



CLASS 08

Measuring Success with Email Analytics

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Email Certification

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1

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



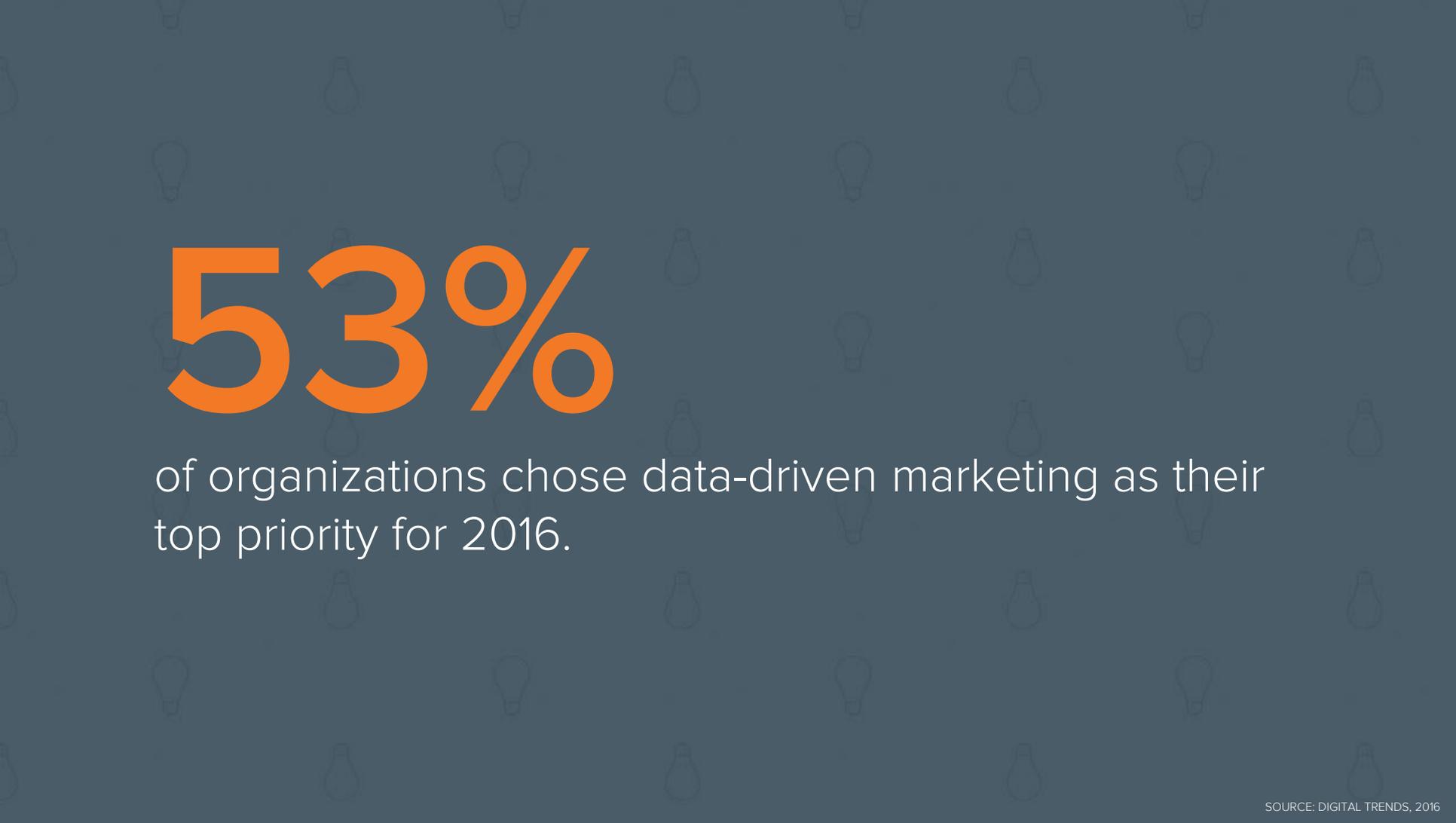
**UNDERSTANDING WHAT
LEAD TO YOUR SUCCESS IN
THE PAST IS A GREAT WAY
TO FORMULATE YOUR PLAN
FOR THE FUTURE.**

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.

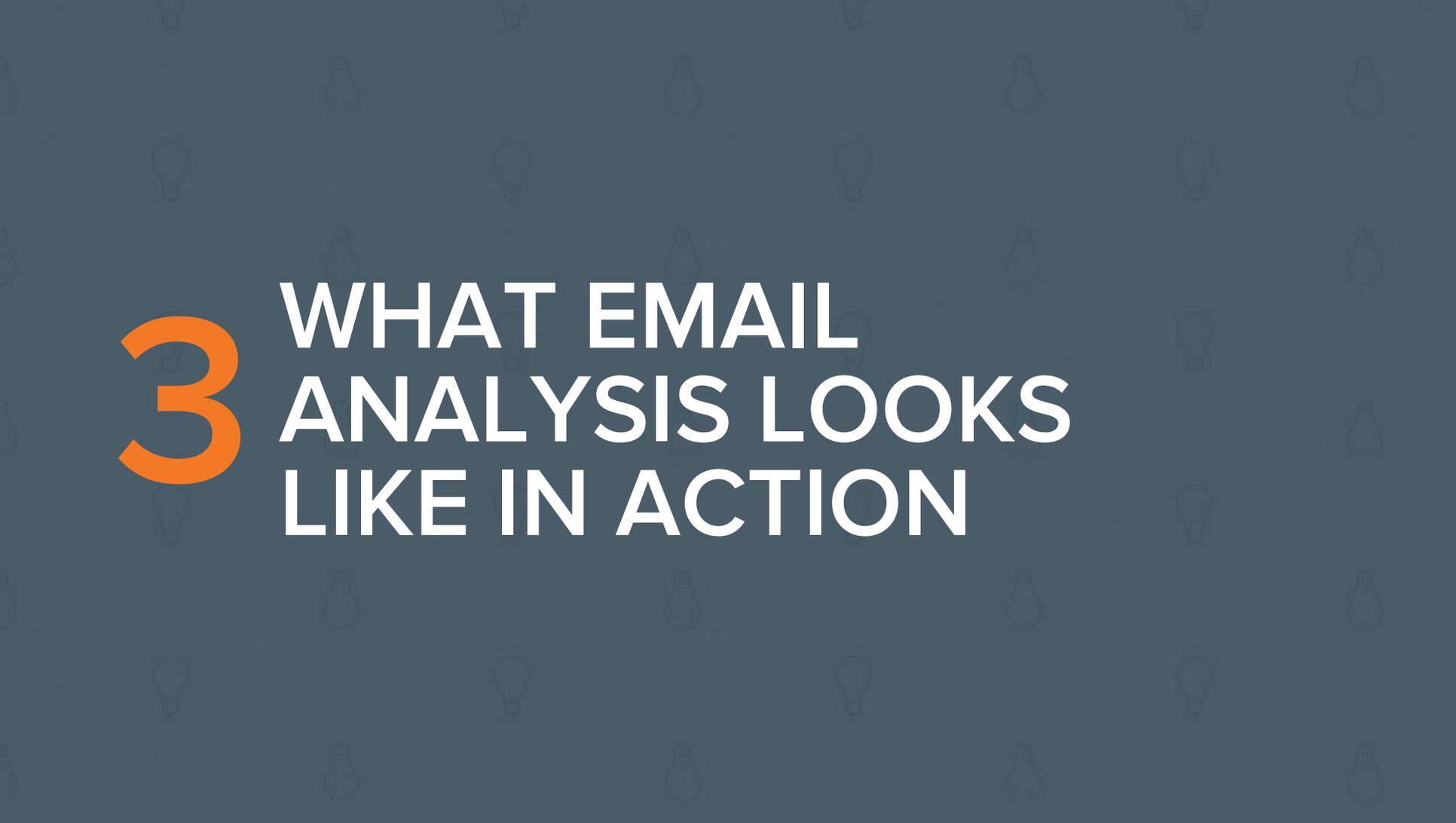
CONTENT BOUNCES: YOU
ARE PROBABLY BEING
SPAMMY, BASED ON
PREVIOUS SENDS TO
THAT INBOX.

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