

Mapp Global Provider Report 2019

170,000,000+ Emails checked in August/September 2019 (30 days)

3 TOP TAKEAWAYS:

1

Major players Gmail, Microsoft and Verizon continue to grow, i.e. they are the most relevant mailboxes internationally and continue to determine international inbox trends.

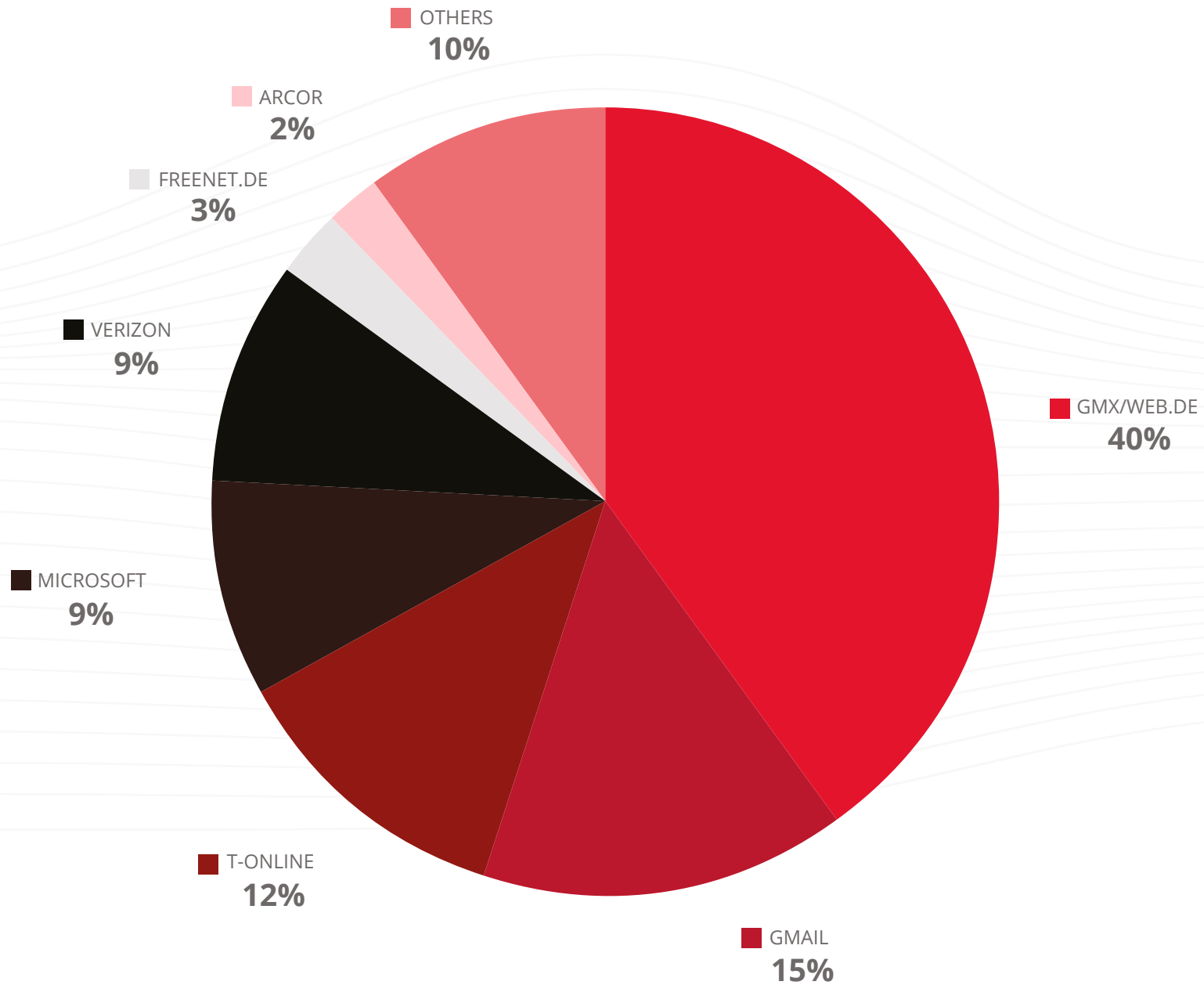
2

Local markets in Europe can differ significantly from the average, e. g. in Germany, France and Poland providers who only operate nationally have a very strong position.

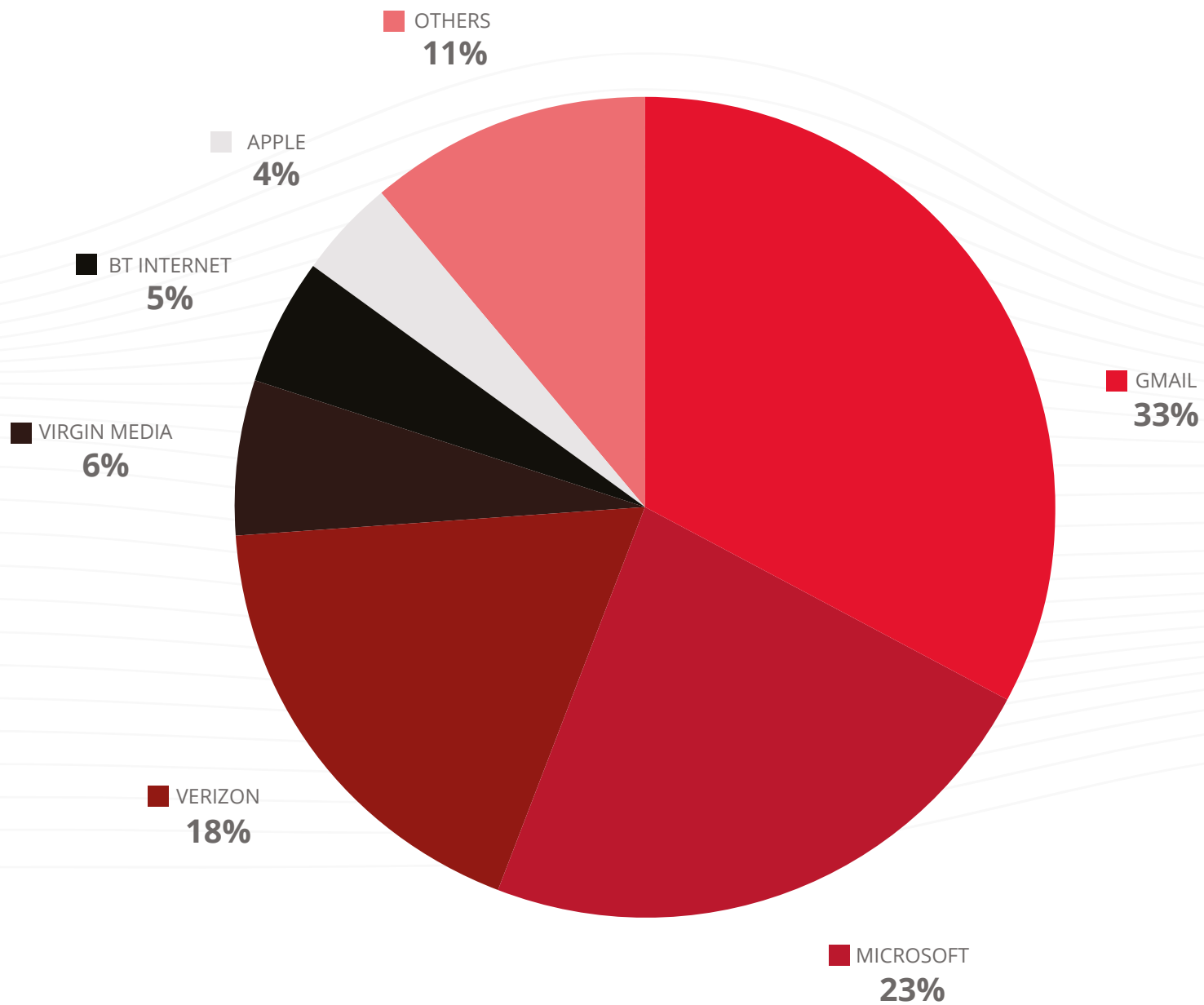
3

Country-specific deliverability rates depend strongly on how the ISP share looks like in the recipient list of companies. This also applies to national whitelisting programs.

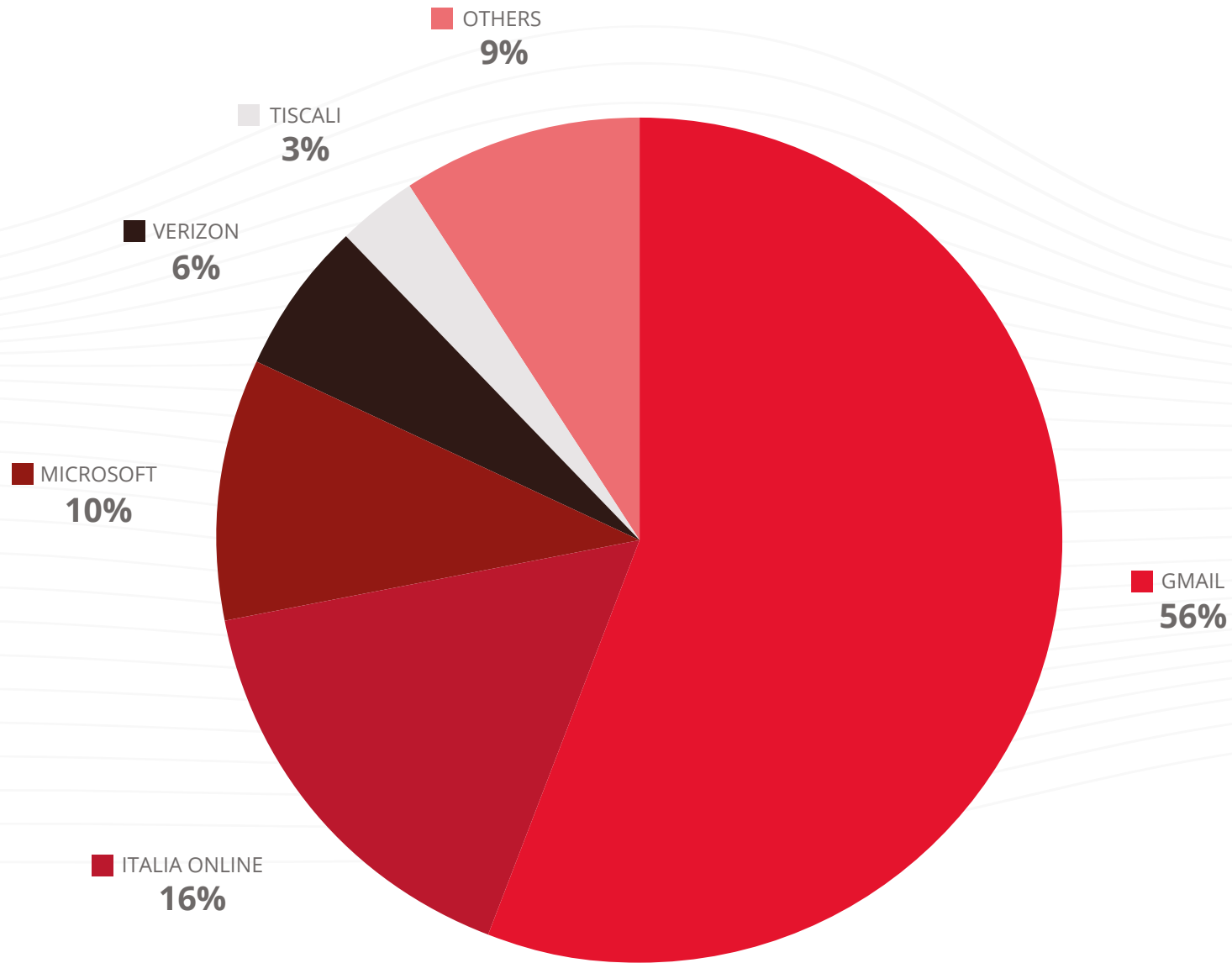
MARKET SHARE



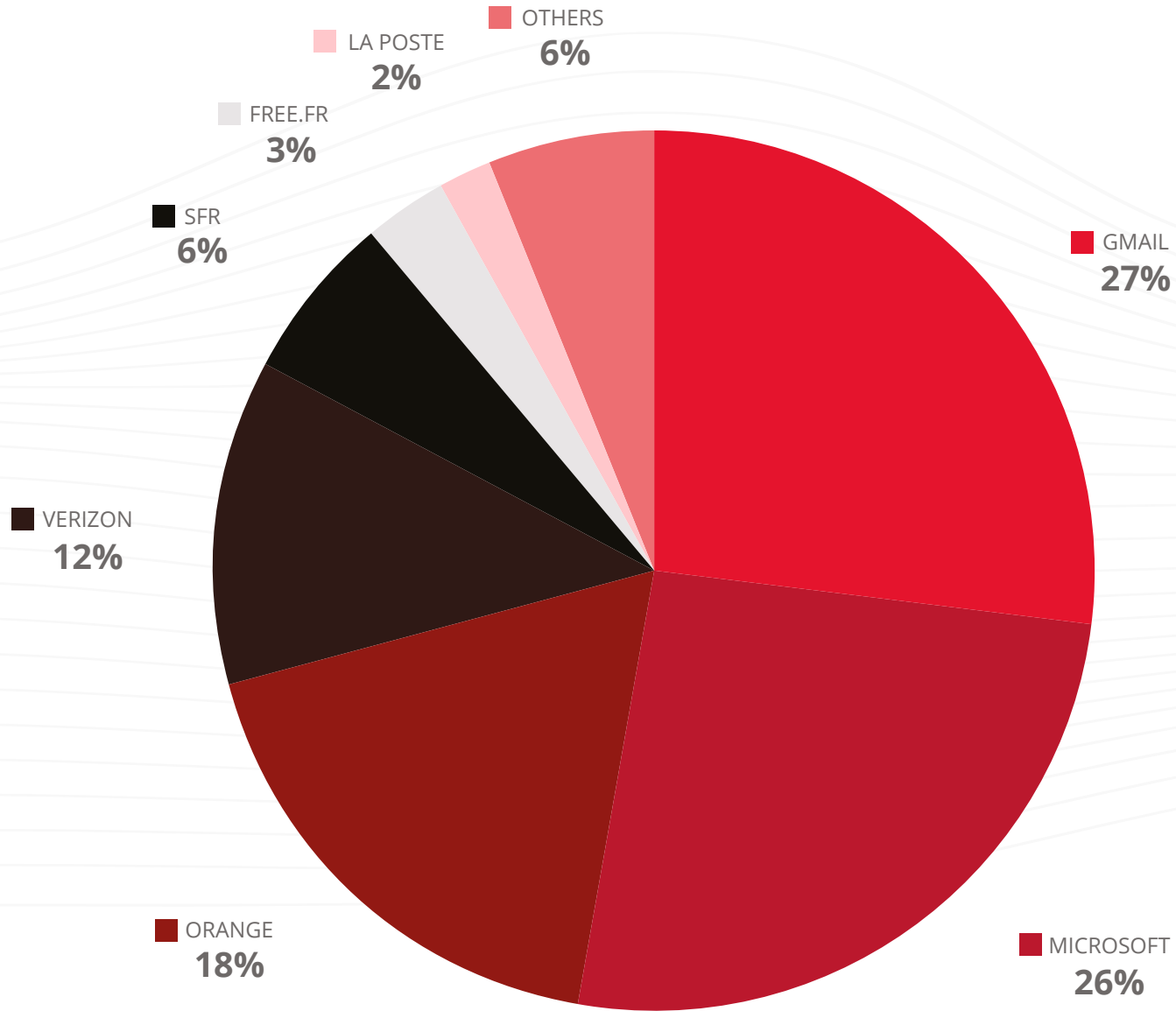
MARKET SHARE



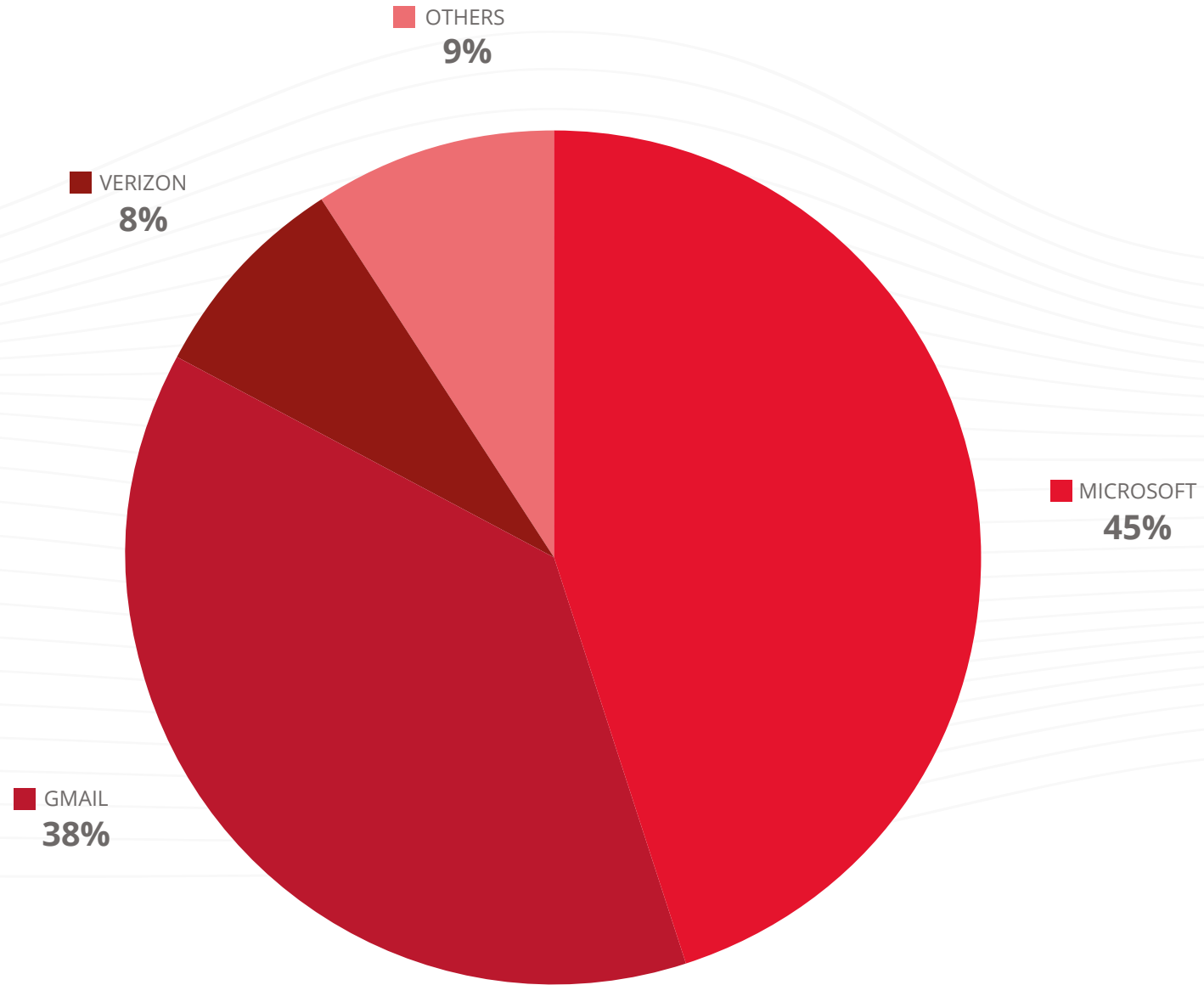
MARKET SHARE



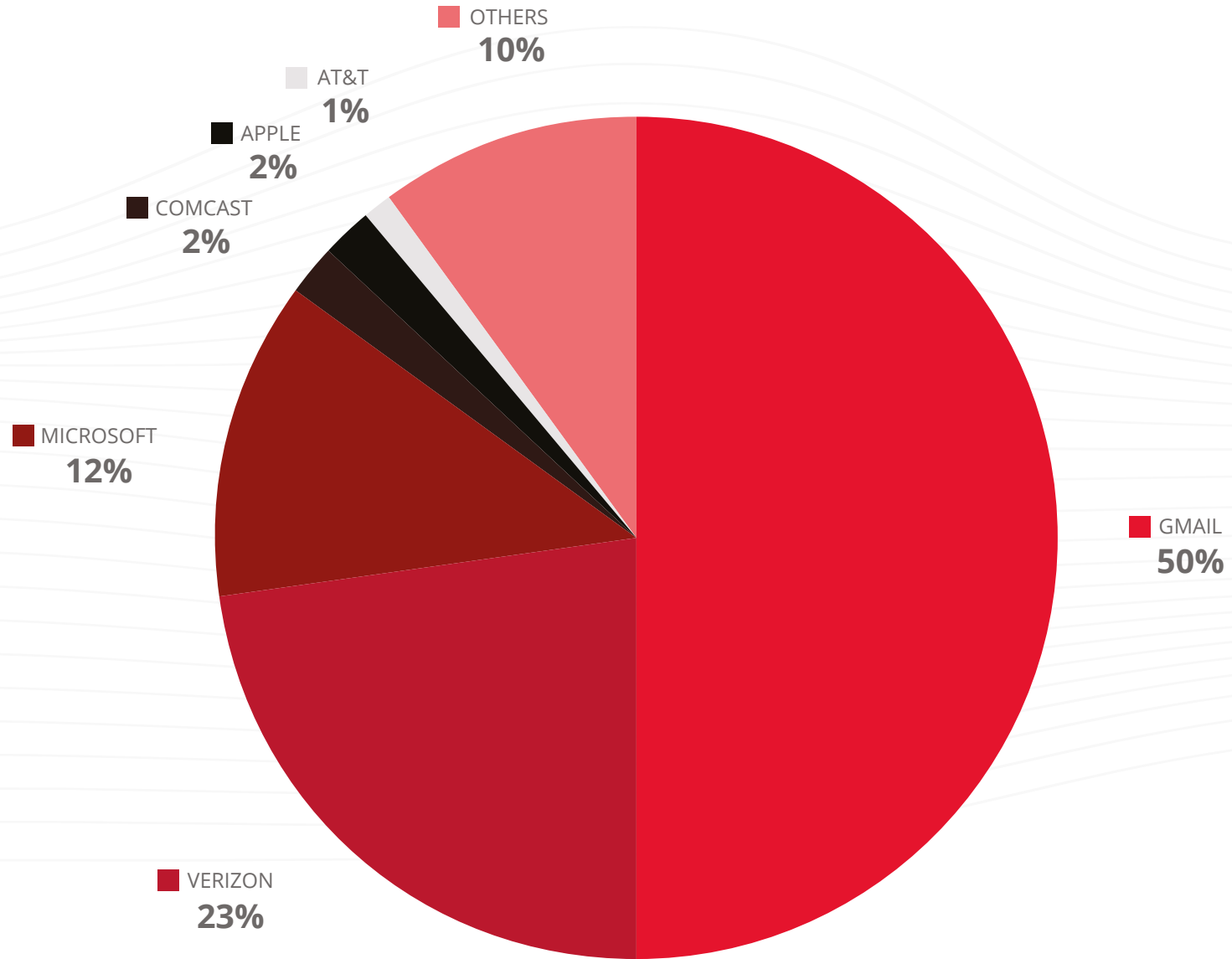
MARKET SHARE



MARKET SHARE



MARKET SHARE



ISP/COUNTRY MARKET SHARE	Germany	Italy	France	Netherlands	Poland	Austria	Switzerland	Turkey	Spain	UK	USA
Gmail	15,3%	56,4%	26,9%	29,0%	25,4%	22,7%	18,5%	48,4%	38,0%	32,9%	50,1%
Microsoft	8,9%	10,4%	25,9%	43,9%	1,0%	12,5%	22,6%	39,5%	44,5%	22,5%	12,4%
GMX/WEB.DE	39,9%					43,2%	12,2%				
Verizon	8,7%	5,6%	12,1%	1,7%	2,3%	3,7%	3,8%	1,5%	8,0%	17,7%	22,6%
Wirtualna Polska					26,4%						
Swisscom							24,1%				
Orange			17,8%								
Italia Online		15,6%									
Poczta Polska					13,3%						
o2 Polska					12,5%						
T-Online	11,9%										
Apple							1,4%	2,1%		4,1%	1,6%
Virgin Media										6,0%	
SFR			6,2%								
BT Internet										5,5%	
KPN Vandaag				4,5%							
aon						4,1%					
freenet.de	3,4%										
Tiscali		3,1%									
Telecom Italia		2,6%									
free.fr			2,6%								
Arcor	1,7%										
La Poste			2,1%								
Chello						1,7%					
telenet.be				1,6%							
B2B Domains						1,3%					
Comcast											2,0%
AT&T											1,1%
Others	10,2%	6,3%	6,4%	19,3%	19,1%	10,8%	17,4%	8,5%	9,5%	11,3%	10,2%