



CLASS 08

# Measuring Success with Email Analytics

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Professor: Isaac Moche

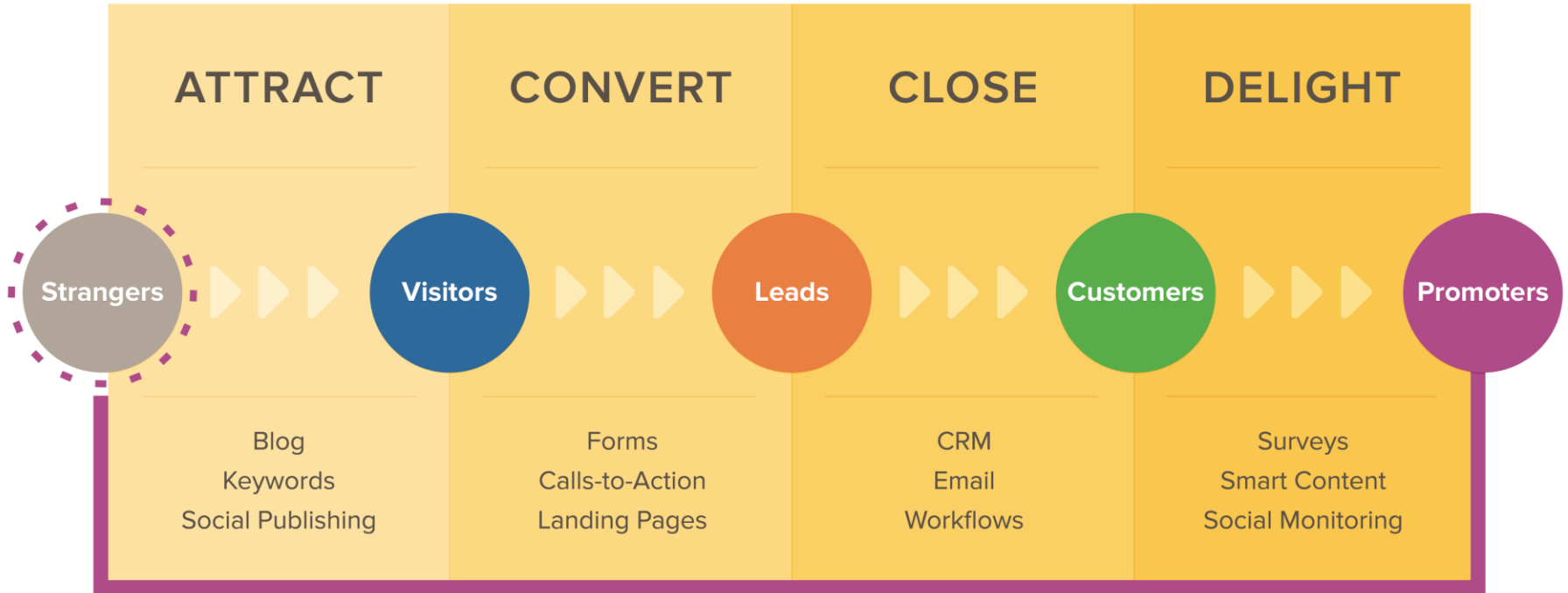
**Email Certification**

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# WHY EMAIL ANALYTICS ARE IMPORTANT

# Inbound Methodology



**“HALF THE MONEY I SPEND  
ON ADVERTISING IS  
WASTED. THE TROUBLE IS I  
DON'T KNOW WHICH HALF.”**

**-JOHN WANNAMAKER**

“We still believe in getting lots of impression. We want to interrupt. We don’t despise irrelevance enough.”  
-Avinash Kaushik



**UNDERSTANDING WHAT  
LEAD TO YOUR SUCCESS IN  
THE PAST IS A GREAT WAY  
TO FORMULATE YOUR PLAN  
FOR THE FUTURE.**



**HISTORY DOESN'T  
REPEAT ITSELF, BUT  
IT DOES RHYME.**



Tell a story with data to inspire action.



**LONG-TERM, SUSTAINABLE  
SUCCESS REQUIRES  
A SHIFT IN THE WAY  
THAT MARKETERS THINK  
ABOUT DOING EMAIL.**

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# 53%

of organizations chose data-driven marketing as their top priority for 2016.



Your email metrics are a listening device you can use to refine and improve your entire marketing strategy.

**YOU CANNOT HAVE  
SUSTAINED GROWTH  
WITHOUT ACCOUNTABILITY.**

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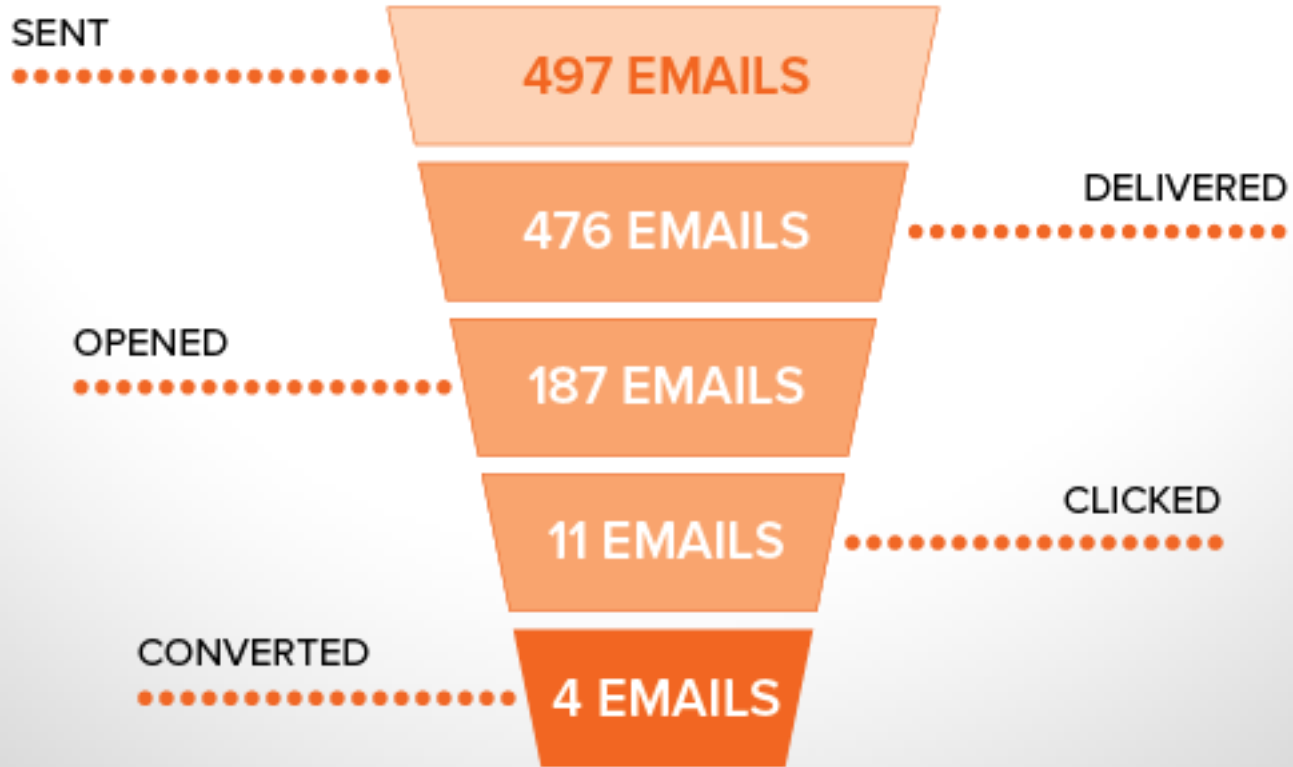
# 2 HOW TO IMPROVE YOUR EMAIL ANALYTICS STRATEGY

# THE TYPES OF METRICS YOU SHOULD TRACK

- Individual email metrics
- Email channel metrics
- Email health metrics

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Think about your email metrics **like a funnel.**



# EMAILS SENT

The number of emails you tried to send.

# EMAILS DELIVERED

How many valid email addresses actually accepted my company's message?



## REMINDER:

Be sure to watch the **Email Deliverability** class to learn more about improving your deliverability.

# OPEN RATE

The percentage of people that received your email who actually opened it.

# FACTORS THAT IMPACT OPENS

- From name
- From email address
- Subject line
- Strength of your brand
- Content and message of the email

# QUESTIONS TO CONSIDER

- How can I properly convey the value of the content of my email?
- Who should this email come from?
- Am I asking for more value than I am giving?
- Will this email resonate with my persona?
- What will this email look like in a mobile inbox?

# CLICK-THROUGH RATE

The percentage of people who clicked on a link in your email after opening it.

# FACTORS THAT IMPACT CLICKS

- Convincing email copy
- Good email design
- An effective call-to-action
- The quality and value of the offer



# CONVERSION RATE

The percentage of people who clicked on a link within your email AND completed a desired action.

# THE TYPES OF METRICS YOU SHOULD TRACK

- Individual email metrics
- Email channel metrics
- Email health metrics



The contacts that you email have **real value.**

# EMAIL DELIVERABILITY

The measurement and understanding of how successful a sender is at getting their marketing message into people's inboxes.

# GOALS FOR YOUR EMAIL CHANNEL METRICS

- How people engage with your emails.
- How email impacts your ability to move people through your funnel.
- How email impacts your bottom line as a business.
- How effectively you can use email to drive traffic to specific events and initiatives.
- How your email database is growing or decaying.

# CHANNEL ENGAGEMENT METRICS

- Traffic driven by email
- Conversions driven by email
- Baseline click rates
- Baseline open rates
- Mobile vs. Desktop open and click rates

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# 22.5%

of your email marketing database will decay every year, on average

# EMAIL MARKETING ROI

The overall return on investment for your email campaigns.



# How to calculate ROI.

$$\frac{(\text{\$Additional Sales Made} - \text{\$Invested in the Campaign})}{\text{\$Invested in the Campaign}} \times 100 = \text{ROI}$$

# Example calculation of ROI.

$$\frac{(\$1000 - \$100)}{\$100} \times 100 = 900\%$$

# THE TYPES OF METRICS YOU SHOULD TRACK

- Individual email metrics
- Email channel metrics
- Email health metrics

IF YOU SEND EMAIL THAT  
PEOPLE DON'T WANT OR  
EMAIL THAT DOESN'T  
ACTUALLY BENEFIT  
THEM, EVENTUALLY  
YOU'LL NO LONGER GET  
INTO THEIR INBOX.

# GREYMAIL

Email that you opted-in to receive but don't really want.



Greymail isn't technically spam,  
but to your recipients it might as well be.

# HOW TO COMBAT GREYMAIL

- Send re-engagement campaigns, then stop sending emails to the ones that don't re-engage.
- Testing to optimize the frequency of your sends
- Increasing segmentation and personalization
- Removing contacts from your database who are no longer engaged

# BOUNCE RATE

The percentage of email addresses that didn't receive your message because it was returned by a recipient mail server.



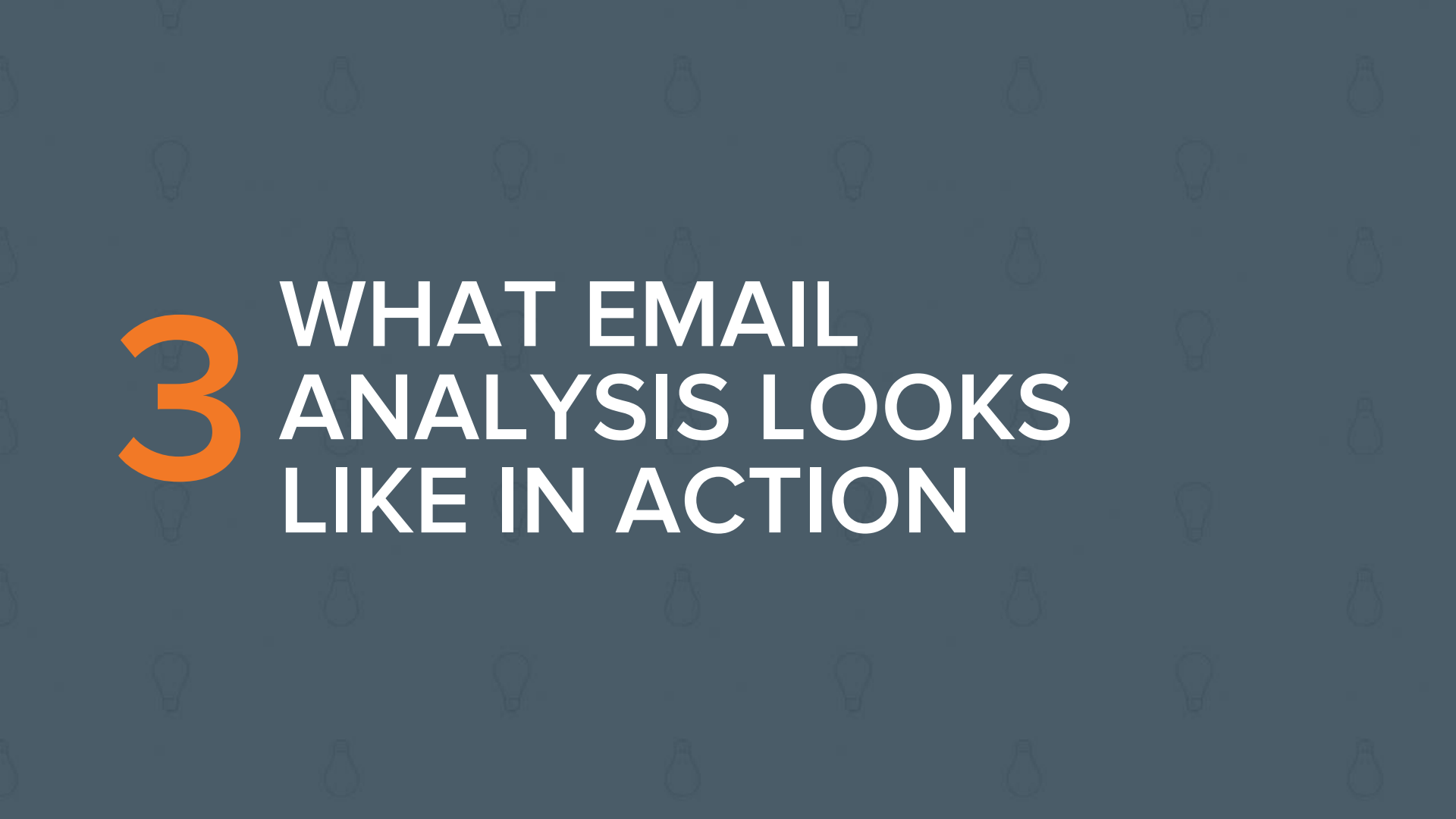
**CONTENT BOUNCES:** YOU  
ARE PROBABLY BEING  
SPAMMY, BASED ON  
PREVIOUS SENDS TO  
THAT INBOX.

**REPUTATIONAL BOUNCES:**  
**SPAMMY ACTIVITY IN THE**  
**PAST IS COMING BACK TO**  
**BITE YOU.**

**UNKNOWN USER:** YOU  
BOUGHT YOUR LIST, PEOPLE  
ARE GIVING YOU FAKE  
ADDRESSES, OR YOU AREN'T  
UPDATING YOUR DATABASE.

# QUESTIONS TO ASK YOURSELF ABOUT SPAM COMPLAINTS

- Does the content of your emails add value instead of ask for it?
- Did they expect to receive this email?
- Are you emailing them the right content at the right time?
- Are you emailing them too much?
- Did you set the right subscriber expectations?

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# 3 WHAT EMAIL ANALYSIS LOOKS LIKE IN ACTION

# MARKETING TROUBLESHOOTING PLAYBOOK

- My open rates are lower than expected
- My open rate is high, but my click-through rate is low
- My click rate is high, but my conversion rate is low

**MY OPEN RATE IS LOWER  
THAN EXPECTED.**

# PROBLEM

Bad subscriber expectations

# SOLUTION

- Give people more options
- Set better expectations
- List fatigue



# PROBLEM

Bad subject line

# SOLUTION

Write a short, to-the-point, non-salesy subject line.

# PROBLEM

These contacts are not engaged

# SOLUTION

Send them a specific offer that will entice them to re-engage

# PROBLEM

Your offer isn't relevant

# SOLUTION

This is often a function of poor segmentation. Look to the Buyer's Journey and Buyer Personas to improve your email.

# PROBLEM

You have deliverability issues

# SOLUTION

You never made it into the inbox in the first place. Watch the Email Deliverability class of this certification.

**MY OPEN RATE IS HIGH BUT  
MY CLICK RATE IS LOW.**

# PROBLEM

The CTA isn't prominent enough

# SOLUTION

Make sure your CTA is prominent, well-placed, attention-grabbing and action-oriented

# PROBLEM

Your email is trying to do  
too many things

# SOLUTION

When someone opens an  
email, it should be crystal clear  
what they are supposed to do.

# PROBLEM

Subject line and content  
of the email are not aligned

# SOLUTION

Don't bait and switch  
you readers



# PROBLEM

Your email is not optimized for mobile

# SOLUTION

Use mobile-responsive templates, and design your emails with mobile in mind

**MY CLICK RATE IS HIGH BY  
CONVERSION RATE IS LOW**

# PROBLEM

Poor alignment between content in email and offer on landing page

# SOLUTION

Clearly and accurately demonstrate the value of your offer through the entire user experience, from inbox to conversion

# PROBLEM

You have a bad landing page

# SOLUTION

Use landing page best practices

- A clear and compelling headline
- Visual emphasis on value of offer
- No navigation or menu links
- A form whose length mirrors the value of the offer