

# SCOUT

## Your Email Stats



How to discover what's working  
in your email marketing campaigns.

# SCOUT Your Email Stats

From the surface, your email marketing campaign may look good: glossy web forms, friendly messages, a special offer here and there.

But have you ever seen the underside of your campaign? What does it look like after each message goes out?

Which messages were smash hits? Which flopped? Which offended readers and which prompted purchases?

This information's easy to find – many email service providers supply analytical reports of each campaign's performance. (In AWeber, these are your QuickStats.) And these reports are far too valuable to ignore.

In fact, in our 2010 email marketing survey, 72% of respondents reported keeping tabs on their campaign with reports. Of those, 94.7% said those reports had at least a moderate impact on the strategies they used going forward.

Decrypting a slew of data can feel downright overwhelming. Fortunately, you don't need to. You'll find everything you need to know in just five simple reports:

S	C	O	U	T
Sales	Clicks	Opens	Unsubscribes	Traffic

In the next few pages, we'll show you just how to interpret each one. Then we'll explore ways to use that information to create more effective messages as you go forward.

# Sales

You've heard that email marketing can generate some serious business, so you worked to attract some subscribers, and now you're sending them some lovely messages.

So some of these orders you're getting must be in response to your emails. Right?

But how can you tell how much business is coming from your emails, and how much from other factors? And how to see which techniques turn subscribers into customers and which need adjusting?

To see how much revenue your emails are generating, you'll need to track your sales. Sales tracking shows you just who read each message, then as a result, clicked over to your site and made a purchase.

[How to set up sales tracking in AWeber](#)

## What To Do With Sales Reports

### **Compare Your Content.**

Some of your emails are probably attracting revenue, and some of them probably aren't. Pay attention to emails with higher-than-average sales. What needs do those emails address? How can you speak to those needs again in the future?

### **Set Goals For The Future.**

Once you start watching your sales reports, observe which emails how many sales your average email pulls in, you can set a reasonable goal for what you'd like that number to be. Then brainstorm ways to meet that goal.

### **Keep Track Of The Return On Your Investment.**

Email marketing is an investment of time and usually, money too. Relationships with customers and heightened brand awareness are both non-tangible returns on that investment, but at the end of the day, you need revenue to keep your business afloat. Tracking your sales can help you judge the merit of your investment.

### **Send Targeted Messages To Those Who Buy**

Your relationship with customers is different from your relationship with subscribers who haven't made a purchase yet. Acknowledge those relationships by sending each of those groups different messages.

Customers have already made the choice to trust you with their money, and they've seen for themselves what kind of product they get in return. So work on connecting with them without constantly pushing for sales.

- Ask for feedback about recent purchases. Assure your customers that if they ever have questions or problems, you will stand behind your product.
- Suggest complimentary items to enhance their experience with the product they've already bought.
- Discuss different ways customers can use the product they purchased. Show them the additional value in the investment they've already made.

When they realize you're paying attention to their needs and providing solutions specific to them, they'll be more willing to shop with you again.

## Target Other Messages To Those Who Haven't Bought Yet

- Subscribers who haven't ordered anything from you yet may still need to be convinced to put their money where their clicks are. So focus on finding different ways to sell to them.
- Present the same products you've been advertising in new ways. Perhaps they haven't thought of all the various ways your product could fit into their lives.
- After sending several messages that present the same thing in different ways, if they still haven't purchased, pause on your ads for those items. Reevaluate the situation. What are these subscribers interested in? Is that what you're offering? (Can it be?)

## Use Sales Reports To Split Test Your Broadcasts

You can even test which email designs work best by tracking the sales each generates!

If you've been wanting to make a significant change to your email format, but you're not sure how subscribers would respond, test it. First, create a version with your standard design. Then, create another that incorporates the change you'd like to make.

Send each to half of your list. Then track how many sales each brings in to see which format to keep!

[Setting up a split test in AWeber](#)

# Viewing Sales In AWeber QuickStats

To see how much each message earned, click "View Stats" under the the subject line on your main broadcasts page and choose "Sales" on the left-hand menu bar.

## How to Let Readers Sell to Themselves

Sent: 10:28AM - November 04, 2010    List: aweberblog

**TOTAL SENT**  
29,533

**BOUNCES**  
114  
(0.4%)

**COMPLAINTS**  
9

Opens (17.2%)  
5,057

Clicks (4.9%)  
1,445

**Sales (0.0%)**  
**\$4.00**

Web Hits (11.0%)  
3,245

Unsubscribes (0.1%)  
31

Domains

### Sales Over 2 Weeks

Day	Sales Amount
Nov 04	\$2.00
Nov 05	\$0.00
Nov 06	\$1.00
Nov 07	\$0.00
Nov 08	\$1.00
Nov 09	\$0.00
Nov 10	\$0.00
Nov 11	\$0.00
Nov 12	\$0.00
Nov 13	\$0.00
Nov 14	\$0.00
Nov 15	\$0.00
Nov 16	\$0.00
Nov 17	\$0.00
Nov 18	\$0.00

### Sales

Make segments based on sales or how much a subscriber spent.

SALES     NO SALES

Barry barry.w.morris@gmail.com	1 Open	1 Click	\$1.00 in sales
Sonia Burgess sonia.burgess@ppsportal.com.au	1 Open	1 Click	\$1.00 in sales

You'll be able to see which day each sale occurred, as well as who purchased. To send a message to these customers, just click on the button at the bottom of the page.

**4** People purchased items within this message

Send Directly to These Subscribers

# Clicks

By watching your click reports, you can see how many times each link in your emails gets clicked. This shows you what content your readers find compelling - and what they don't.

It's important, though to pay attention to the difference between your overall clicks and your *unique* clicks.

Your overall clicks show how many times each link was clicked in total.

Your unique clicks show only the first time each person clicked a link. So this number really represents how many subscribers clicked, regardless of how many times each of them re-clicked.

Sometimes a link will have far more overall clicks than unique clicks. This happens when some of your subscribers clicked that same link again and again. It can also mean they forwarded the message to other people who also clicked that link.

These click reports are secret windows through which you can see your readers' reaction to your messages. Peek through them to learn what will keep them engaged in the future.

## What To Do Once You Know Who's Clicking What

### **Slash dead weight.**

Content that attracts little to no clicks isn't serving you. And if customers don't find it valuable, it may hurt their overall view of your campaign. So prune it out.

### **Capitalize on the interest.**

One of the most powerful things you can do once you know who clicked a link is [segment out those subscribers](#) and send a broadcast only to them.

You already know they're interested in a particular topic. So send them more information on that topic or ask for their feedback on it.

### **Be mindful of people who don't click.**

They either didn't bother to open, or opened, saw the link and didn't click it. They don't seem in that particular topic right now. Can you send them different information for awhile?

## But What About Duplicate Links?

Many email marketing messages include multiple calls to action that lead to the same page. You can actually track which particular link location performs best in this email.

Then when you're creating future messages and wondering where you should place really important links, you can look at which locations worked best for duplicate links in past messages.

To find out which location, you simply have to use "tags" to make the links slightly different without affecting their functionality.

Once the different links are clicked, you can easily view the totals for the different links in your message statistics.

Just tag each of the links with a certain identifying code or phrase when adding them to the message.

In this case, adding **"#message\_header," "#message\_body"** and **"#message\_footer"** to the end of each corresponding link would indicate *where* in the message the link was clicked.

The image shows a screenshot of an email marketing message for 'tea.' with three callouts pointing to specific links. The callouts are:

- [http://www.teacollection.com/girls-clothing/#message\\_header](http://www.teacollection.com/girls-clothing/#message_header) (points to the navigation bar)
- [http://www.teacollection.com/girls-clothing/#message\\_body](http://www.teacollection.com/girls-clothing/#message_body) (points to the 'SHOP FOR...' section)
- [http://www.teacollection.com/girls-clothing/#message\\_footer](http://www.teacollection.com/girls-clothing/#message_footer) (points to the footer)

The email content includes:

- Logo: **tea.**
- Slogan: **for little citizens of the world\***
- Navigation bar: **girl | boy | baby | gifts | papers | sale | store locator**
- Section: **SHOP FOR...**
- Four product categories with images: **boy**, **girl**, **baby**, and **gifts**.
- Footer: **Shop for: [Girls](#) | [Boys](#) | [Babies](#) | [Gifts](#) | [Papers](#) | [Sale](#)**  
**Find Tea Collection on: [f](#) [t](#)**  
**©2010 tea collection • all rights reserved**  
**one arkansas street • suite b • san francisco, ca 94107 • 415.621.9400**  
**We value your trust and privacy. To read about our privacy policy, visit our [privacy page](#).**  
**This email was sent to**  
**To unsubscribe, [click here](#).**

# Viewing Clicks In AWeber QuickStats

To see which links in your messages are attracting clicks, select “View Stats” under the message's subject line on your main broadcasts page. Choose “Clicks” on the left-hand menu bar.

## How to Let Readers Sell to Themselves

Sent: 10:28AM - November 04, 2010    List: aweberblog

<b>TOTAL SENT</b> 29,533	<b>BOUNCES</b> 114 (0.4%)	<b>COMPLAINTS</b> 9
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Opens 5.057 (17.2%)
<b>Clicks</b> 1,445 (4.9%)
Sales \$4.00 (0.0%)
Web Hits 3.245 (11.0%)
Unsubscribes 31 (0.1%)
Domains

### Clicks Over 2 Weeks

Day	Unique Clicks	Total Clicks
Nov 04	1000	1000
Nov 05	200	300
Nov 06	100	150
Nov 07	50	75
Nov 08	30	45
Nov 09	20	30
Nov 10	15	20
Nov 11	10	15
Nov 12	8	12
Nov 13	6	9
Nov 14	5	7
Nov 15	4	6
Nov 16	3	5
Nov 17	2	4
Nov 18	1	3

### Clicks

Make segments based on who clicked your messages.

CLICKED     DID NOT CLICK

**1,139** People clicked on: [http://www.aweber.com/blog/email-marketing/how-to-let-readers-sell-to-themselves.htm?utm\\_source=AW&utm\\_medium=email&utm\\_content=BL101104&utm\\_campaign=BU](http://www.aweber.com/blog/email-marketing/how-to-let-readers-sell-to-themselves.htm?utm_source=AW&utm_medium=email&utm_content=BL101104&utm_campaign=BU) [Send Directly to These Subscribers](#)

**54** People clicked on: <http://www.mequoda.com/articles/email-newsletters-articles/tools-of-engagement-for-your-email-newsletter/> [Send Directly to These Subscribers](#)

You'll be able to see the activity on each link over time. The green line shows your unique clicks – how many people clicked on a link at least once – and the blue line shows how many times the links were clicked in all. (Totals are displayed in the top right.)

You'll also see a breakdown of clicks on each specific link. You can email the subscribers who clicked each link by selecting the option to “send directly to these subscribers.”

# Opens

The most basic of all your email reports is your opens: who opened each message, and when they opened it. This shows you which messages (or at least which subject lines) are well-received, as well as the best times to send.

But tracking opens isn't a perfect science. That's because each open is detected when an invisible tracker image embedded in the email is displayed.

And subscribers can choose whether or not to enable images (for you specifically, or with a default setting). If they don't, the tracking image won't display, and their opens won't show up.

There are two ways around this, though:

1. Ask your subscribers to add you to their address book. Typically, once you're in, your images will display and you'll see their opens.
2. Send content that makes readers want to click. If their open hasn't already registered, it will when they click a link.

## What To Do Once You Know Who's Opening What

### Scrutinize Your Subject Lines.

Look for a pattern. Do they open most when you highlight new opportunities? When you use personalization? When you're sending targeted information to a specific segment?

### Send Targeted Messages To People Who Open

When you see people consistently open messages about one of these things, you've found your niche for that particular topic. Follow up with them!

Sending a second email based on who opened and who didn't can prompt a second wave of purchases.

This is called behavioral targeting: responding to subscribers' behavior to get more response from the list and promotions you already have in place. It's so effective, [71% of our customers report](#) that they plan to do more of it in upcoming months.

So what should you send based on your open rates? You could try these ideas:

- If readers show interest in a particular product by opening several emails about it, put together a compelling reason to purchase with a call to take the next step.
- If they usually open the emails you send about a particular topic, go more in-depth. Provide helpful details, tell background stories.
- Explain where you hope to take things, and ask questions. This is your interested audience, the people who may care enough about to provide their own opinions and other helpful feedback.

## Send Targeted Messages To People Who Don't Open

Emails don't always get opened. Sometimes there's just no help for it. Your readers are swamped with work or on vacation or their lives have changed and they're no longer interested.

But sometimes they just aren't gripped by what they see in the inbox.

If the email is important enough, you might want to try resending it. Let a little time go by to make sure you aren't sending into the same circumstances. Then tweak the way you present the content and resend it to just the people who didn't open it.

Here are some suggestions for changing the presentation:

- If your email covers several topics, the one mentioned in your subject line might not have interested those readers. Choose a different topic to highlight as the subject – .
- If your email covers just one topic, try [rewriting the subject line](#). What will readers get from opening that you didn't mention the first time?

# Does It Matter When They Open?

If you look at your open reports, you may find that there are times in the day when your messages are opened most. You may also find that sending on some days of the week is more successful than sending on others.

If you send during a time when opens aren't likely, your email may end up buried in the inbox, and you've set yourself up for poor results.

Instead, follow these steps:

## **First, Ask Yourself.**

- Do readers expect to get my emails at a certain time of day?
- Is the timing of my emails helter-skelter? Is that okay?
- If sent at random times, which times bomb?
- Would my readers find this particular content more valuable if they got it at a certain time?

Next, create a schedule for your broadcasts. Based on the survey mentioned earlier, 23.66% of marketers noticed that subscribers are more likely to open emails when they know when to expect them.

[Scheduling broadcasts in AWeber](#)

## **Then, Set Send Windows For Follow Ups And Blog Broadcasts.**

If you see a strong trend of opens at certain times among your current readers, it's likely that new subscribers will have similar inbox schedules. So once you know when those time frames are, adjust the timing of your follow up messages to fit.

[Setting send windows for follow ups in AWeber](#)

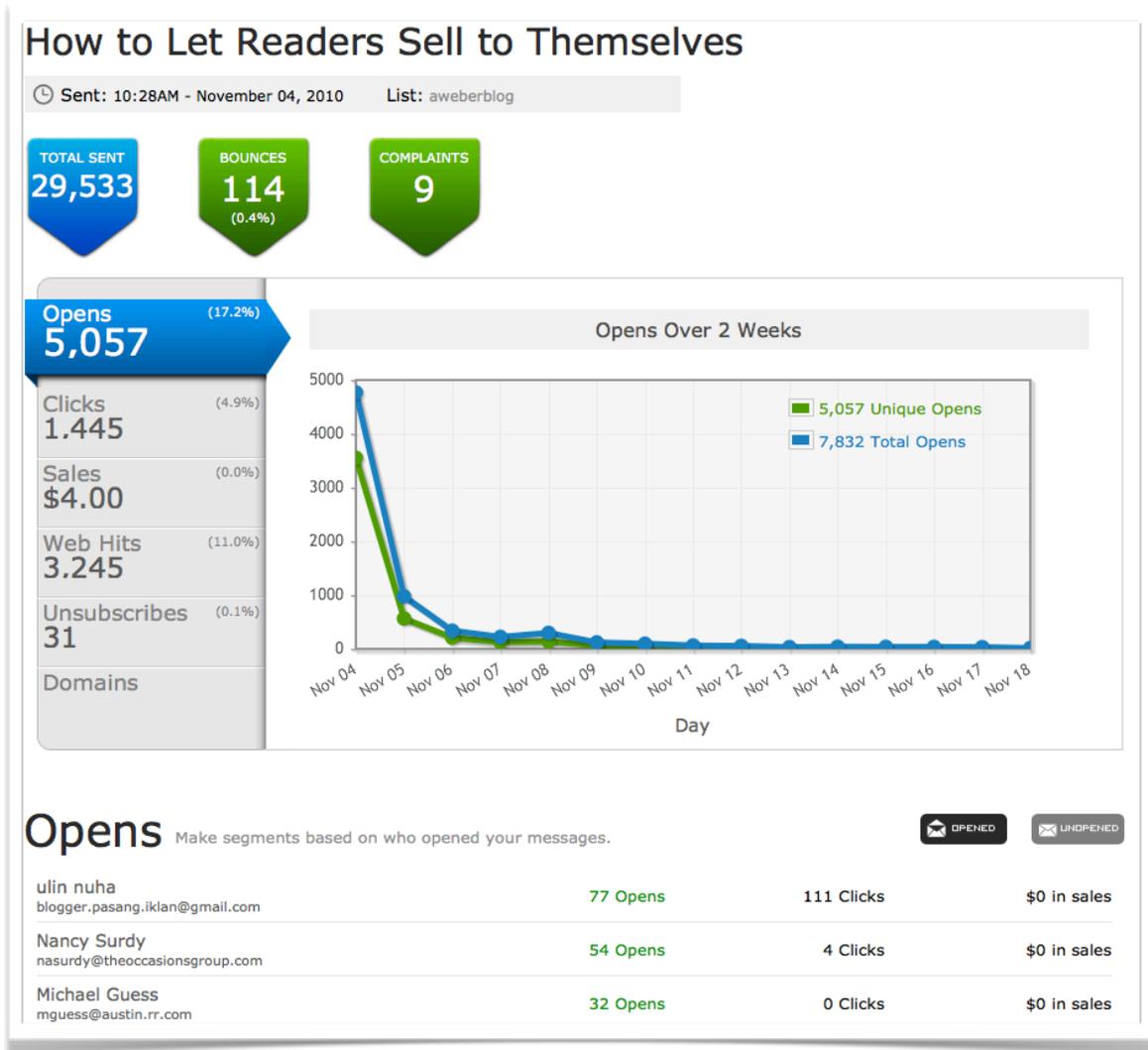
[Setting send windows for blog broadcasts in AWeber](#)

## **Finally, Add A Note To Your Sign Up Process.**

On your web form or thank you page, explain when your emails will arrive. This way, new subscribers won't be left wondering when they'll hear from you. They'll know just when to expect your messages, and when they get them, they'll be prepared to engage.

# Viewing Opens By Subscriber In AWeber QuickStats

To see who's opened each email, just click "View Stats" under the email's subject on your main broadcast page, then select the "Opens" tab.



By default, you'll see which subscribers did read each message, listed by the number of times they opened it. To see who didn't read the message, select the gray "Unopened" button on the right.

To follow up with each group, just create the segment, then choose that segment when you send your message.

4,651 People opened this message

Send Directly to These Subscribers

# Comparing The Timing Of Opens In AWeber

To find out which times are best for sending your messages, take a look at your main broadcast page.

Sent (699) 				
<b>One Change, 73% More Subscribers</b> <small>View Stats   Copy</small> Sent to <b>30,472</b> subscribers at 12/14/10 10:12 AM	<b>18.9%</b> opened	<b>7.9%</b> clicked	<b>1.8</b> bounced	<b>9</b> complaints
<b>Email to Infinity and Beyond: Lessons from Toy Story</b> <small>View Stats   Copy</small> Sent to <b>30,216</b> subscribers at 12/07/10 11:03 AM	<b>16.6%</b> opened	<b>2.6%</b> clicked	<b>0.3</b> bounced	<b>5</b> complaints
<b>New Holiday Email &amp; Web Form Templates</b> <small>View Stats   Copy</small> Sent to <b>30,125</b> subscribers at 12/02/10 11:26 AM	<b>16.9%</b> opened	<b>3.5%</b> clicked	<b>0.3</b> bounced	<b>7</b> complaints
<b>Top 4 Reasons Your List Isn't Growing</b> <small>View Stats   Copy</small> Sent to <b>30,078</b> subscribers at 11/30/10 11:11 AM	<b>18.2%</b> opened	<b>5.1%</b> clicked	<b>0.4</b> bounced	<b>5</b> complaints

In the left column, you can see what time each message went out. On the right, the bounces, complaints, opens and clicks columns show how well it was received.

Scroll down and take note of the messages that got the best results. What times were they sent? Do you see a trend?

You may not. In that case, go back and re-ask yourself the questions on page 10.

In fact, if you do see a trend go back and re-ask them anyway. Consider your answers alongside the information you found on the broadcast page.

Does it look like you should schedule your messages?

# Unsubscribes

People unsubscribe from emails for a lot of reasons:

They may think you're sending too many messages. If they're not super-psyched about the content in them, they may decide the filtering process isn't worth the bother.

They may declare [email bankruptcy](#), a purging process in which people unsubscribe from many lists at once.

They may forget they subscribed in the first place. If you only send messages every once in awhile, people may not recognize your email after a long period of latency. (So [balance your frequency](#).)

They may be switching to a new email address and planning to resubscribe with their new information.

Whatever the case, unsubscribes will happen. But that doesn't mean there's nothing you can do about them.

## What To Do With Your Unsubscribe Reports

### Find Out Why

As part of your unsubscribe link, ask subscribers why they are leaving. Then use their responses to improve your mailings — and, of course, reduce future unsubscribes.

[Requesting unsubscribe feedback in AWeber](#)

### Address The Switching Issue

Make it obvious that people can switch their email address within your preference center. This can be as overt as a periodic reminder, or as subtle as renaming your “unsubscribe” link something like “adjust your subscription details.”

### Offer Another Option

If you notice that your unsubscribe rates are increasing, you may be sending your messages too frequently. Since one man's “just enough” is another man's “too much,” subscribers who prefer fewer messages may become overwhelmed.

So offer the option of fewer emails, giving readers more time to engage with each one. Just invite your subscribers to move to a lighter-frequency list.

[How to adjust frequency in AWeber](#)

### Go Back To The Beginning

If your unsubscribe rates are still high after all this, make sure you're using [confirmed opt-in](#). People are [less likely to unsubscribe](#) if they took the extra step to confirm their subscription.

### Arrange For Replacements

Calculate your monthly unsubscribe rate. (Just add together the unsubscribes after each message you sent in the past month, then divide by the number of messages.) To keep your subscriber list from shrinking, you'll need to attract at least that many new subscribers every month.

# Viewing Unsubscribes In AWeber QuickStats

You can find out exactly how many people unsubscribed after each email by clicking “View Stats” under the subject line on your main broadcast page, then selecting the “Unsubscribes” tab.

## How to Let Readers Sell to Themselves

Sent: 10:28AM - November 04, 2010    List: aweberblog

**TOTAL SENT**  
29,533

**BOUNCES**  
114  
(0.4%)

**COMPLAINTS**  
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1.445	
Sales	(0.0%)
\$4.00	
Web Hits	(11.0%)
3.245	
<b>Unsubscribes</b>	<b>(0.1%)</b>
<b>31</b>	
Domains	

### Unsubscribes Over 2 Weeks

Day	Unsubscribes
Nov 04	19
Nov 05	5
Nov 06	4
Nov 07	2
Nov 08	1
Nov 09	1
Nov 10	1
Nov 11	1
Nov 12	1
Nov 13	1
Nov 14	1
Nov 15	1
Nov 16	1
Nov 17	1
Nov 18	1

## Unsubscribes

People who unsubscribed via this message.

Tim Miller trmiller@wsiim.com	Unsubscribed
paul paul.rushton73@googlemail.com	Unsubscribed

You'll see how many people unsubscribed in response to the message, as well details on each unsubscriber and a graph of when the unsubscribes happened.

# Traffic

Sales aren't made in emails. They're made on websites. Marketing emails are meant to attract people's attention, and then take them (via links) to your site where they can browse, share or purchase.

If you sending an email with the purpose of increasing traffic to your site, and it doesn't, you need to know. And if another email shows unusually high movement, again, you should know about it.

## What To Do With Your Traffic Reports

Occasionally, you may send an email that completely flops in the traffic-generating department. When that happens, consider what went wrong. Ask yourself:

- Did I try something unusual and it just didn't take?
- Was my call to action unclear?
- Did I include links in this email? Were any of them broken?
- Is it what I'm offering that's turning my readers off, or is it the way I'm offering it?
- Does it make sense to offer the same thing again, presented in a different way?
- What happened here that I need to avoid in the future?

Other times, your reports for an email may show uncommonly high traffic. If that happens, pay attention – you may have hit on a winning tactic.

Be careful not to make assumptions here – you've found a winner only if your end goal was accomplished. For example, you may have attracted millions of eyes to your site, but your ultimate goal was sales, and you only made two. (Maybe readers were expecting one thing when they clicked and landed on another?)

If you did accomplish your goal, celebrate! You've found something that strongly resonated with your subscribers.

Even better, you've found something you can use to connect with them again. When the confetti settles, ask yourself,

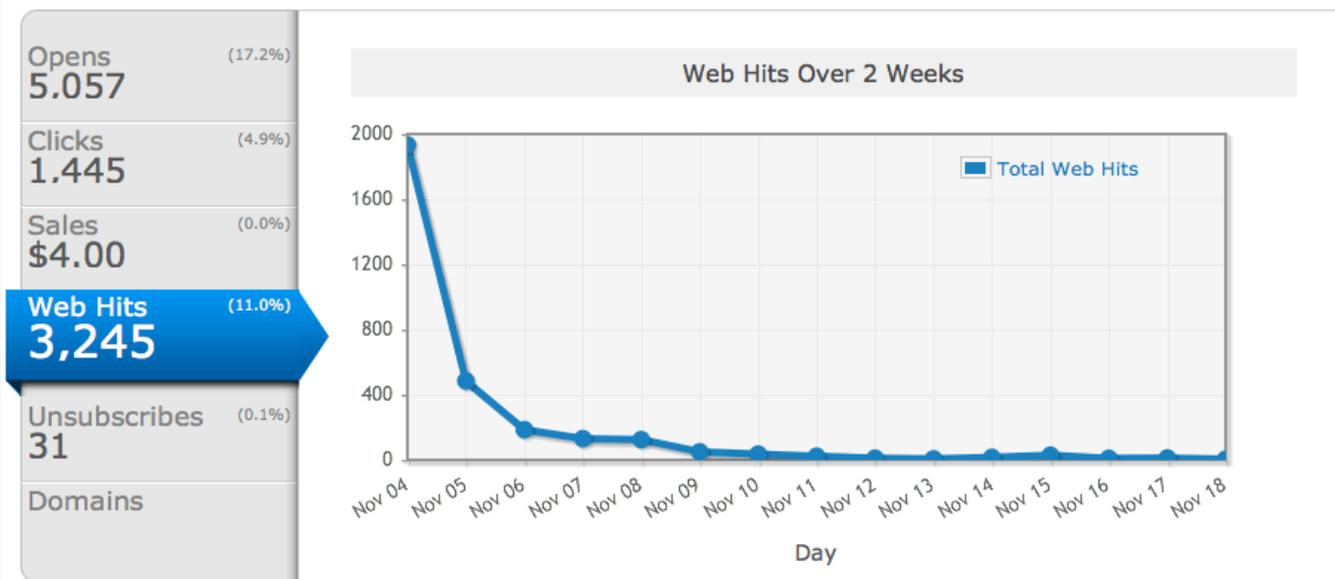
- Is there any way I can build off this obvious interest to generate even more?
- Can I use this same tactic to promote something else?

## Viewing Traffic In AWeber QuickStats

You can see how much traffic your site gets as a result of each message by clicking "View Stats" under the email's subject on your main broadcast page, then selecting the "Web Hits" tab.

### How to Let Readers Sell to Themselves

Sent: 10:28AM - November 04, 2010 List: aweberblog



### Web Hits Top pages your subscribers visit after clicking through from this email.

**1,226** People hit:

<http://www.aweber.com/blog/email-marketing/how-to-let-readers-sell-to-themselves.htm>

**84** People hit:

<http://www.aweber.com/email-marketing-campaigns.htm>

# Don't Forget Deliverability

If your stats for one message are unusually low compared to your other messages (or if your bounce rate is unusually high), you may be experiencing a problem with deliverability. In other words, the abnormally low numbers may be due to that message not reaching some subscribers' inboxes.

There are many factors that influence email deliverability, but the most common cause behind troubles reaching the inbox is that your campaign is generating too many spam complaints. If too many users at an ISP (Gmail, Yahoo and so on) mark your messages as spam, the ISP may place future messages in users' bulk or junk folders.

You can see the spam complaint rate (what percentage of users marked your email as spam) near the top of your QuickStats reports.

To prevent this from happening, you'll want to keep your spam complaint rate below 0.1%. It's not a huge problem if one or two messages have higher complaint rates, but if you repeatedly break that threshold, you'll likely have delivery issues.

If you find that your emails are generating too many complaints, it may be time to reevaluate your strategy. Ask yourself:

- Why are people signing up to your list? What do they expect to receive from you? Is that what they actually get?
- Are you emailing them enough that they remember who you are, but not so often that you're becoming a nuisance?
- Do you segment your subscriber list based on their responses to previous emails to make sure you're delivering the most relevant, valuable content you can?

## Moving Forward

Remember, the habits of your subscribers are unique to your business. You can figure out what those habits are by using reports to track their behavior in each of these five categories. Then, adjust your campaign accordingly.

And when you view the five reports all together, you get the full picture of what you're accomplishing with your campaign. You see your strong points, your weak points, what to keep doing the same way and what to change.

There's no one "right" way to run an email marketing campaign. But by SCOUTing your emails with these five reports, you'll be well on your way to finding the best ways to run yours.

# About AWeber

What do leading sites such as Social Media Examiner, Copyblogger, Which Test Won, ProBlogger and Harvard Business Review all have in common?

They rely on AWeber for easy-to-use email and social media tools to cultivate relationships with their readers. Since 1998, AWeber has been the email engine powering the growth of organizations around the world.

Today, more than 110,000 small- and midsize-businesses, entrepreneurs, agencies and nonprofits are making the most of AWeber's sophisticated segmentation and analytics capabilities, social media and testing applications, extensive template libraries, and industry-leading deliverability and live support.

For marketing advice, examples and inspiration, please join us here:

