A Maxmail Guide

What's Inside

So you've created and sent your first campaign. Maxmail delivered it. Now let's see how your email campaign performed. You need to know if your emails are being opened. We will help you answer these questions. Is your email content engaging your subscribers? Do they click on your links? Is your website traffic increasing from email referrals? Understanding your reports will give you insights into better understanding your subscribers. And better performing emails.

Here you will learn how to:

- View reports
- Track open rates
- Track click rates
- Manage bounces
- Track traffic using Google Analytics
- Manage subscriber activity

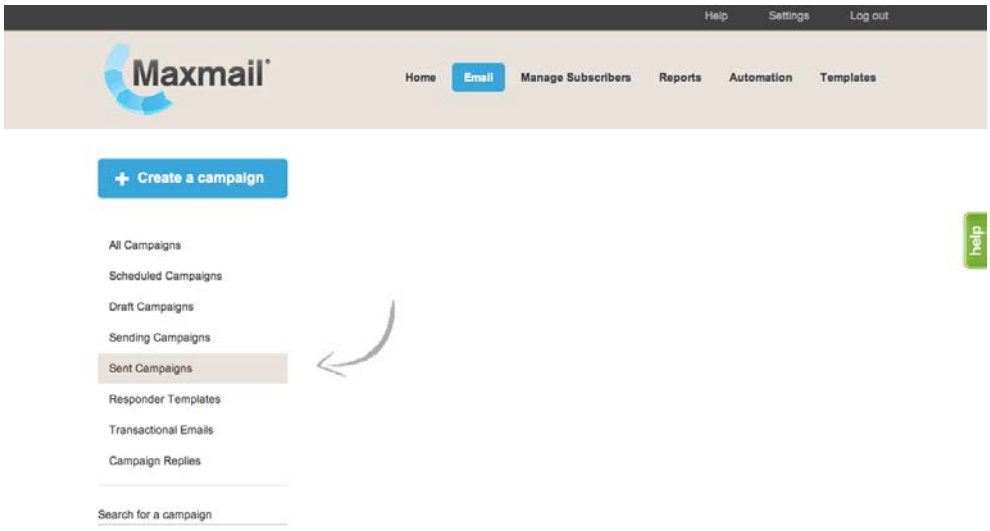
Have a question you'ld like to ask us? Speak to one of our support team or visit our online resource centre.

Now, let's get started.

Share This ebook!

Viewing Reports

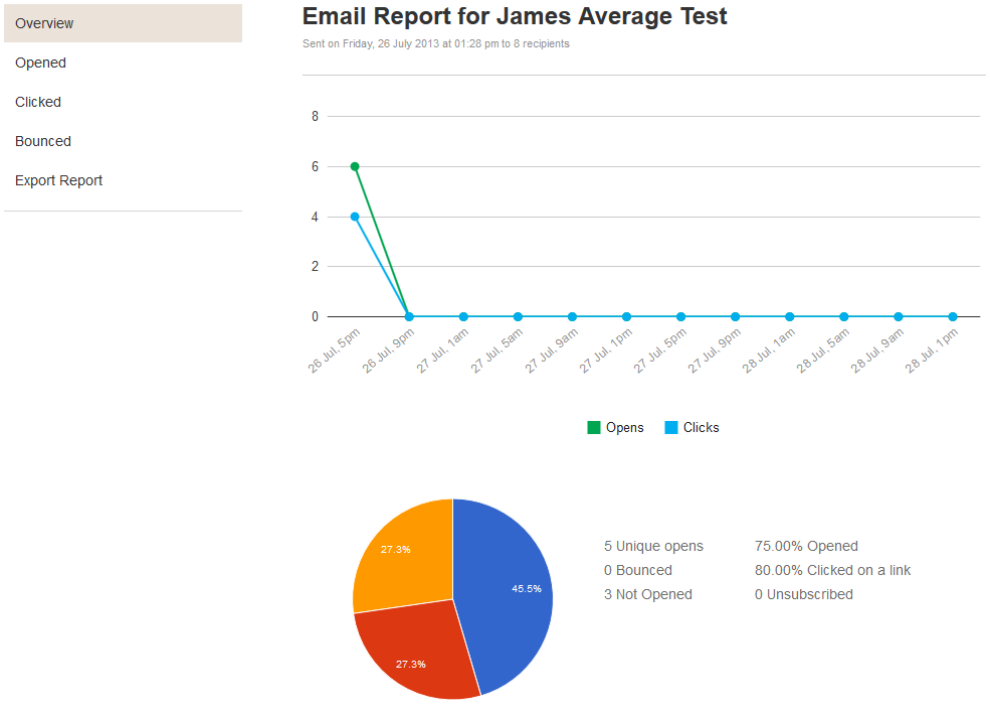
To view your email campaign reports click on the **Reports** tab and then on the sent campaign you want to view. You can also access campaign statistics from the **Email** tab. Select **Sent Campaigns** from the left menu and from the **Actions** column click on the graph icon.



Share This ebook!

Tracking Open Rates

On the report overview page you can see the number of opens and clicks. The open rate measures how many people on your list of subscribers opened or viewed your campaign. The open rate is a good way of measuring trends in your campaigns.



Did you know 65% of people open emails based on the subject line? A low open rate suggests that your subject line is not engaging enough for your subscribers to take action. Refer to the Maxmail guide Mastering Subject Lines to create subject lines that demand emails be opened.

Share This ebook!

Tracking Click Rates

The click or click-through rates measure how many people clicked links in your email, what links were clicked and the links clicked on the most.

Monitored on a consistent basis, the click-through rate tells you whether your recipients are taking action. The industry standard for click rates tend to be low because getting someone to take action after reading your email is tough. This is why monitoring how well your click rate performs regularly can indicate whether you are creating content that is of value and is engaging to your subscribers.

Give your subscribers what they want to click on and be clear on why they should.

What could you do to make your click rate look less miserable?

- Embed original video content
- Link to video content on your website
- Link to helpful or interesting information on social networks
- Offer an enticing discount
- Link to a free resource on your website
- Highlight what you want your recipients to click on. A colored box with a call-to-action and a link can increase click rates

Share This ebook!

The click rate illustrates whether your recipients interact with your content. This information can then be correlated to the revenue generated from the clicks. Increasing your click rate further increases your conversion rate, boosting response and ultimately sales and ROI.

Share This ebook!

Managing Bounces

Bounces affect your email campaign performance because bounces represent emails that never made it to your subscriber's inbox. There are two types of bounces, soft and hard bounces. Let's take a look at bounces and what you can do to get less bouncing.

A **soft bounce** is an email message that makes it to the recipient's server but is undelivered and bounced back before making it to the recipient's inbox. Soft bounces may occur because the recipient's mailbox is full, the server is down or bust or the message is too large.

A **hard bounce** is an email message that has been returned to the sender and is permanently undeliverable. This may happen because the domain does not exist, typos (more common than you think), changed email address or the recipient's mail server has blocked your server.

How to decrease bounces

Share This ebook!

1. In your campaign **reports** look at the bounced emails. Remove these email addresses.
2. Clean your list.
3. Use a **double opt in** campaign before removing hard bounces.
4. Monitor major domain delivery rates. If there is a significant difference in delivery rate to a given domain, your email may be getting caught in a spam filter.
5. Check the size of your email. The file may be too large for some email domains.

Tracking Traffic Using

Share This ebook!

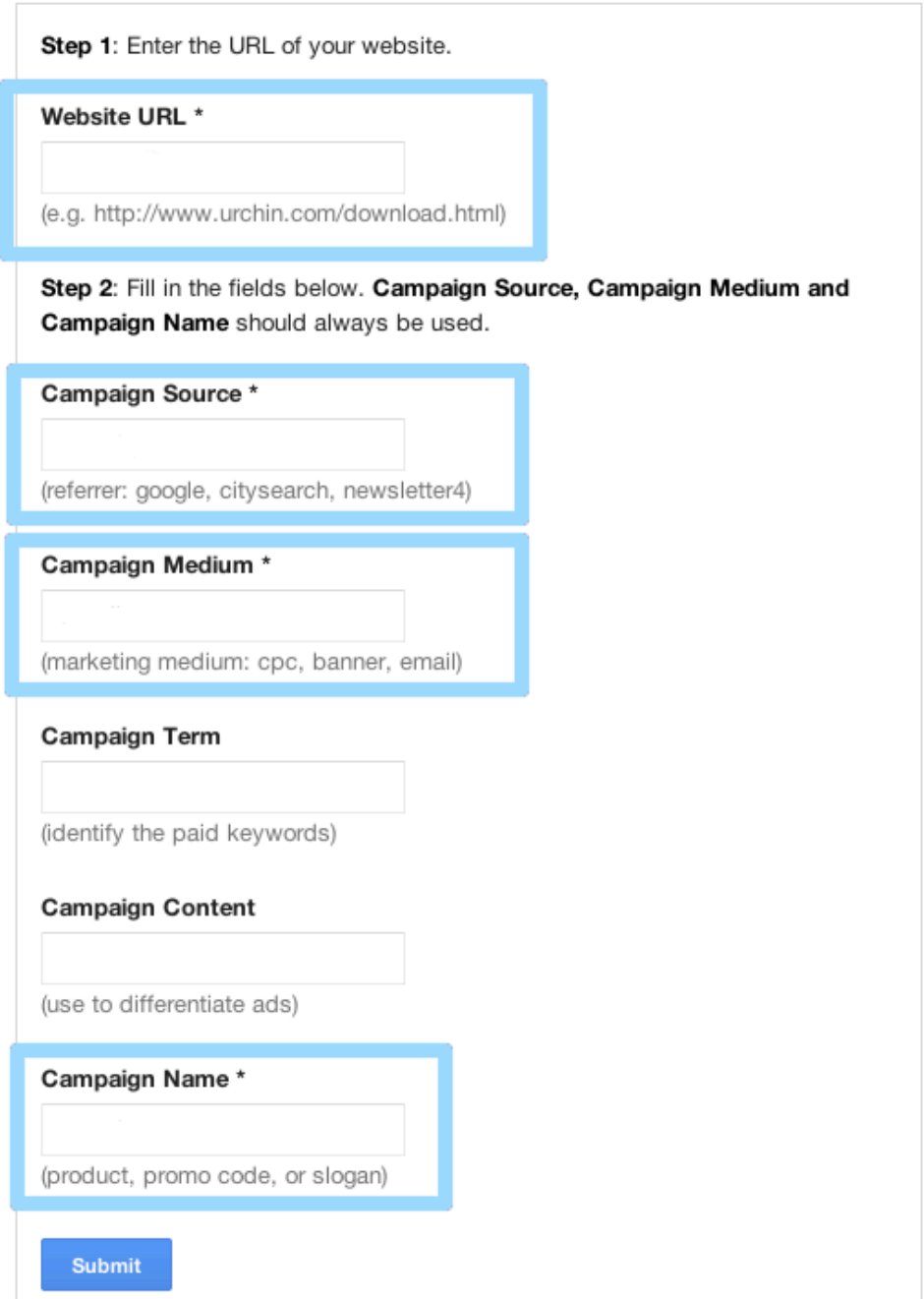
Google Analytics

Use Google Analytics for email tracking “beyond the click” to understand your visitors better once they enter your website from a link in your email campaign. Tag your links in your emails with Google URL Builder to track how many conversions you got from an email campaign, how long people spent on your website after clicking on your email campaign.

Let’s configure Google Analytics to give you these insights. This is simply done by tagging your email links. If you don’t tag your email links, these will be classified in Google Analytics as Direct Visits. Direct Visits includes every one who visits your website regardless of the source they clicked from. You want to isolate your email traffic from other traffic sources by adding tags to the end of your URL’s.

To do this first you’ll need to create a Google Analytics account. Then use the Google URL Builder Tool. Enter your website URL, Campaign Source and Campaign Medium.

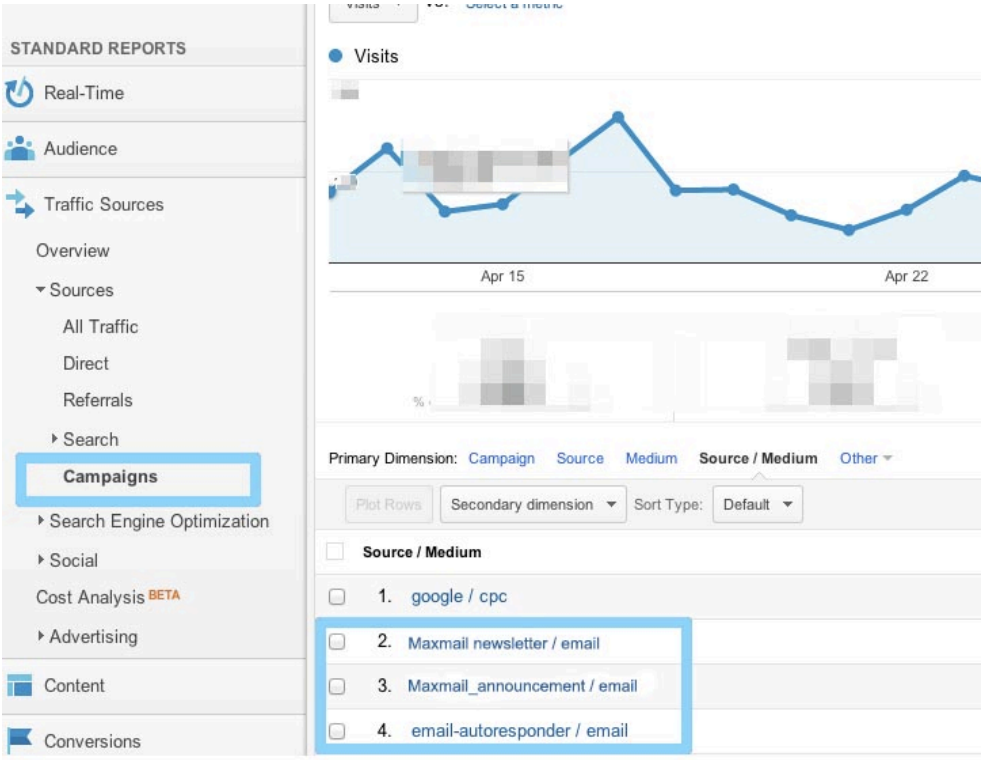
Share This ebook!



Share This ebook!

After hitting the submit button, the tool will generate a tagged URL that you can add to your email campaign.

When your campaign is sent out, you can track traffic bought in by the campaign in Google Analytics by clicking on **Campaigns** in the navigation pane and looking for the **Campaign Name**.



Share This ebook!

Analyzing Subscriber Activity

For information on individual subscriber activity, click on **Reports** and then from the right hand menu, select opened, clicked or bounced to view the subscribers associated with each. Use these insights to modify your future email campaigns.

Tracking unsubscribers

The unsubscribe rate measures how well you keep your subscribers engaged and interested over the long run. They'll tell you they don't like what you're saying or aren't interested in your content anymore by leaving your email list. Monitoring the unsubscribe rate regularly is a good indication of whether your content is still fresh to your subscribers or not.

Check your unsubscribe rate after each campaign. If there is an unusual spike in un-subscribers, check whether if it is to do with bugs and errors in your email or if it is possibly to do with your content or the frequency of your emails.

Share This ebook!