extra] with your [main product] - only [price]! Available at [location]. One easy action button.

Transformation Times, June 2026

Newsletter | Wellness clinics



OPEN RATE

24.6%

CLICK RATE (OF OPENERS)

19.8%

STANDARD NEWSLETTER SEND

SUBJECT LINE

Powerful stories of resilience, expert insights on child and family well-being

What the email does

- **A two-line headline** that sums up the issue: "Stories That Inspire. Lives That Transform."
- **A short teaser paragraph,** not the full content. It lists what is inside the magazine.
- **One button:** Read the Full Magazine. Clean, text-first design.

Why it got clicked

- The email is a teaser. Its only job is to earn the click to the full magazine.
- The subject line is specific and benefit-led: real stories plus expert insights.
- Very little design weight means it loads fast and feels personal.

STEAL THIS TEMPLATE

[Edition] has arrived. Inside: [3 specific things]. One button: Read the full [issue].

BONUS

The retargeting checklist

Three of the five campaigns above got their best results from follow-ups to people who had already opened. Use this checklist on your next campaign.

1. **Send one clear first email**
   One offer, one button. If the first email is confusing, a follow-up will not fix it.

2. **Split your audience after the send**
   Group people into: opened and clicked, opened but did not click, and did not open.

3. **Resend to openers with a new subject**
   In the Kaacib campaign, the same email resent to openers with a "Last chance" subject lifted clicks from 12.8% to 17.2%. Keep the new subject short and add a deadline.

4. **Follow up again: shorter and sharper**
   Add a deadline, put proof under the offer, and offer two buttons (buy now and talk to us), like the Website 50% OFF Mail C, which went to openers.

5. **Never send the follow-up to people who already clicked**
   They have acted. Move them to the next step instead.

6. **Judge by clicks, not just opens**
   Opens can be inflated. Clicks show real interest.

Want me to look at your emails?

In a free 15-minute call, I will show you what is working, what is not, and the first thing I would fix. No pressure, no sales pitch.

Book my free 15-min review

calendly.com/sufyanraheelattari/free-email-marketing-review-15-min

About me

I am Sufyan. I plan, write and design email campaigns for B2B and service brands. I started as a designer, which is why my emails look as good as they read. 500+ campaigns and 1.2M+ emails so far.

Numbers are from real campaign reports. Results vary by list, offer and segment.