



email marketing REPORTING BASICS

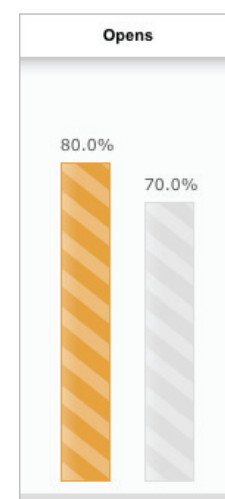
email marketing REPORTING BASICS

You're writing and creating emails and are ready to measure your results, but what do all those numbers mean? Here are some statistics to help you measure the success of your emails, but there are some things to keep in mind. The most important being that the numbers you see in this guide are an average across industries and should be used as a starting point.

Your results will depend on many things including the age of your list, when you mail, your subject line and more. That being said, this guide will help you understand the reporting from your sent emails and give you tips to help make your emails more successful.

1 Opens

This is the statistic that many people use to judge the effectiveness of their email campaigns. The open rate is important, but you need to keep in mind that not all of your recipients will see the email with the images turned on due to settings in email programs, so no open tracking. Also, some will view the email as plain text because of old email clients or mobile phones so again, no open tracking. This does not mean they aren't reading the email so give them links to click on that will give you some reporting. And keep in mind that opens are just one measure, for more reliable results use several measurements to get a better idea of how well your marketing is working.



Open Rate

The open rate is the percent of emails actually viewed by your recipients.

Calculation Method:

Total emails opened/total emails sent

Example: 250 opened/1,000 sent = .25 = 25%

Average Open Rates:

Prospect mailings as low as 11% - 13%*

B2B opens average around 22%

B2C opens average between 15% - 20%

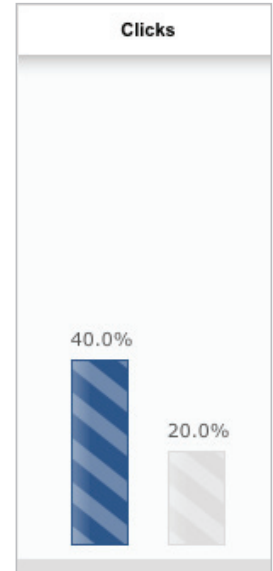
Non-Profit average around 15%

Tips for better open rates

- Mail at least once per month to stay top of mind with your recipients
- Maintain expectations about content and deliver what you promised
- Use strong subject lines and pre-header text to get your recipients attention in the inbox. For more help with subject lines take a look at the [Subject Line Savvy Guide](#).
- Keep the From Label consistent and use Company Name or who your recipients expect to hear from

2 Clicks

The click through rate (CTR) is the second most important statistic that many people use to measure email success. Not all of your recipients will click; some will go directly to your website without clicking any links. After you send out an email watch for increased traffic, either on your website or to your store. To ensure that you have click statistics include plenty of links in your email for your recipients. And always link your images! Your recipients know that images are clickable, so let them click. One thing we've found to help increase clicks is to use [Call-To-Action buttons](#) in our emails. The buttons catch people's eyes and by including a call to action (i.e. Read more, Shop now) they know exactly what you want them to do. And anyone using a mobile phone will find it easier to click on a button rather than a link.



Click Through Rate

The click-through rate (CTR) is the percent of unique recipients who click on one or more links in your email.

Two types of click calculations:

Single, specific link click-through rate:

Calculation Method:

Total # of clicks on a link / Total # of emails sent

Example: 30 clicks / 1,000 emails sent = .03 = 3%

Total links clicked:

Calculation Method:

Total # of clicks on all links / Total # of emails sent

Example: 70 clicks / 1,000 emails sent = .07 = 7%

Average Click Through Rates:

Prospect Mailings are from 1% - 3%

B2B clicks average around 7%

B2C clicks average around 6%

Non-Profit clicks average around 4%

Tips to get more clicks

- Include lots of links for your recipients to click
- Keep important copy near the top and in the preview pane
- Use a call-to-action button to encourage clicks
- Link images!
- Use targeted segments of your list for better response
- Test what your recipients will click on – for more information check out the [Testing, Testing 1,2,3 guide](#)
- Keep the From Label consistent and use Company Name or who your recipients expect to hear from

3 Bounces

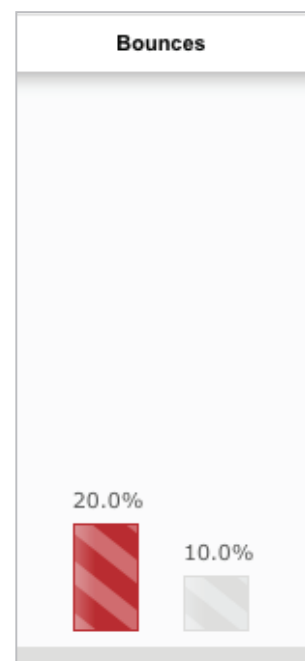
This is a statistic that you want to keep low. Bounces occur because email addresses go bad over time, people get new jobs or set up a new email accounts and stop using the old ones. You can expect some bounces for each campaign, but the more often you mail to your list the less likely addresses will bounce.

There are two types of bounces:

Hard bounce: An email is returned because of a permanent condition like an invalid email address.

Soft bounce: An email is returned because of a temporary condition like the recipient's in-box is full or a server is down.

VerticalResponse doesn't mark the soft bounces in your account so you can still mail to them. This also means they won't show up in your statistics since they are still mailable in your account.



Bounce rate

The bounce rate is the percent of emails returned from the recipient's ISP

Calculation Method:

Total # of bounces/Total # of emails sent

Ex.: 100 bounces/1,000 emails sent = .10 = 10%

Average Bounce Rates:

For a regularly mailed list expect between .2%-.5%

For a less frequently mailed list expect between 5%-7%

First time mailing lists can be as high as 20%-30%!

Tips to lower your bounces:

- Mail regularly to keep list clean and stay in your recipients mind
- Provide value in your emails that will be missed if email address changes
- Mail a postcard or call a recipient to let them know their email bounced and how they can provide a new one

4 Unsubscribes

If the open rate is the most popular stat, then the unsubscribe is the least. This one tells you something has gone wrong, your content is off target, you mail too much or too little, or your list isn't good. Just like the other stats you do have control over this one and we have some tips to help you keep it low.



Unsubscribe rate

Unsubscribers are recipients who no longer want to receive your email.

Calculation Method:

Total # of unsubscribes / Total # of emails sent

Example:

30 unsubscribes / 1,000 email sent = .03 = 3%

Average Unsubscribe Results:

For a regularly mailed list expect between .2%-.75%

For a less frequently mailed list expect between 2%-5%

Tips to keep unsubscribes low:

- Mail only to opted in addresses
- Keep mailing frequency regular, we recommend once per month at least
- Remind recipients how they signed up to be on the mailing list
- Mail only the promised or request content
- Provide value

Now that you have an understanding of the reporting you get from your email marketing you can see what your own averages are and build from there. And remember, just because you don't see an open and/or a click for your recipient doesn't mean that they are not reading or responding to your email. Some people will open a browser and go to your site directly to take the action you want. Some may call your company or even come into your store without registering in your statics. Emails will increase awareness of your products or services just by the information you provide in the subject line and content of your email.

* All stats courtesy of the DMA