

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.

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%