The Basic Guide to Email Analytics
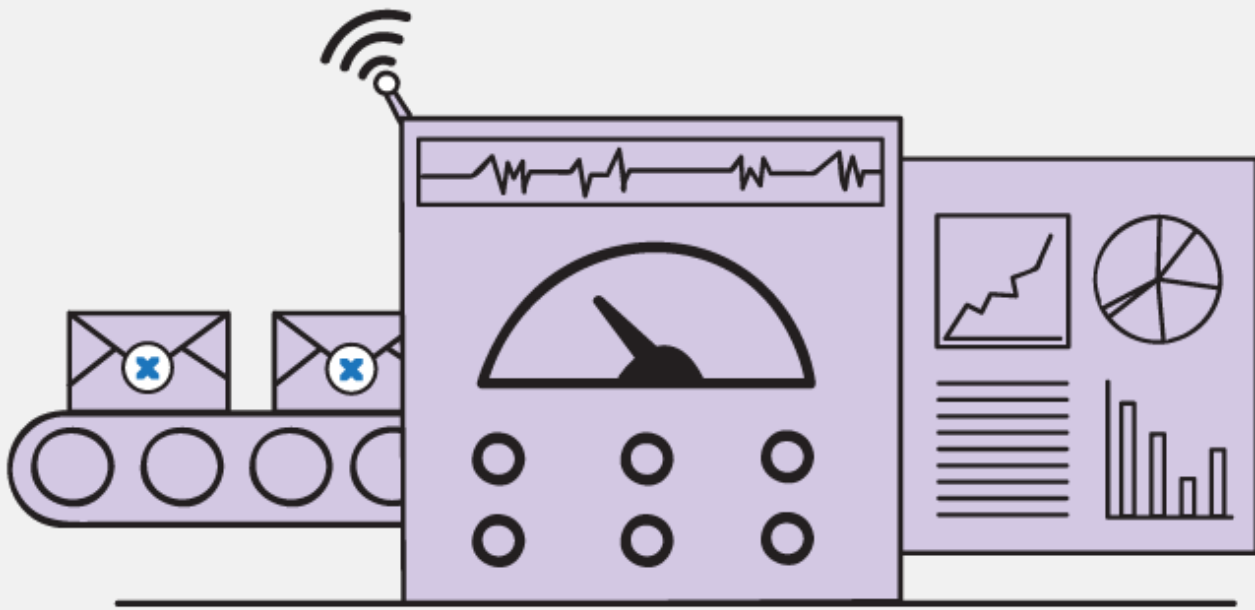
UNDERSTANDING CAMPAIGN ANALYTICS

This guide was written for people new to email marketing who want to learn about each of the campaign analytic types and what good email tracking software should be capturing.

One of the most valuable aspects of using email to talk to your customers is that these campaigns are highly measurable…. This means that marketers can see what is working, what isn't and also who is responding to a given message.

Businesses need to better understand how to set goals and then analyze their campaigns, so that they can leverage the results to drive sales and retain customers. Ignoring the wealth of information that you can get from closely watching campaign stats is a shameful waste, so please, get in there and fill your boots!

Campaign Analytics Terms and Definitions

Campaign Analytics are statistics relating to a marketing campaign. In email marketing, these are typically divided into the following five groups.

- Open/ unique open rates

- Delivery/ bounce rates

- Click through/ unique click rates

- Unsubscribe rates

- Conversion Rates

Open Rates:
Refer to the number of emails that were opened out of the total number sent in a campaign. (Generally expressed as a percentage)

There are a few catches to this statistic and it is important to understand how the email marketing platform used measures what "open" means. Some count open as just being delivered, whereas Maxmail counts how many times the emails have actually been opened.

The most useful open statistic is **unique opens** – which refers to how many emails have been opened at least once – not factoring in multiple opens or forwards.

WARNING: The results range widely from tool to tool. It's really important to understand how each of them works before comparing results.

Delivery Rates:
How many emails were delivered to the inbox.

Like open rates, delivery rate statistics can paint a conflicting picture. Be careful when comparing two systems as some report an email as delivered when in fact it may have been deflected by a spam filter.

Bounce rates:

How many emails were returned to the sender as undeliverable. These are split into hard bounces and soft bounces.

Hard Bounce
This term is used to describe what happens when an email message is undeliverable because of a permanent, or non-temporary error (for example, if the given address no longer exists).

Soft Bounce
As you might imagine, a soft bounce occurs anytime there's only a temporary problem delivering

an email. This typically happens if a recipient's inbox is full, or if there's a brief outage in email delivery.

Click Through Rates:

How many times links embedded in the email have been clicked on. Links can be attached to tag lines, pictures or buttons.

This is the most meaningful of the statistics because it shows you who is interested enough not just to read your email, but also click through to the website to learn more. This is also the only email marketing analytic that can be cross-referenced against your website statistics to validate the accuracy of reporting.

We suggest that you work on increasing the click through rate of your campaigns – it's guaranteed to lead to a higher conversion rate!

Unsubscribe Rates:

How many subscribers opt-out of receiving emails from you. Unsubscribe rates can be measured specific to a campaign, over several campaigns over time or in relation to a list. The information that is received from this statistic is very valuable as it allows companies to immediately identify issues that may exist between what is promised to a consumer and what is delivered by the email campaign.

Maxmail will give you an exportable list of who these people are and you can research why each of them may have opted out of receiving your campaigns.

Conversion Rates:

How many qualified leads were generated from a campaign.

Marketers can use this statistic to gauge how relevant the content was in relation to the targeted audience. The key word here is targeted. If you haven't segmented and personalised the campaign enough it's like using a scatter gun and your conversion rates are likely to be low.

Conversion is generally that the target audience has responded to a call to action such as signing up online for a newsletter, opening an online account or making a purchase

ANALYZING THE DEMOGRAPHICS

Segmentation

Companies that cater to a wide variety of demographics often segment the list of recipients of a particular bulk email campaign to include only the portion of their customer base they've determined the message will appeal to.

As just mentioned, segmentation of your data base – which is about selecting a target audience based on what you know about each person will have a big effect on the success your campaign for a couple of reasons.

Firstly if you select the people in your optimum target market your campaign is likely to be highly RELEVANT.

Secondly, if you use what you know about your customers in the email copy to support your pitch, it is highly PERSONALIZED. Both of these factors have proven to be crucial in the success of email campaigns. So, when comparing campaigns you will need to look closely at the similarities and differences between the demographics of your target audience in each campaign.

Demographic s

- Gender

- Age

- Location

- Time of response

- Type of campaign

- Subscription retention (newsletter, etc)

- Average dollar received per email

- Referral rates

Maxmail pulls together a report card type snapshot for every campaign so that you can see at a glance how it performed in comparison to the initial expectations that you had for that mailing.

It's not rocket science when it's displayed graphically but it's rocket fuel for your marketing campaigns!

Add to this list ANYTHING else that allows you to personalize your campaign … such as shoe size or favorite gum flavor.

Basic Analytics Your Email Tracking Software Should Have

From a minimalistic standpoint, any email tracking software used for marketing purposes should be able to give data about:

- The time and date your recipient has opened your message
- The number of times your email has been read
- Amount of time your recipient spent reading the message
- Clicks

Of course, for real data driven results your email tracking software should also be able to tell you:

- Your recipient's location
- If any links embedded in your email have been clicked
- The number of times your message has been forwarded
- The software used to view the email e.g. Outlook, iPhone