

TOP 10 TIPS for Interpreting Your Email Reports

10

Clean up your lists with the Unsent report

Review the unsent report. These are email addresses that have either opted out, bounced multiple times, failed delivery or are duplicates. Remove these emails from your email list.

9

Don't give up on Unopened

No one opens every email. Track opens over time. If certain recipients continue not to open your emails, try adding them to a different campaign or reaching out in a different way before removing them from your list.

8

Expand your email's success

If you find that a certain headline, call to action or subject line leads to high open and click rates, consider using it or a variation of it in your other marketing efforts such as online ads or direct mail campaigns.

7

Do a comparative analysis and remember it's all relative

Your contact list is unique; therefore your results will be exclusive to you. Use previous send data to create benchmarks to compare with future sends.

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Opens from whom?

Review your sender email address and the sender name that appears to your recipients. Do they open emails that appear from your company name or the CEO or sales person? Always monitor replies to your emails as these can be some of your biggest opportunities!

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Your Open Rate is subject to change

Examine your subject line relative to previous sends. Do your contacts respond better to an actionable subject line? Do they respond to symbols, numbers or your company or product name? Use your observations to write better subject lines for your audience.

4

Identify Clicks and adjust links

Look at the click rate for each of your links. Did your call to action compel your recipients to click? Do your recipients tend to click more on text or image links? What type of placement and wording drives them? Make adjustments to your least successful links for your next campaign.

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Your Open Rate is subject to change

Look at the links your contacts clicked on and the most popular frequency, time and day of week to send as well as subject line and link similarities to determine your contact's preferences for future sends.

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Pinpoint your most interested contacts

The contacts who have clicked on links in your emails are the contacts you should concentrate on as you move forward. Follow up with additional emails or phone calls to further engage with them, strengthening your brand image in their minds.

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Stay on top of your reports

Every time you make a change to an email campaign you should make it a habit to review and save the reports soon after the emails are sent. Make improvements to each and every future campaign.