

Chapter 6- Tracking Your Email Campaign Results

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One of most practical + valuable features of using email
 = using tracking reports to find out
 what your audience does w/ emails after you send them

Most ESPs can track your emails

+ allow you to view the results

This chapter shows how to make sense of that data
 + other creative ways to track responses + captured

I. Understanding Basic E-Mail Tracking Data

Would need advanced HTML + database programmer
 to track emails on your own

Recommend using ESP to track emails

ESP's add special tracking code to links inc. in email
 = unique to each individual on email list
 = tie to each email campaign

ESP's also have programs that automatically read code
 from other email servers when they return undeliverables

E-mail tracking reports = analytical summaries of
 results of a given email campaign that can tell you

1. Which emails bounced
2. Why they bounced
3. Who opened your emails
4. What links they clicked
5. Who unsubscribed from your emails
6. Who forwarded your emails

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Making sense of report takes time getting used to because
 technology involved in process causes data to take on
 a diff. meaning than you might expect

(532) This section explores the origin of data found in a typical email tracking report so you can interpret the # being given. Also - inc. references to current industry statistics so you can decide whether your data warrants any action to refine your strategy

A. Calculating your bounce rate

Bounce rate = the # of emails returned as undeliverable expressed as a % of the total emails sent

1. = calculated by taking $\frac{\text{\# of bounced emails}}{\text{\# of emails sent}}$

Ex. if you send 100 + 20 bounce $\frac{20}{100} = .2$ emails bounced

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2. Take bounces / email + multiply by 100 = bounce rate
 .2 bounces = 20% bounce rate

Study by Return Path (www.returnpath.com) shows average bounce rate for commercial email = 19.2%

B. Calculating your non-bounce total

Non-bounce total = # of emails that $\neq$ bounced + therefore = assumed delivered.

= calculated by taking
$$\frac{\text{Total emails sent} - \text{Total bounced emails}}{\text{Non-bounce total}}$$

Ex. if you send 100 emails + 20 bounce, non-bounce = 80
 This is sometimes expressed as a %, but = more useful as a real #.

Email open rates = based on non-bounce total
 Warning - non-bounce total $\neq$ same as # emails delivered

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some emails $\neq$ reported as bounced because software on user's computer or portable device bounced it ($\neq$ email server) and some email servers falsely deliver your email to a junk folder that users $\neq$ access (see C7). Even though you $\neq$ be sure whether non-bounced = delivered, you can assume they're reaching your audience until given reasons otherwise.

Because non-bounce total = converse of bounce rate, the average = 80.8% acc. to Return Path

C. Calculating your open rate

Open rate = # of specific interactions with an email server after email = sent, expressed as a % of non-bounce total. Email $\neq$ open until 1 of following interactions occur:

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- 1) Recipient enables the images - either in preview pane or in full view of email
- 2) Recipient clicks a link in email

Steps involved in calculating open rate

1. Take total # of tracked opens & divide it by non-bounce total to get opens / email (assumed delivered)
Ex. if 80 of 100 emails $\neq$ bounce, and 20 = opened, then
 $\frac{20}{80} = .25$ opens / email
2. Multiply # of opens / email by 100 to get % of open rate
.25 $\times$ 100 = 25%

Open rate indicates strength of your emails' identity & content apart from the strength of its deliverability. 2007 study by Bronto Software - average, tracked open rate
bronto.com = 23.6% for all industries

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Because default setting on a # of email programs is to block images until user clicks to enable them, some scan emails w/o opening images

So true # of audience views = probably higher

Plain text only emails w/o links or images = trackable unless audience replies to them directly

Tip - Make sure ESP inserts a blank image in every email to ensure open tracking = possible

D. Calculating your click-through rate

Click-through rate = # of unique individuals who click on 1 or more links in email expressed as a % of total # tracked opens.

Steps for calculating click-through rate

1. Take total # of clicks on all links in email + subtract any multiple clicks attributed to single subscriber to get total unique clicks.

Ex. if email has 2 links + 10 people clicked both links or same link multiple times subtract 10 from total # of clicks [how do you know?]

2. Take total # of tracked opens + divide by total # of unique clicks to get clicks/open

Ex. if 30 of emails track as open + you get 3 unique clicks your email received 0.1 clicks/open

3. Multiply clicks per open by 100 to get click-through rate

Ex for .1 clicks click-through rate = 10%

Click-through rate never exceeds # of tracked opens

But, may receive more total clicks than " " some click multiple times or > 1 link

Click-through rate represents only the # of unique ind. who click 1 or more links

Most tracking reports show # of clicks by each individual + exactly what links = clicked

536 Average click-through rates vary widely by industry

II. Tracking Non-Click Responses

Some email marketing objectives + be accomplished through a click

Ex. if goal = 1 # phone calls to sales rep to 1 appointments + ultimately closed sales, then email requires an approach to tracking + evaluation apart from click-through reports + Web analytics

A. Tracking in-store purchases

Need to find a way to track foot tr. affic + find out what foot traffic results from your emails + compare any 1 in foot traffic against any 1 in sales

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1. Ask email audience to print email + bring to store
Count # of emails received over period of time (1 mo) or over course of a series of email campaigns
 2. Ask email audience to mention email when 7 store
Offer audience a gift to have incentive to mention
Count # of gifts given to det. visitors from email
 3. Have sales staff ask all visitors if received email
Count # who say they remember receiving it
 4. Promote specific product or service + specific offer in email
Count all who come in searching for offer

B. Tracking phone calls

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1. Ask email audience to mention email when calling
Count # of callers who mention it
2. Set up special phone # to accept calls from emails
& publish that # in your emails.
Count every call to that #
3. Promote special p/s in your email
Count each call related to p/s
4. Ask your email audience to request a specific person
in your organization when they call
Count # of calls that person receives
5. Tell your sales staff to ask callers how they
found your phone #
Count all who reference your email

C. Tracking event attendance

1. Ask your email audience to bring email to next event
Count # of attendees who bring it
2. Ask email audience to mention your email or
include a code in email that gets them into event
Count # of attendees who mention it
3. Ask audience to preregister by calling/replying
to email - count # who preregisters

D. Tracking email replies

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An ESP # track a reply to your email, but can
receive email from list subscribers with subject line
that reveals the source of the reply
Ex. returns with subject RE: Last Chance to Register

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Counting # of replies ≠ useful, but
replies can be useful when you track the
qualitative info inherent in them.

1. Keep track of the nature of each reply
2. Complaint, suggestion, Inquiry - then track
the reply to its source

Ex. if want to know hrs. of operation, include link
in future emails, or make it more prominent on Web

2. Keep track of your response to each reply + the result
- Ex. if response to complaint → resolution or
order fulfillment do the same for any similar ^{complaint}
Share info w/ sales team so all can address future
complaints successfully

III Evaluating E-Mail Click-Through Data

Everytime someone clicks a link, you have opportunity
to track the click back to the individual and
to use that info to accomplish 1 meaningful objective
+ 1 the value of your email list

Use an ESP that can generate link-tracking code
Also provides click-through report/campaign

- A. Using click-through data to target your email offers
- Someone clicking email link allows you to
make assumptions about their interests

Ex. 100 clicks → info about guitar book means
100 people = interested

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Placing clickers into diff. email lists based on interests →
send future emails with 1 targeted offers

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Ex. if compile 100 guitar rock clickers → a list, can include offers + info on guitars in every email

1. Turn your links into data mines

clicks = 1 meaningful when you write about them in ways that affirm the clicker's personal info

Ex. if reader clicks link on kid's golfing tips,

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save names as a list + target kid's equipment to them

2. Rearrange your emails by interest - make small change to email based on interest list you're targeting

Ex. send same newsletter to all with diff subject line, or rearrange order of articles to highlight the most interesting content for each of interest lists

C. Using click-through data for intelligent follow up

When someone clicks email link + + follow-c purchase, use click-through report to follow up - why abandoned

Following up with an email, but also a good idea

to collect phone #s and mailing addresses from subscribers

Ex. call people who + complete event registration

1. Send a second - chance offer

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2. Send a postcard thanking clickers for considering offer + asking them to consider an alternative p/s

3. Call your clicker + ask if they have questions

4. Send a survey to clickers asking them about interests that link seems to have uncovered

5. Thank your subscribers who forward your emails

6. Send postcard to clickers who unsubscribe - tell them they're still valued; thank them for considering p/s

D. (543) Using click-through data for testing your offers and calls to action $\text{offers} + \text{calls to action} = O + CTA$

a spike or decline in CTR rate usu. means offers/calls to action are not compelling

Sending offers and CTA to a small random portion & tracking your CTR allow you to test O+CTA before sending to entire list. Here's how:

1. Randomly select 10% of email list subscribers from database & copy them to new db or category in db
 2. Create 2 versions of email - send each 1 to 1/2 of list
 3. Wait 48 hours & compare emails CTR report to see which links received the most clicks
 4. Create a final version of email using elements that produced the most clicks & send to entire list
- If sample CTR = lower than expected in both versions adjust your offers and calls to action & test again
- Improve your low CTR with these techniques

1. Rewriting your headlines to attract attention to offers
2. Adjusting your offer to deliver more value
3. Moving your call to action to a more visible location
4. Rearranging layout to make offer easier to scan