

HOW TO INTERPRET EMAIL CAMPAIGN REPORTS

Maximize Your Campaign Results by Understanding the Essential Numbers.

Simple and clean HTML will maximize the deliverability of your email message. Tracking and reporting how the campaign actually performs will then help you to make adjustments and improve upon each campaign. A tracking report is available after each email broadcast you send using InfoUSA's Email Campaign tool. Each report includes the following information:

✔ Sent

Total number of records deployed for an attempted delivery.

✔ Bounced

These records were not deliverable to the intended recipient. Various factors can cause an email address to bounce, such as: invalid address, a mail server is down or a recipient's mailbox is full.

Hard bounce examples - Invalid email address, unknown host, access denied, user account inactive, or malformed email address

Soft bounce examples - Mailbox full, server down, communication error, message not downloaded by recipient, miscellaneous exception

✔ Received

Net amount of delivered records – bounced emails are excluded from this count.

✔ Opens

The minimum number of people that have opened the message. The actual number of opens may be higher as it is not always possible to determine if a plain text email was opened.

✔ % of Opens

Percentage of opens compared to net sent emails.

✔ Click-throughs

The total number of times that any recipient clicked upon a link within the email message.

✔ % of Click-throughs

Percentage of click-throughs compared to net sent.

For more information on email marketing contact one of our experts at 888.297.0899

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