APPLIED

Email Marketing Metrics

Prepared for: **Client Name**

Month Day, Year

Open Rate

A measure that indicates the percentage of opened emails for a specific email marketing campaign.*

Open rate = Unique Opens / (Sent Emails – Bounced Emails)

The open rate helps you understand if your emails and campaigns are making an impact in your recipient's inbox, if your subject lines are resonating with your subscribers, as well as how many good contacts you have on your lists.

21%
Is the average open rate for the insurance industry.

15-25%
is a good email open rate.

Ways to increase your open rates:

- Clean your mailing list
- Segment your lists
- Send more targeted, relevant email marketing campaigns
- Improve your subject lines
- Don't use caps or exclamation points
- Provide relevant content
- Send emails at the most appropriate times

*Due to existing and emerging global privacy practices, open rates may not be a reliable indicator of the percentage of recipients viewing your emails.

Click-Through Rate (CTR)

The percentage of individuals that click on a link or image within an email.

CTR = Number of Clicks / (Sent Emails – Bounced Emails)

The click-through rate helps you understand the rate at which subscribers took the desired action or were compelled enough to get more information from you.

7%
Is the average click-through rate.

5-7%
is considered a successful click-through rate.

Remember, a click-through rate can vary depending on the size of your company and if your email is targeted at other businesses or consumers.

Ways to increase your click-through rates:

- Segment your lists

- Send more targeted, relevant email marketing campaigns

- Personalization

- Call to action

- Make emails visual and include several images

Bounce Rate

Measures the percentage of how often your emails do not reach the intended recipient and therefore must be returned to the sender.

Bounce rate = (Bounced Emails / Number of Emails Sent) x 100

Unlike open and click rates, you do <u>NOT</u> want a high bounce rate.

The average bounce rate should be **less** than **2%** ⬇

Anything higher than **2%** ⬆ should be addressed.

Ways to decrease your bounce rates:

- Permission-based/opt-ins

- Don't use a free domain send-from address

- Be sure to use a send-from address at your business domain and authenticate it. This will ensure your emails are not caught in spam filters.

- Send consistently and frequently

- Be vigilant and monitor your results

Date	2/2020
Artifact	Email Marketing Metrics
Objective	Understand a few popular metrics to improve your campaign success rate.
Shared	

Sources:

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