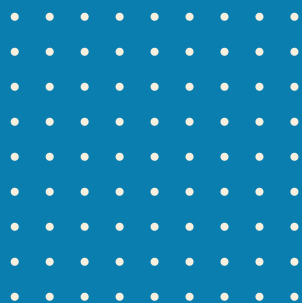


Inbox Intelligence Report



FALL 2022



Data and insights
concerning the state of the
email inbox of U.S. business
professionals.

Presented by



gated



Report Overview

A look at the inbox.

Email as a communication platform is still dominant in the workplace - and yet individual inboxes can be frustrating, overwhelming, and unproductive.

This report explores data and sentiment from U.S. professionals in order to understand the state of the email inbox today - as well as the resulting impact on productivity and wellbeing.

The survey-based insights in this report were gathered via Centiment through a sample of 560 U.S. adults 25-65 who use email for work. Survey data is complemented by anonymous, aggregated internal data from 1,500 Gated users.

Top findings include:

- **81%** of people say that email is their primary source of internal communication at work
- **62%** of people agree that it's hard to focus because of digital distractions
- **67%** of people feel overwhelmed by their inbox
- **82%** of people miss important emails because there is too much in their inbox

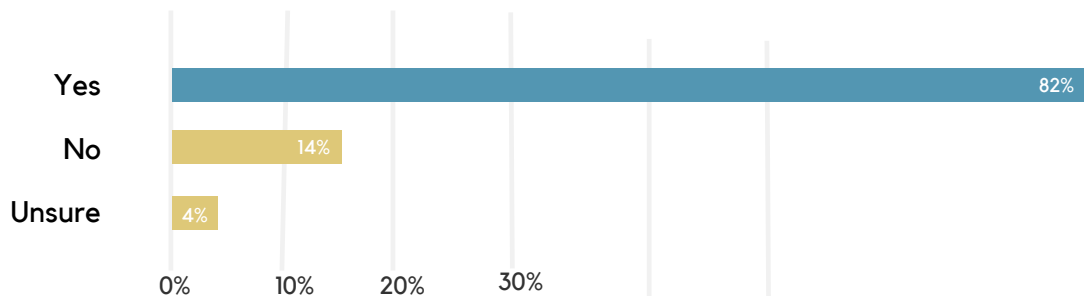
1 Email remains critical to how we communicate.

Nope. It's not dead.

A strong majority of U.S. professionals rely on email for both internal and external communication.

82%

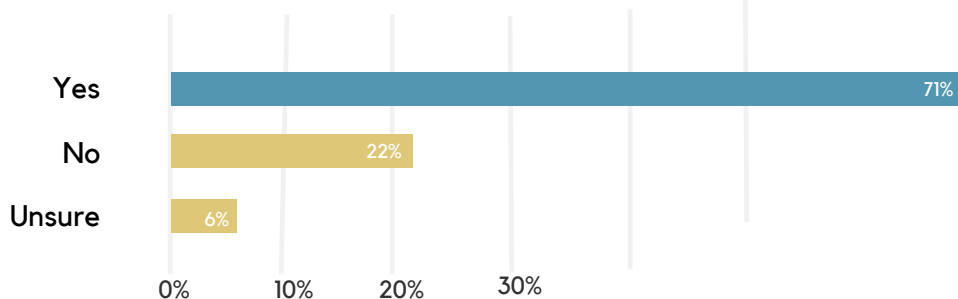
say email is their primary source of internal communication at work (*colleagues and teams*)



""Email is the primary method of communication I use when communicating within my company.""

71%

say email is their primary source of external communication at work (*clients, customers, and beyond*)



""Email is the primary method of communication I use when communicating within my company.""

How much email do we get?

Aggregate, anonymous data of Gated users reveals the volume of emails received in the inbox (excluding emails caught by automatic spam filters).



87/day

average emails received by executive work email accounts on a workday (Mon-Fri)



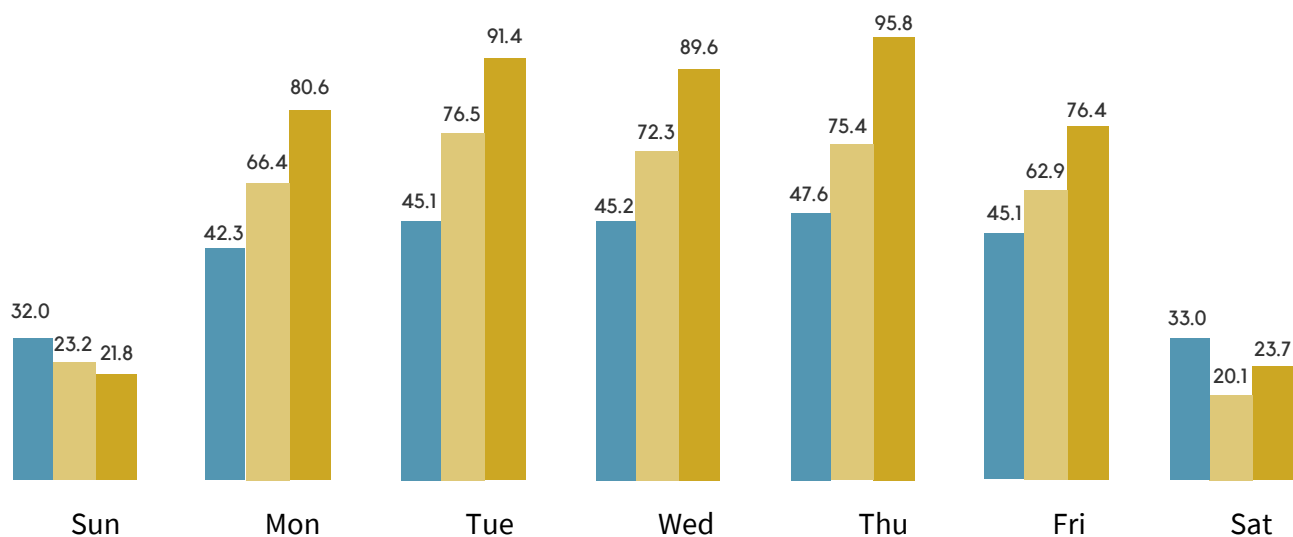
71/day

average emails received by all work email accounts on a workday (Mon-Fri)



42/day

average emails received by personal email accounts (Mon-Sun)



Average emails received daily (after spam filters are applied), US adults 25-65 who use work email.

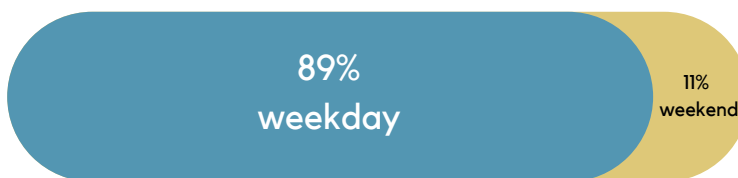
■ Personal email accounts ■ Work email accounts ■ Executive work email accounts

When do we get emails?

Gated user data shows when people receive inbound email (excluding email caught by automatic spam filters).



% of emails received, personal email accounts



% of emails received, work email accounts



Tuesday and Thursday

are the days when people receive the most inbound email

A view into the inbox



Megan Boone

'It felt like a never-ending stream of inbound emails, regardless of relevance.'

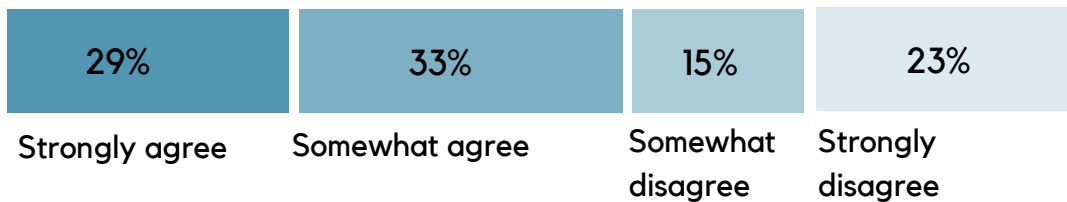
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We've got a digital noise problem.

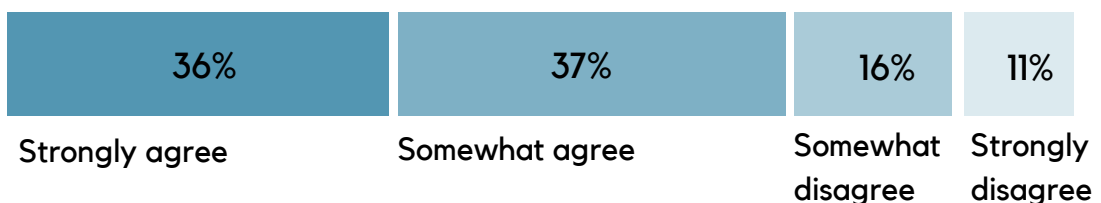
What's the breaking point?

In email and beyond, the volume of distractions and inbound information is so great that U.S. professionals are feeling the overload and taking measures to tune out the noise.

62% agree or strongly agree with the statement: **'I find it hard to focus because of digital distractions.'**



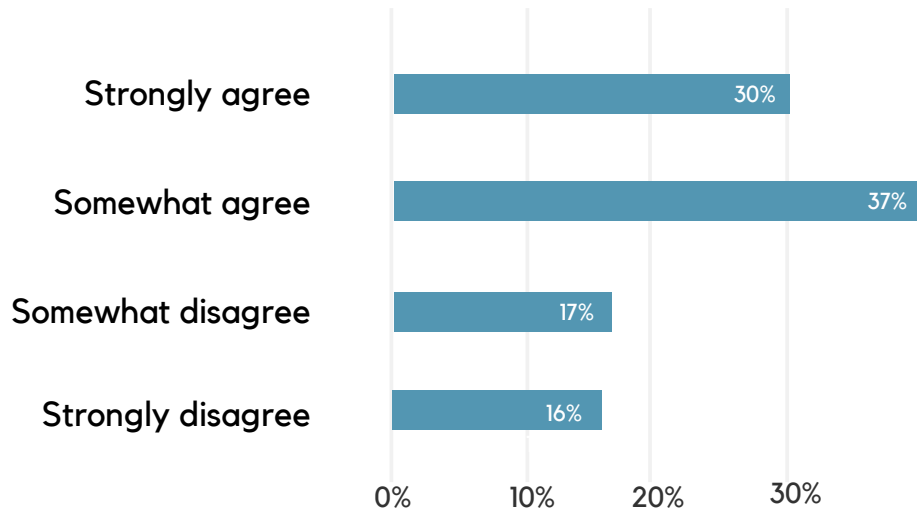
73% of survey respondents agree with the statement: **'I get too much unsolicited email.'**





67%

of respondents somewhat or strongly agree with the statement: **'I feel overwhelmed by my inbox.'**

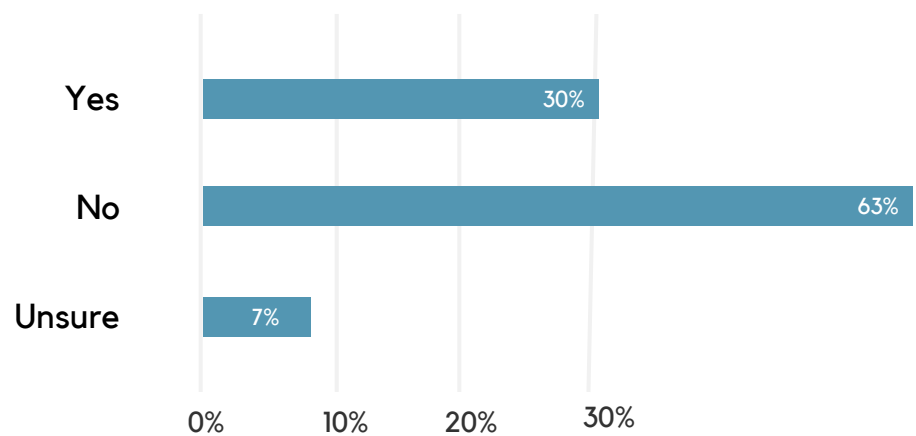


Statement: 'I feel overwhelmed by my email inbox.'



30%

have given up on email or **'declared email bankruptcy'** at some point - entirely deleting or abandoning their inbox



"Have you ever given up on email or 'declared email bankruptcy'?"



3

More effort won't solve the problem.

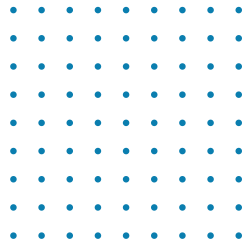
Just work harder?

Most email management solutions today help you manage the mess or make you spend more of your valuable time to feel productive. But in today's world, that's an increasingly daunting challenge.

It is an outdated expectation that you should have to deal with any email, from any sender, at any time.

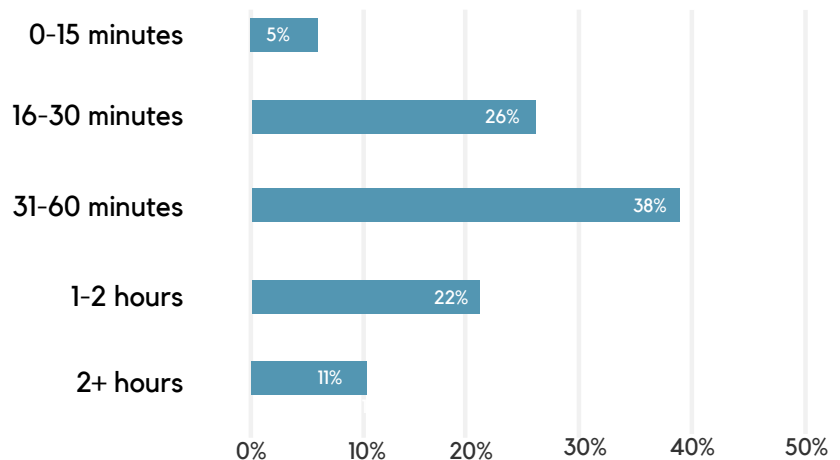
71%

agree with the statement: **'Dealing with my inbox takes time away from more important tasks.'**



1/3

of respondents report spending **more than an hour every day** dealing with their email inbox



'How much time do you spend a day sorting through and dealing with your email inbox?'

How relevant is the email in our inboxes?

Across Gated users, we examined the % of messages designated as **not critical** (emails that users chose to divert to the Gated folder) vs. **critical** (allowed to remain in the inbox).



37%

of all emails (even after automatic spam filters were applied) are not of immediate value to the inbox owner



At work, **28%** of emails are not of immediate value



For executives at work, **32%** of emails are not of immediate value

	% Gated <small>(not on user-defined Allow List)</small>	% Inbox <small>(on user-defined Allow List)</small>
All email accounts	37%	63%
Work email accounts	28%	72%
Executive work email accounts	32%	68%

4

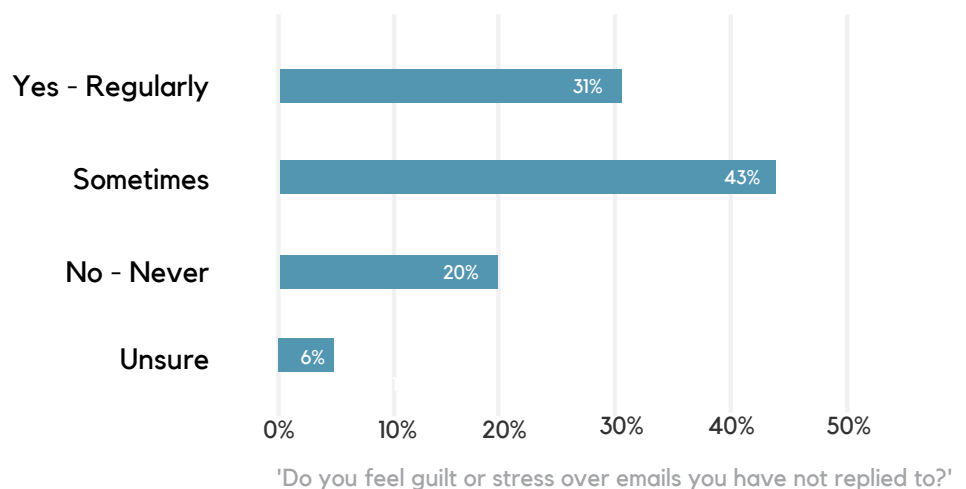
The struggle against email overload is real.

It's taking a toll.

Current solutions aren't working at scale for people. The problem of email overload is causing measurable impact on business productivity - and mental health.

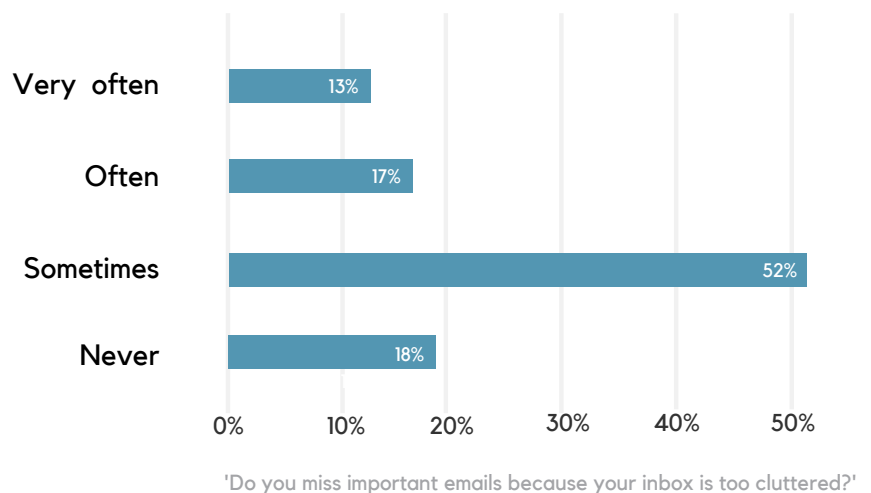
74%

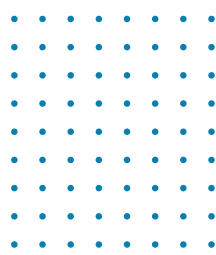
report feeling **guilt or stress** over emails they have not read or replied to.



82%

report **sometimes, often, or very often** missing emails because their inbox is too cluttered.





Survey respondents were asked which of the following solutions they have tried, or currently use, to manage their inbox:

Strategy	% of Respondents
Blocked time during the day	26%
Worked with an executive assistant	27%
Used a different email platform (e.g. Superhuman, Hey)	28%
Used an out-of-office reply	31%
Used an email tool (e.g. Sanebox, Shortwave)	32%
Used scheduled-send functionality	36%
Used an alternate/backup email address	36%
Used filters	45%
Used folders/labels	48%

A view into the inbox



Jenn Steele

"My inbox was like a game of whack-a-mole - what can I get rid of to winnow it down to the email I actually need to pay attention to?"



5

The inbox has room for human connection.

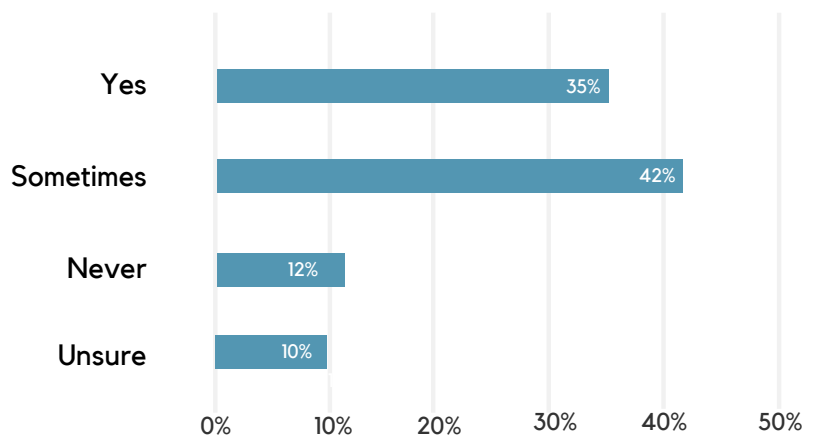
Love your email again.

Email still provides opportunity for new connections and discovering opportunity. More than 3/4 of email users believe that valuable messages can come from unknown senders - as well as from people they know and trust.

What matters most is relevance. When the inbox holds messages that are of core value to the inbox owner, it becomes a useful tool once again.

77%

of respondents believe that **cold email** (from unknown senders) can be useful for learning about interesting or relevant opportunities



"Do you believe cold email can be useful for learning about interesting/relevant opportunities?"

A view into the inbox



Eric Portugal Welsh

"Emails in my inbox should be ones I want or need to reply to."

With Gated, unknown senders must either donate to charity or verify that they know the recipient, in order to reach that person's inbox. To understand the value of cold email, this report examines data related to senders who made a donation to reach someone.



45%

of senders who donated received a response

vs. benchmark reply rates of ~1%

25%

of Gated users respond to every single email from a sender who donates

Learn more about Gated's unique solution at www.gated.com



Data Details



Survey Data

Survey data was gathered across 560 U.S. adults, age 25-65, who use email at work. Survey creation and collection was completed by [Centiment](#) in October 2022. Centiment is an all-in-one research platform enterprises and academics use to build advanced surveys and reach targeted audiences in 100+ countries.



Inbox Data

Aggregated, anonymous data from 1,500 Gated users was gathered in October 2022.

Gated never looks at or reads the contents of any user emails. We take the privacy of our users very seriously - gated.com/privacy-policy.

Love your inbox again

The inbox is a personal place. Those who find success in this digitally noisy world have found a way to take back control of the messages they see and who they hear from.



A marketing leader protecting her attention but remaining open to opportunity

"So the inbox has become a free for all, but it really needs to be a more sacred place."



A busy RevOps leader seeking productivity for himself and his team

"I want to know who is actually trying to engage with me and not just dropping me into an email campaign."

Read their stories and more at gated.com/blog

We'll be back in 2023 with an updated report – to examine how the state of your inbox is changing over time.



Join the conversation.



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A 100% remote company