



Email metrics

Introduction

Email marketing still delivers the maximum impact regardless of whether you are an SME, enterprise, or a mid-market business. But evaluating its impact can be challenging when you don't know what metrics to track. It's a bit like sailing on a ship without a compass; inevitably, you'll reach the wrong destination and wonder how everything went wrong. Well, data analysis is the compass you need to navigate the rough seas of marketing ROI. Read through to discover metrics that transform data into strategy to ensure your emails resonate, engage, and convert.

Email marketing for SMEs

Small businesses have to keep their efforts focused because of lack of resources. For businesses like these, it's crucial to start off by measuring baseline metrics. What are these?

Open rates

Open rate is the percentage of recipients who've opened a given email

Open rate (%)

$$\frac{\text{Number of email opens}}{\text{Number of contacts who received the email}} * 100$$

The average industry benchmark for open rates ranges between **15% to 25%**.

How do you boost open rates?

- Experiment with subject lines
- Experiment with preview messages

What does a low open rate indicate?

- Ineffective subject lines
- Email overload
- Deliverability issue
- Generic preview messages



Email marketing for SMEs

Click-through rates

Click through rate is a measure of the number of clicks on a specific link by the number of impressions (or views) it receives.

Click through rate (%)

$$\frac{\text{Number of clicks}}{\text{Number of Impressions}} * 100$$

The industry standard for click-through rates is anything between **2% to 5%**.

How do you boost click through rate?

- Use eye-catching content
- Have a compelling CTA



Email marketing for SMEs

Conversion rates

This measures the number of people who took a desired action out of all the people who received your emails.

Conversion rate (%)

$$\frac{\text{Number of people that took the desired action}}{\text{Number of emails delivered}} * 100$$

The industry benchmark for conversion rates falls between **1% to 2%**.

How do you improve email conversion rates?

- Experiment with CTA placement
- Get to the point quickly
- Spark curiosity



Email marketing for mid-market business

As a mid-market business, you need to look beyond baseline metrics like open and click-through rates to get a deeper understanding of how well your email campaigns are performing.

Unique click rate

Your unique click rate is the ratio of the number of unique users who click on a particular link or CTA to the total number of email recipients, expressed as follows:

Unique click rate (%)

$$\frac{\text{Total number of unique clicks}}{\text{Total number of email recipients}} * 100$$

This metric is useful because it eliminates duplicate clicks and offers an accurate picture of your unique audience interactions.



Email marketing for mid-market business

Contact growth rate

It's important to track growth rate because if it is stagnant or in decline, it suggests that your message isn't resonating with your target audience anymore. Contact growth rate can be expressed as.

$$\text{Contact growth rate (\%)} = \frac{\text{New contacts - unsubscribes}}{\text{Total contacts}} * 100$$

Tracking your contact growth rate helps you assess the effectiveness of your marketing efforts. If your growth rate is stagnant or in decline, this suggests that your message isn't resonating with your target audience anymore.



Email marketing for Enterprises

As an enterprise business, reputation, brand-building, and loyalty are your key focus. Here are some of the key metrics that matter to your business.

Email bounce rate

Your email bounce rate is the percentage of your emails that failed to be delivered.

Bounce rate (%)

$$\frac{\text{Total number of bounced emails}}{\text{Number of emails sent}} * 100$$

Hard bounces :

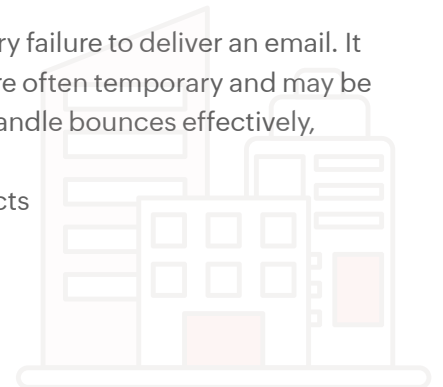
A hard bounce is a permanent failure in delivering an email. Common reasons for hard bounces include the following

- The email address doesn't exist
- The domain doesn't exist
- The recipient's email server has blocked the email

Soft bounces :

A soft bounce is a temporary failure to deliver an email. It happens for reasons that are often temporary and may be resolved in the future. To handle bounces effectively,

- Remove outdated contacts
- Segment your email list
- Monitor bounce rates



Email marketing for Enterprises

Email unsubscribes

Tracking your email unsubscribes is as important as growing your audience, because a contact who unsubscribes from your emails is more likely to churn out.

Unsubscribe rate (%)

$$\frac{\text{Number of unsubscribes}}{\text{Number of emails delivered}} * 100$$

To minimize unsubscribes, here are a few things you should consider.

Segmentation

Segment your audience to achieve maximum impact with your email marketing. Create segments to organize your contact list based on a variety of parameters like age, gender, country, and more.

Personalization

Personalize your email content to stand out when your customer is spoiled for choice. A customer is likely to churn out when they receive generic emails that are of no relevance to them. Personalize content using merge tags, dynamic content, and more.

Automation

Email automation enables you to send timely messages to recipients who perform specific actions. Automation operates on predefined rules and triggers, ensuring that whenever a user's action activates a trigger, they receive a relevant email promptly.



Email marketing for Enterprises

Spam rates

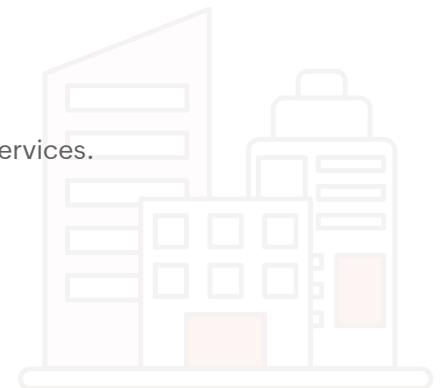
The last thing you want as an enterprise business is for your emails to end up in your audience's spam folders, as this negatively affects your email domain authority and reputation and directly impacts your email engagement, conversion, and revenue.

Spam rates (%)

$$\frac{\text{Number of emails that end up in spam folders}}{\text{Number of emails sent}} \times 100$$

Here are some of the best practices to tackle spam,

- Authenticate your sender domain.
- Monitor the email bounces and complaints you receive
- Craft a campaign with 60% text and 40% images
- Ensure your sender domain maintains a positive reputation with mailbox providers and anti-spam services.



Conclusion

Effective email marketing goes beyond crafting captivating content and eye-catching visuals; it requires a deep understanding of key metrics that drive success. Mastering the metrics we've discussed in this blog isn't simply a luxury, but a necessity. Understanding these metrics will help you navigate the landscape of email marketing.



Email metrics