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

**CALL US TODAY 888.297.0899**