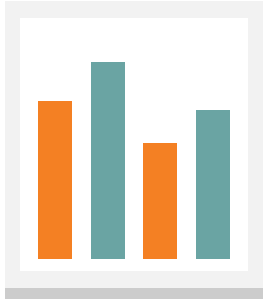


# review your own data

Tracking your own data is not just an important measure of your success – it can help you gain a better understanding of your members and their preferences so that you're more likely to reach them. Not only that, doing regular tracking can give you a heads up if something is changing (or needs to change).



## KEEP AN OVERALL AVERAGE OF YOUR METRICS (OPENS, CLICKS, UNSUBSCRIBES) AS A BASELINE

Then you can compare each month's performance to that baseline, and if you see a metric changing significantly, you're able to quickly look for the cause and pivot.

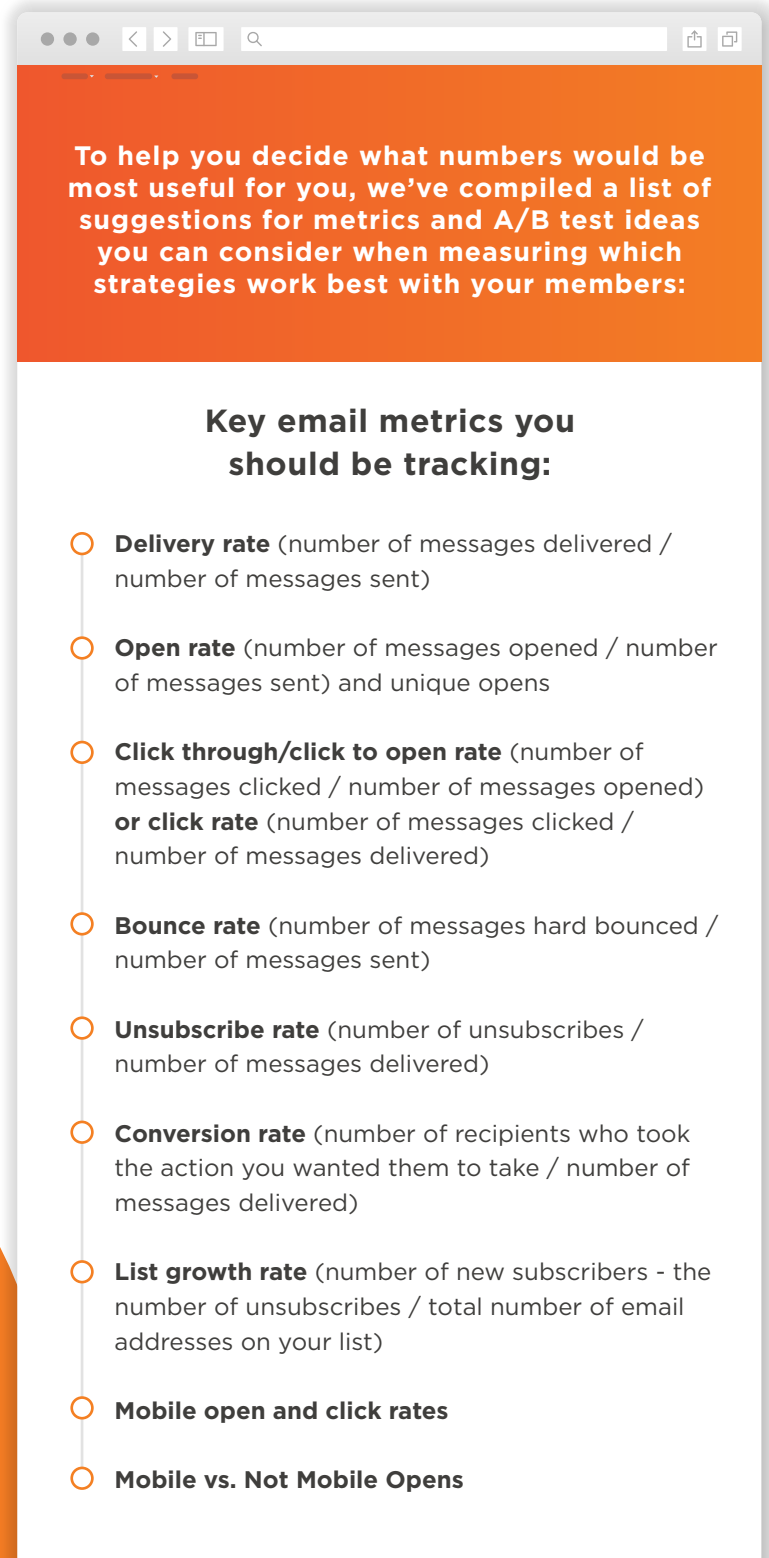


## PULL YOUR METRICS AT LEAST QUARTERLY AND KEEP AN EYE OUT FOR TRENDS

Then ask yourself where it might be helpful to review your metrics more often (possibly even monthly) or where you might want to compare specific messages. For example, in a multi-message campaign, you could compare which messages had the highest opens, clicks, or seemed to spur the highest conversions – then consider why they performed better.

**Higher Logic Thrive Marketing (Marketing Professional) makes it easy to review your email performance with Message Summary and Trends Over Time Reports.**

Having these built-in reports gives you a birds-eye view of all your mailings — and you can apply filters to refine which data you want the reports to contain. If you organize messages by folder, or use email templates, you can even use these to compare subsets of your own messaging! With tools like this from Higher Logic, a little forward planning can save you a lot of time and effort down the line.

A screenshot of a web browser window. The browser's address bar is empty. The main content area has a white background with an orange header. The header contains the text: "To help you decide what numbers would be most useful for you, we've compiled a list of suggestions for metrics and A/B test ideas you can consider when measuring which strategies work best with your members:". Below the header, the text "Key email metrics you should be tracking:" is centered. A vertical line with circular markers on the left side lists ten metrics:

- **Delivery rate** (number of messages delivered / number of messages sent)
- **Open rate** (number of messages opened / number of messages sent) and unique opens
- **Click through/click to open rate** (number of messages clicked / number of messages opened) **or click rate** (number of messages clicked / number of messages delivered)
- **Bounce rate** (number of messages hard bounced / number of messages sent)
- **Unsubscribe rate** (number of unsubscribes / number of messages delivered)
- **Conversion rate** (number of recipients who took the action you wanted them to take / number of messages delivered)
- **List growth rate** (number of new subscribers - the number of unsubscribes / total number of email addresses on your list)
- **Mobile open and click rates**
- **Mobile vs. Not Mobile Opens**

**Additional metrics that can help you gain a deeper understanding of your members:**

**Mailing Result Comparisons**

- Correlation between open rate, click rate, and number of recipients
- Correlation between open rate, click rate, and length of subject line
- Correlation between open rate, click rate, and day of the week sent
- Correlation between open rate, click rate, and time of day sent
- Correlation between open rate, click rate, and email body size

**Correlation between email sends and web traffic**

**Email volume**

**Email clients used by recipients/domain click rate**

**Overall ROI, revenue per email, and/or revenue per subscriber**

**For emails sent in a campaign:**

- Which message inspired the best results? (clicks, event registrations, survey responses etc.)
- At what point in the campaign did the most recipients drop off/disengage?

# A/B testing ideas:

*\*Remember, you'll get the clearest results when you only test one factor at a time - changing more than one piece of the message you're A/B testing will make it less clear which factor drove higher performance.*

From:

**FROM NAME/SENDER**

Subject:

**SUBJECT LINE**

- Length
- Statement vs. Question
- Content
- Including a number (price, number of days until cut-off, etc.)
- Tone



**MESSAGE**

- Length
- Plain text vs. HTML
- Layout/Format
- Number or type of images
- Tone

CLICK

**CALL TO ACTION**

- Length
- Plain text vs. HTML
- Layout/Format
- Number or type of images
- Tone



**PERSONALIZATION**



**TIME OF SEND**