



# MEASURING EMAIL MARKETING

— ANALYZING YOUR  
RESULTS —

PRESENTED BY  
 MayeCreate  
DESIGN

# INTRO to email marketing metrics

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The email marketing process doesn't end when you hit send. You can learn from previous email campaigns to make future ones better. Reliable metrics to use include: the bounce rate, list growth rate, click through rate, email sharing, conversion rate and revenue per email sent.

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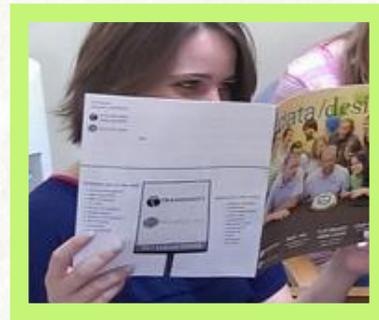
# MEET THE AUTHORS

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**MONICA PITTS**  
CHIEF CREATIVE OFFICER  
MAYECREATE DESIGN

Monica founded MayeCreate design in 2005. She considers herself a creative web dork with the ability to speak geek and English. Raised in a house of educators, Monica's parents taught her to teach her way through everything she loves. This book and the MayeCreate workshops are her way of educating MayeCreate clients and the public about all the awesomeness of web design, online advertising and marketing.



**SHELBY BROKAW**  
DESIGNER AND CONTENT  
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Shelby worked as part of the MayeCreate team through her college years at the University of Missouri-Columbia. She obtained her degree in Journalism May 2014. This book is an example of many wonderful design creations she contributed.

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# BOUNCE RATE

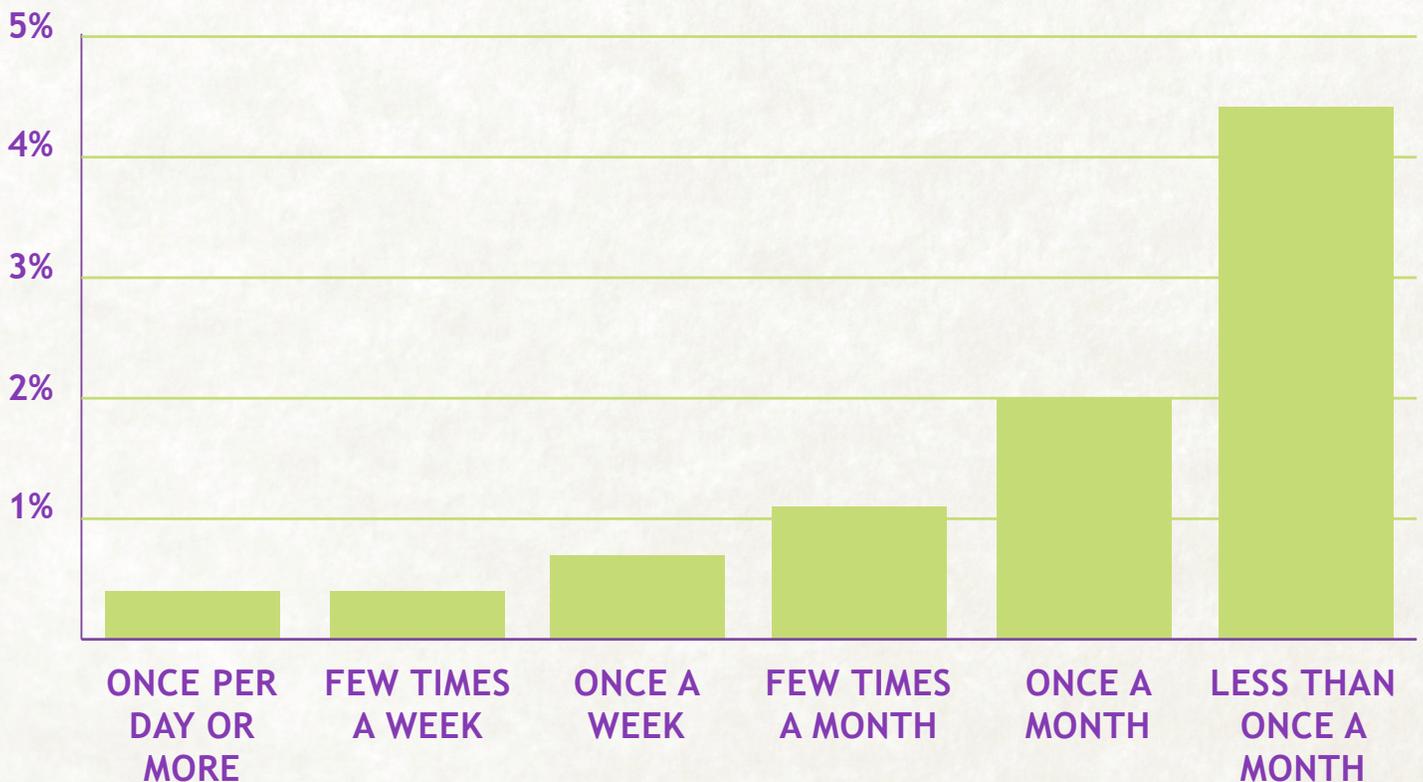
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**T**he bounce rate is the percentage of total emails sent that could not be delivered to the recipients' inboxes. It includes hard bounces and soft bounces. **Hard bounces** are emails that are permanently undeliverable, often because of nonexistent addresses, closed email accounts or typos in the email address. **Soft bounces** are emails that get to the recipient's email server but cannot be delivered. You may encounter a soft bounce if the recipient's inbox is full, the server is overloaded, the message is too large or the message is marked as spam

**BOUNCE RATE** is the measurement that sets the stage for your email campaign's success or failure. If you can't get your message to the recipients, you can't make them open or click through it. Bounce rates vary by industry and list size but should always remain under 5 percent.

**BOUNCE RATE =  
HARD BOUNCES/LIST SIZE**

**BOUNCE PERCENTAGE BY MAILING FREQUENCY**



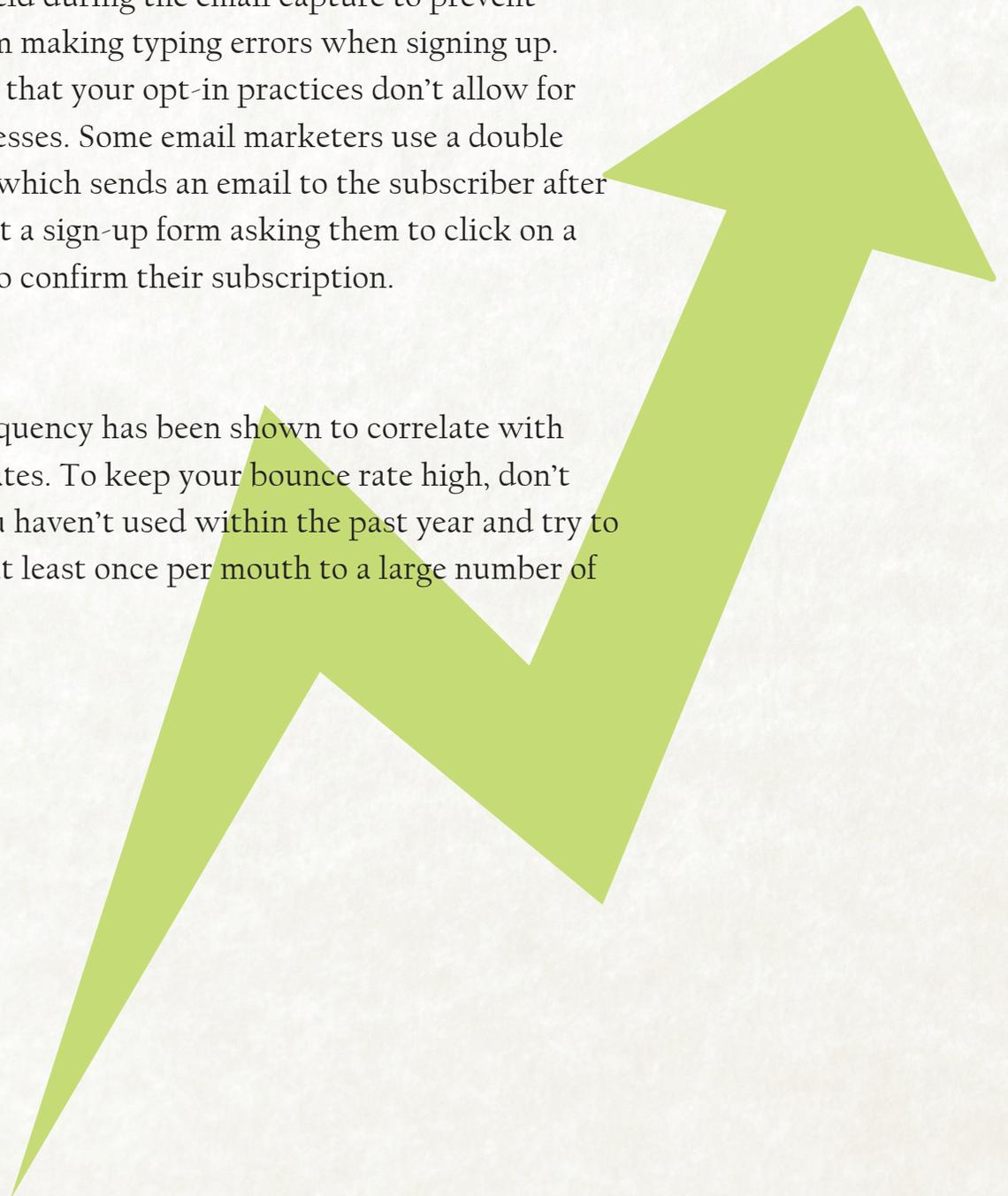
## TO IMPROVE YOUR BOUNCE RATE:

- 1 NEVER BUY OR BORROW LISTS**

Most of these lists are outdated and will result in your email campaign being marked as spam.
- 2 SECURE YOUR OPT-IN PRACTICE**

Add a second field during the email capture to prevent subscribers from making typing errors when signing up. Also, make sure that your opt-in practices don't allow for fake email addresses. Some email marketers use a double opt-in process, which sends an email to the subscriber after they've filled out a sign-up form asking them to click on a link or button to confirm their subscription.
- 3 SEND OFTEN**

Higher send frequency has been shown to correlate with lower bounce rates. To keep your bounce rate high, don't send to lists you haven't used within the past year and try to email your list at least once per month to a large number of people.



# LIST GROWTH RATE

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**T**he list growth rate is a measurement of how fast your email list is growing.



**LIST GROWTH RATE** is the sign of a healthy email campaign. The average lifespan of an email address is only 18 months. Emails simply go bad over time due to job changes, forgotten passwords, email program switches and more. The average turn rate of an email list is 25% annually, so it's important to add new subscribers to your list to replace the lost ones.

$$\begin{aligned} \text{LIST GROWTH RATE} = \\ & (\text{NEW SUBSCRIBERS} - \\ & \quad \text{UNSUBSCRIBERS} - \\ & \quad \text{HARD BOUNCES}) \\ & \quad / \text{LIST SIZE} \end{aligned}$$

## TO IMPROVE YOUR LIST GROWTH RATE:

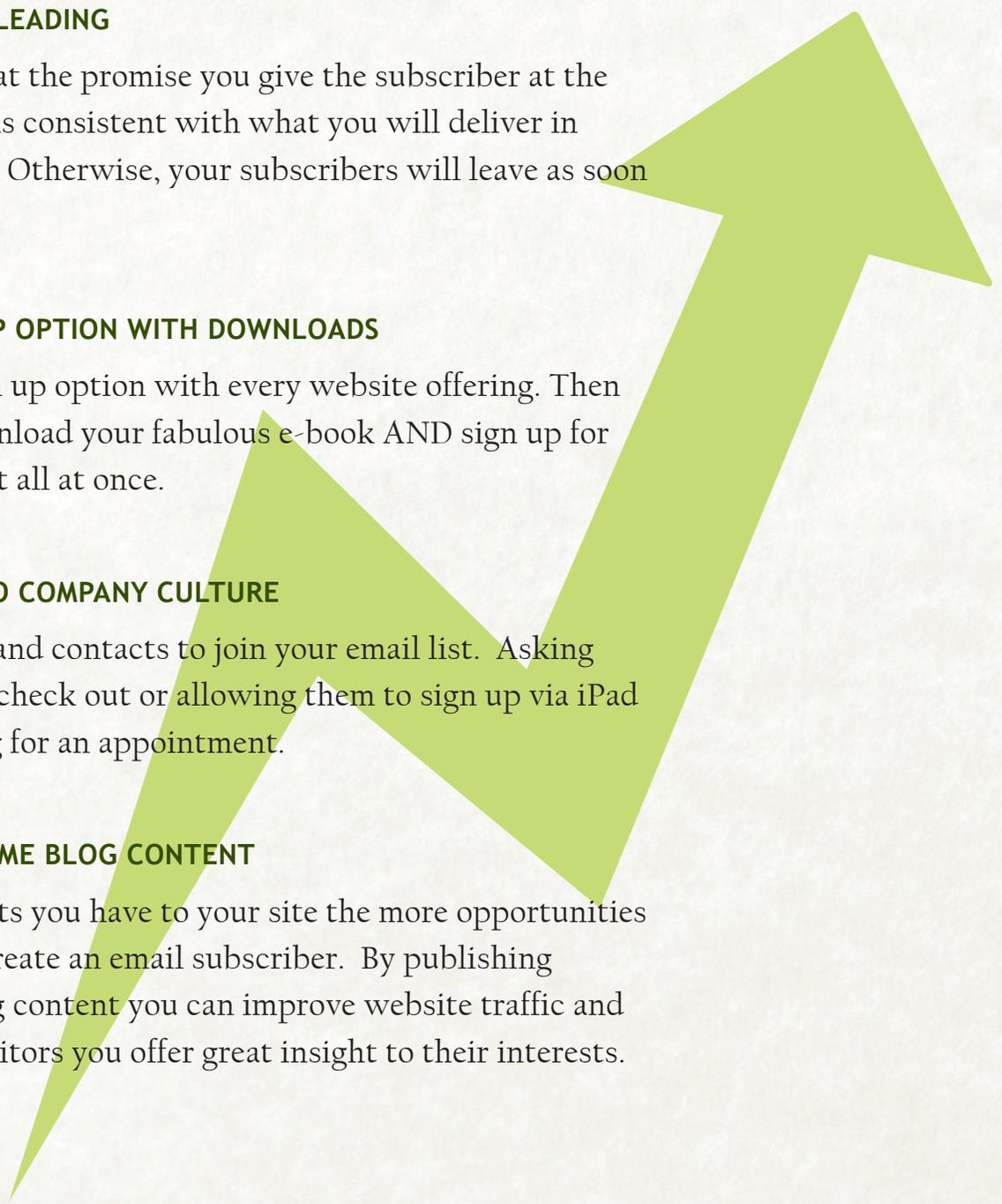
- 1 MAKE IT EASY TO SIGN UP**

Place an email sign-up form on your website, blog and social media, and make sure it's easy to fill out. If possible, limit it to just one field: an email address.
  - 2 DON'T BE MISLEADING**

Make sure that the promise you give the subscriber at the opt-in phase is consistent with what you will deliver in future emails. Otherwise, your subscribers will leave as soon as they join.
  - 3 ADD A SIGN UP OPTION WITH DOWNLOADS**

Include a sign up option with every website offering. Then they can download your fabulous e-book AND sign up for your email list all at once.
  - 4 ADOPT IT INTO COMPANY CULTURE**

Ask all leads and contacts to join your email list. Asking customers at check out or allowing them to sign up via iPad while waiting for an appointment.
  - 5 WRITE AWESOME BLOG CONTENT**

The more visits you have to your site the more opportunities you have to create an email subscriber. By publishing awesome blog content you can improve website traffic and show blog visitors you offer great insight to their interests.
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# CLICK THROUGH RATE

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**T**he click through rate is the proportion of subscribers who clicked on one or more links within an email message

**CLICK THROUGH RATE =  
TOTAL NUMBER OF CLICKS  
/ EMAILS DELIVERED**

**CLICK THROUGH RATE** helps you determine if your email is relevant and if your message is compelling the recipient to take action. These rates differ greatly by the type of email being sent, so it's important to compare your click through rates based email types. For example, transactional emails typically receive the highest click through rates, and email newsletters usually have higher rates than promotional emails.

## TO IMPROVE YOUR CLICK THROUGH RATE:

### 1 OPTIMIZE YOUR EMAIL TEMPLATES FOR MOBILE

Twenty-eight percent of emails are opened on mobile devices. Make sure your emails are mobile-friendly, or you may miss out on clicks.

### 2 MAKE YOUR CALL TO ACTION CLEAR

If the reader doesn't know where to click, they won't click on anything. Put your call to action up-front. Make it clear and concise.

### 3 USE TEXT LINKS

Images don't always come through on emails, because they are often blocked by the email provider. To ensure that the reader doesn't miss your call to action, use text links in addition to images.

### 4 SEGMENT YOUR LIST

Perhaps your list is comprised on multiple target markets with varied interests. Break those contacts into segments and send them only the information they're most likely to find interesting. Readers will click more when the message is tailored to their interests.

# WHAT IS THE BEST DAY FOR B2B EMAIL MARKETING CLICK-THROUGHS?

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**N**ow that you've been exposed to a few tricks for improving your click-through rates, you may be wondering when you're most likely to get people to click through your marketing emails. Obviously business people are receiving a lot of emails every day, so you are competing for their attention in this arena. What are you to do?

## RESEARCH METHOD:

In a recent study by Red Base Interactive, researchers were able to find a correlation between the days of the week an email was sent and the corresponding click-through rates. Using a ranking system in which "1" represented the best day for sending emails for click-through rate and "5" represented the worst day, Red Base Interactive found that THURSDAYS are the best day to send out marketing emails if you want to see high click-through rates.

## RESULTS:

SOURCE	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Ignition	4	2	4	1	3	4	4
MarketingSherpa	2	3	1	1	2	4	4
ecreativeim.com	4	4	4	1	1	1	1
<b>TOTAL</b>	<b>10</b>	<b>9</b>	<b>9</b>	<b>3</b>	<b>6</b>	<b>9</b>	<b>9</b>

## FINAL RANKINGS:

Thursdays received the lowest score (3), followed by Fridays in second place (6).



## RATIONALE:

Thursdays and Fridays are good for email marketing click-throughs because later on in the work week is when things tend to calm down, allowing people to take the time to read your emails.

## KEEP IN MIND:

- 1 Just because these conclusions were drawn from the data doesn't necessarily mean that this is the best formula for your business to follow. Experiment with different sending days to determine the best day of the week for your business to send out marketing emails if you are hoping to increase your click-through rates.
- 2 Also remember that some people may leave emails unopened in their inbox that they may click through at a later time. Just because you sent an email on a certain day doesn't mean the recipient is going to interact with it on that same day.
- 3 Consider experimenting with the quality of the content you offer in your marketing emails. Offering low quality content may be influencing your click-through rates more than the day of the week you are choosing to send out the emails.

# EMAIL SHARING RATE

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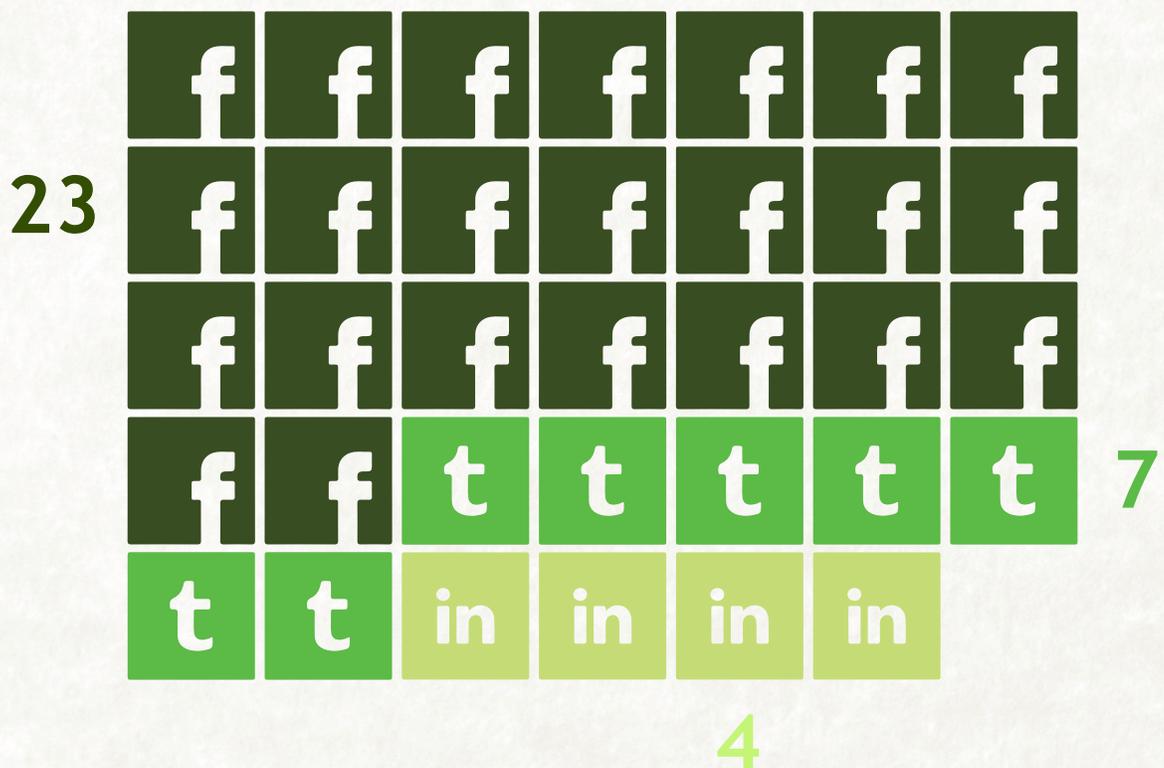
**T**he email sharing rate is the percentage of recipients who post your email content to a social network by clicking the “share this” button or who click on the “forward to a friend” button.

$$\text{EMAIL SHARING RATE} = \frac{(\text{TOTAL SHARES} + \text{TOTAL FORWARDS})}{\text{EMAILS DELIVERED}}$$

**FUN FACT:** Results from the Red Base Interactive study show that there is a **158%** increase in click-through rate when the email includes social sharing buttons.

**EMAIL SHARING RATE** will help you understand if you are resonating with your subscribers. The decision to share or forward an email means that the recipient was interested in the content and in some way found it relevant to his or her life. High share rates help you tap into your subscribers' social networks, increasing the reach of your email campaign.

AVERAGE NUMBER OF SHARES  
PER 10,000 EMAILS OPENED



## TO IMPROVE YOUR EMAIL SHARING RATE:

1

### INCLUDE SOCIAL SHARING BUTTONS

And put them at the top of your email. Making it easy for your subscribers to share your emails will make them more likely to send on your message.

2

### ANALYZE YOUR CONTENT

Look back at previous email campaigns and see what kind of articles and offers were shared most often. Use that knowledge to shape your future email campaigns.

# CONVERSION RATE

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**T**he conversion rate is the percentage of recipients who clicked on a link within an email and completed a desired action, such as filling out a lead generation form or purchasing a product

**CONVERSION RATE =  
NUMBER OF PEOPLE CONVERTED  
/ TOTAL NUMBER OF RECIPIENTS**

**CONVERSION RATE** is the ultimate measurement of a campaign's effectiveness, because it measures how many people completed the action that the email campaign was encouraging them to complete. You can measure the conversion rate of a campaign by integrating your email platform with your website analytics service. Create unique tracking URLs for your email links, so you can identify which clicks lead to the desired action.

## TO IMPROVE YOUR EMAIL SHARING RATE:

1

### CLEAN UP YOUR LANDING PAGE

Your email can only get the subscriber as far as your website. From there, the success of your conversion rate depends on the usability and relevance of your landing page.

2

### SEGMENT YOUR EMAIL LIST

Segmenting can help you target different subscribers with different interests. You serve them better by sending them offers and information that is relevant to them, and when the content is relevant they will be more likely to interact with it.

# REVENUE PER EMAIL SENT

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**Y**our revenue per email sent is a measurement of your return on investment from an email campaign

$$\text{REVENUE PER EMAIL SENT} = \frac{\text{TOTAL REVENUE FROM CAMPAIGN}}{\text{NUMBER EMAILS SENT}}$$

**REVENUE PER EMAIL SENT** is an ideal measurement for e-commerce marketers who are looking to generate direct sales from their email marketing campaigns. Just as with conversion rates, finding your revenue per email sent rate requires integration between your email platform and website analytics. If you are already tracking your conversion rates, simply collect the order value for each conversion to find your revenue rates.

### TO IMPROVE YOUR REVENUE PER EMAIL SENT:

1

#### INCLUDE AN INCENTIVE TO BUY

Include a discount or benefit for the email recipient. Make them feel like part of the in-crowd. If they feel like they're getting a deal, then they will be more likely to purchase what you are selling.

2

#### SEND TRIGGERED EMAILS

These are emails that send based on a subscriber's actions or information. You can automatically send an email based on whether a subscriber clicked on a specific link or when their birthday is. These actions and events signal an increased interest the email marketer can capitalize on.



# OPEN RATE

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**Y**our open rate is the percentage of recipients who opened and looked at an email. Though many people rely on it, open rate isn't the most accurate measure of your email marketing success or failure.

$$\text{OPEN RATE} = \frac{\text{EMAILS OPENED}}{\text{(EMAILS SENT - BOUNCES)}}$$

**OPEN RATE** is able to show you how much your audience cared about your email and how many people opened it. On average, an open rate for a campaign is anywhere between 20 and 40 percent. It's a heavily relied upon metric, but the open rate is becoming harder to track effectively. It may not be a true measure of your email's success.

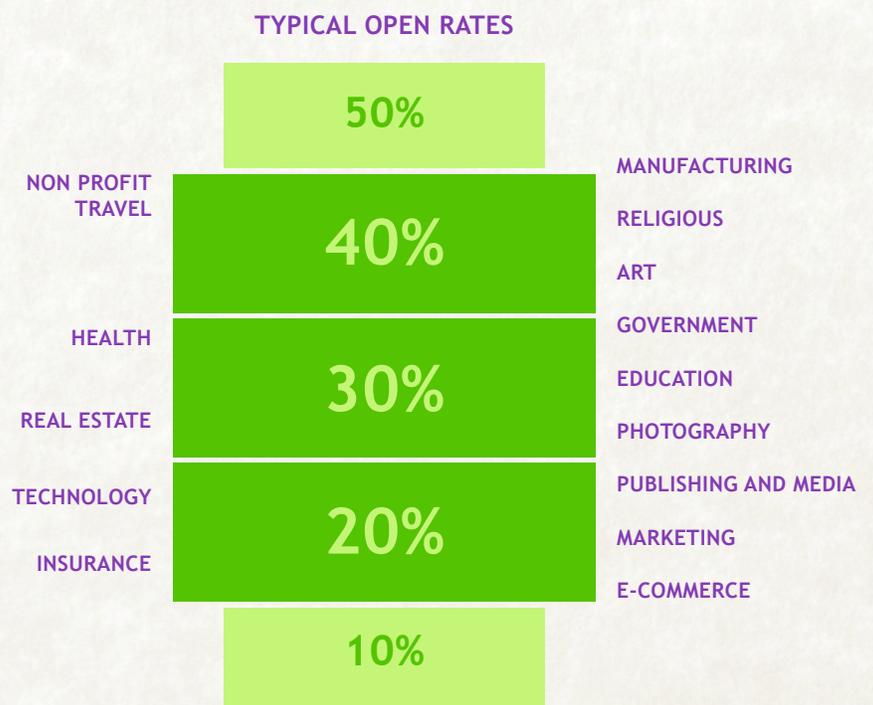
### WHY OPEN RATE IS NOT RELIABLE:

#### 1 IMAGE DOWNLOAD = OPEN

If you don't include images then you can't measure your open rates. Every time an email that includes an image is opened, the image is downloaded. That download is what counts as an open. Some mobile devices read email in text format only, so even if someone opens your email it may not report back as opened.

#### 2 DEPENDS HEAVILY ON SUBJECT LINE

Your open rates can be skewed by a catchy subject line that gets the recipient's attention but then disappoints once they open the message. Click through rates are a more accurate portrayal of your campaign's overall success.



# WHAT IS THE BEST DAY FOR B2B EMAIL MARKETING OPENS?

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**A**lthough open rates may not be a reliable measure of your email marketing campaigns' success, you may still be interested in discovering what day of the week people are most likely to open your emails. Based on the results of a recent study by Red Base Interactive, we can narrow down which day of the week people are most likely to open your B2B email marketing content.

## **RESEARCH METHOD:**

After surveying 6 different companies and ranking each day of the week to determine which is the best day to send emails, Red Base Interactive concluded that Tuesdays are the best day. The ranking system is set up so that "1" represents the best days to send emails and "5" represents the worst days to send B2B marketing emails.

## RESULTS:

SOURCE	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
EROI, Inc.	2	1	3	5	4	5	5
Ignition	4	2	3	5	1	4	4
Gather.com	4	1	1	1	4	4	4
ecreativeim.com	1	1	1	4	4	4	4
MailerMailer	4	4	4	4	4	4	1
MarketingVox	4	1	1	1	4	4	4
<b>TOTAL</b>	<b>19</b>	<b>10</b>	<b>13</b>	<b>20</b>	<b>21</b>	<b>25</b>	<b>22</b>

## FINAL RANKINGS:

As you can see, Tuesdays received the lowest score (10), followed by Wednesdays (13) as a close second.



## RATIONALE:

After getting through the Monday shuffle at work, business people have more time on Tuesdays to open your emails. Saturdays and Sundays were ranked as the worst days for email marketing opens probably because it's the weekend. People are out of the office and relaxing, not worried about the email offers you're sending them.

## KEEP IN MIND:

- 1 Open rates are influenced by the attractiveness of your subject line.
- 2 Open rates depend on the deliverability of your email (bounces).
- 3 The formula for the best day of the week to get people to open your emails as reported by Red Base Interactive is representative of the data they collected. However, it's still important for your business to experiment to determine the best formula that works for your email marketing efforts. You may discover that another day of the week generates higher open rates for your business.

# CONCLUSION

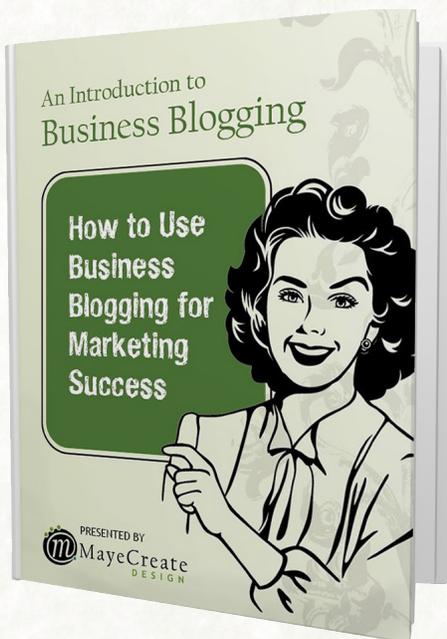
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**E**mail marketing metrics can give you a better understanding of how your online marketing efforts are working. Measuring your email marketing results is a great way to allocate your resources effectively and figure out what you're doing right and wrong.

In this e-book, we went over several metrics that can help you measure your results, including bounce rate, list growth rate, click through rate, email sharing, conversion rate and revenue per email sent. We also discussed why email open rates, though popular, are a less reliable metric.

# KEEP MOVING

**COMPLIMENT YOUR EMAIL MARKETING EFFORTS  
WITH BUSINESS BLOGGING.**



Drive traffic to your website and build your email and leads list with a business blog. This e-book is a key resource for future and current bloggers offering over 100 pages packed with blogging advice.

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## CONSIDERING MAYECREATE?



Contact us for a free initial consultation to talk about how you can use online marketing to grow your business.

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