BEGINNERS GUIDE TO EMAIL METRICS

Using the right metrics could make your company's email campaigns flourish

Introduction.

Email is one of the most economical and effective ways to gain leads for your company. But how can you tell if your email marketing is actually having the impact that you hoped for?

With the right metrics, you can find out.

Email metrics help you determine your emails' effectiveness and fine-tune them to improve their efficiency. But with so many metrics out there, it's hard to figure out what's most important. That's what we're here for — we've provided you with a guide to the essential email metrics every marketer should be tracking.

Let's get started.

OPEN RATE

Open Rate = Number of Messages Opened / Number of Messages Delivered

What It Is: The percentage of recipients who actually open emails. In effect, open rate measures the recipient's interest in the "From" and "Subject" lines of your email. Comepare your open rates every month.

Average Open Rates: 20% - 30%

Top Tip to Improve Your Open Rate: A compelling subject line will capture your recipients' attention and make them want to click your email open.

CLICKTHROUGH RATE

Clickthrough Rate: Number of Actions Taken / Number of Clickthroughs

What It Is: One of the most important day-to-day metrics, clickthrough rate measures the number of times people click on links within your emails. This reveals two crucial insights: your recipients' interest in your content and your ability to prod them to click through to see it. The clickthrough rate gives you invaluable direct insight into how many people on your list are engaging with your content and are hoping to learn more about your products or services.

Average Clickthrough Rates: 1% - 10%

Top Tip to Improve Your Clickthrough Rate: Publish high-quality content: give customers facts, insights and articles that are compelling enough to inspire people to click away from your email message and read your content.

CONVERSION RATE

Conversion Rate = Number of Actions Taken / Number of Clickthroughs

What It Is: This measures the effectiveness of your email campaign by telling you how many recipients took the desired action that your email was built to trigger. If your goal was to have recipients download a call-to-action offer, the conversion rate will tell you how well you did.

Average Conversion Rates: 0.5% - 2%

Top Tip to Improve Your Conversion Rate: Optimize your landing page — make it intriguing enough to compel your recipients to act.

BOUNCE RATE

Bounce Rate = Number of Emails Bounced / Number of Emails Sent

What It Is: Be sure you're tracking hard and soft bounce rates. Soft bounces happen when you send an email to a full inbox; they are nothing to get alarmed about. A hard bounce is more problematic because it happens when your email cannot be delivered to a recipient in your list — usually because the email address doesn't exist anymore. It is very important to remove hard-bounced emails from your list, because they are monitored closely and could affect your email being falsely flagged as spam.

Average Bounce Rates: Soft: <1%; Hard: As close to zero as possible

Top Tip to Improve Your Bounce Rate: Constantly monitor your email list and update it so your emails don't get flagged as spam.

GROWTH RATE

List Growth Rate = (New Subscribers — Unsubscribers — Hard Bounces) / List Size

What It Is: This measures how quickly your list is growing. Natural decay of a list is about 25 percent per year, so it's imperative to constantly grow your list to keep it healthy and ultimately propel the overall success of your email marketing strategy. Growth of your list will extend your reach, expand your audience and position your company as an industry thought leader.

Average Growth Rates: Your goal is constant list growth

Top Tip to Improve Your Growth Rate: Consistently creating remarkable content — supported by a program encouraging readers to share enewsletters and running promotions to encourage people to sign up — is a great way to build an email list.

ABOUT US

Blue Star is a creative agency offering graphic design, branding, marketing and web services, with plenty of experience in B2B, B2C, healthcare, non-profit, technology and EDU.

Anyone can claim great design and marketing services. We don't just sign a contract and get to work — we meet with our clients, get to know their business, get to know them personally, and get their perspectives. That's what sets us apart from the rest: our customized, personalized interactions and relationships. But that doesn't slow us down; if anything, it speeds the process along by minimizing missteps. We respect the art of business and consistently go above and beyond to meet our clients' objectives quickly, accurately and creatively. Our clients value us as their go-to team that they can rely on because we deliver, every time.

We are known for our exceptional customer service and attention to detail. We are easy to work with, and pride ourselves in understanding the nuances of our market segments. We are professional, accessible, attentive, responsible and fast. Simply put, Blue Star produces exceptional design at the speed of business.

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