



UNDERSTANDING YOUR EMAIL STATS

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Introduction

After days of crafting the perfect email, complete with compelling copy and stunning visuals, it's finally time to distribute it to your subscribers. You hit the "Send" button and immediately feel a wave of relief pour over you. Another email complete.

However, you're not done with your email just yet.

Analytics are an important, yet often overlooked component in email marketing. With these reports, you can identify opportunities to improve the impact of your email messages and bring value to customers and prospects.

As a result, analytics should be considered a necessary part of your email marketing.

Fortunately, many email service providers supply analytical performance reports of every email and campaign you send.

If the idea of sifting through data is a little overwhelming, fear not – there's an easy way to approach it. In this guide, you'll learn how to identify the key stats you should review to determine the health of your emails, as well as ways you can make improvements.

All you have to do is SCOUT.

UNDERSTANDING YOUR EMAIL STATS WITH SCOUT

To help you remember what to look for, we've created the following acronym to keep you on the right track:

Sales **C**licks **O**pens **U**nsubscribes **T**raffic

While these key measurements only provide pieces of the larger picture, they're exactly what any beginning email marketer will need to assess their current email marketing strategy.

Let's explore each of these in a little more detail.

Sales

Why do you send emails to your customers and prospects?

If you answered “to grow your business,” then this section should hit home.

To see how much revenue your emails are generating, you must track the sales that resulted from each email. Sales are tracked by identifying who read an email and clicked through to your site and made a purchase.

Once you have your sales stats, you can use this information to improve the effectiveness of your emails and ultimately your sales numbers. Here’s how:

① Address Your Content

Take a look at both your emails that are attracting higher-than-average revenue and those that have been total duds. What are you saying in the successful email that you’re not addressing in the underperforming one? Chances are, you’re inconsistently focusing on a need your subscribers have or failing to pique their interest in a way that makes them curious about the products or services you’re selling.

Tip: Before you draft a new email, always consider the value your subscribers should get out of it.

② Send Targeted Messages

Now that you know who made a purchase and who didn’t, why not take that information and use it to craft targeted emails to each group? Sending emails based upon your subscribers’ behaviors is a great way to nurture customer relationships and entice uninterested subscribers to make a purchase.

Those Who Buy

Thank your recent customers for their patronage with an email expressing just that. Encourage brand loyalty and future sales by offering a discount code or coupon to use on their next purchase!

You might also want to ask for feedback about their recent purchase and remind customers that you’re available to help if they have any questions or issues. Don’t forget to include your contact info so people can easily reach you. A personalized and thoughtful follow-up email will only help you create a great shopper experience.

To provide even more value and develop trust among subscribers, you may want to try suggesting new ways customers can use a recently purchased product. This would also be a great opportunity to suggest additional items they can buy to further enhance the experience with the product they already bought.

With this kind of information, who wouldn’t want to stick around and buy from such a helpful company again?

Those Who Don't Buy

Not everyone on your email list will make a purchase after reading your email. (And that's okay!) Although there are a number of reasons why this may be the case (which you can determine with additional email statistics), you can send a targeted email that contains more information about your business and the product you sell and encourage them to buy an item.

If you're not sure where to start, try presenting the original product in a new angle. By sharing how they can use an item in a way they never thought of before, it may become easier for them to relate to your brand and gain value from what you have to offer.

However you decide to spin it, consider incentivizing subscribers with a coupon for their first purchase, or even a complimentary product or service. It just might be the push they need to give your business a try.

Perform Split Tests

If you're not sure what is causing your emails to perform poorly (e.g. call to action location, weak headline), [test it](#).

To do so, create a version with your original design. Then, create another email that incorporates the changes you'd like to make. Send each to email version to half of your list and track how many sales each brings in to determine the winning format.

Set Goals For the Future

Once you start making these improvements and reviewing your sales reports on a frequent basis, pay attention to the number of sales the average email pulls in. When you have an average sale number, use it to set reasonable goals to continue increasing sales.

Track the Return On Investment (ROI)

Email marketing is an investment of both time and money. Relationships with customers and heightened brand awareness are both intangible returns on that investment, but at the end of the day you need revenue to keep your business afloat. By tracking your sales, you'll ultimately end up with the ROI of those efforts.

Clicks

Click reports show how many times a link in your email is clicked. There are two different ways to measure them: overall clicks and unique clicks.

Overall clicks represent how many times each link was clicked in total, even if the same person clicked a link multiple times.

Unique clicks, on the other hand, only count the first time a person clicked a link. As a result, this number represents how many subscribers clicked a link, regardless of how many times an individual subscriber re-clicked. (For example, if Mary opens your email, clicks a link and clicks the same link a few days later, it will only count as one click). Typically, you'll want to look at the unique clicks when analyzing your emails.

A click report also provides additional insight into what type of content your readers find compelling, as well as what they're less interested in. With that information, you can then tweak your emails to focus more on content you know they'll enjoy instead of just shooting in the dark.

🕒 How to Improve Your Email Campaign With Click Stats

Eliminate Underperforming Content

Content that attracts little to no clicks isn't helping your business. And if your customers don't find it valuable, it may hurt their perception of your brand. You might want to try changing the way you present the information (such as including valuable information and adding more enticing visuals) or removing it from future emails altogether.

Capitalize on Popular Content

If your click report shows that a specific link was a tremendous success, find a refreshing way to feature it again in future emails. Or, share related products or news, such as unique ways to use a product that your subscribers might not have thought of before.

Send Targeted Messages

Click statistics also provide insight that could inspire a targeted email message to the segment of subscribers who clicked through to a certain link. You already know they're interested in a particular topic, so why not send valuable information that caters to them?

If you notice a large amount of people aren't clicking certain links related to a particular topic, you might want to try sending them different information for a little while.

Test Duplicate Links

Many email marketing messages include multiple calls to action through links that lead to the same page. By split testing the locations of these links, you can determine which position leads to a higher click-through rate (a helpful tip to keep in mind when placing important links in future emails!).

To determine which link works best, set up detailed tags to help you distinguish the links from one another without affecting their functionality.

If you use the same link three times within your email, for example, you might add the following tracking codes to differentiate between the links: "#message_header," "#message_body" and "#message_footer."

This will allow you to view the totals for each link in your message statistics after the email is sent.

Opens

The most basic of all email reports (yet also one of the most valuable), open rates tell you how many people opened your message and when they opened it. This is the easiest way to determine the strength of your subject lines, as well as the best times to send an email to your subscribers.

Once you understand these insights, you can use this information to identify how you can get more people to view your emails -- which is the first step in the buyer's online journey before reading compelling content, clicking a link, and making a purchase.

So, how can you improve your open rates?

Always have subscribers confirm to your email list

The best way to ensure people open your emails is by confirming that they want to be on your list and receive content from you in the first place. Be specific about what you'll be giving them, why it's valuable, and how frequently subscribers should expect to hear from you.

Send interesting content

You told them what they'll get out of signing up for your emails, so you better deliver. Send content that they actually want and are interested in. The more they want to read your information, the more often they'll open your emails.

Write captivating subject lines

The subject line is the first piece of content your subscribers will see from you -- so it better be good! You have around [35 characters to leave a lasting impression](#), so use this space to tell readers exactly what they should expect in your email.

Some of the best subject lines use actionable phrases, (e.g. "Get What You've Been Eyeing"), personalized fields (addressing each subscriber by name), and even humorous phrases.

Send targeted emails to subscribers who open your emails

Sending a second email based on who opened an email can prompt a second wave of purchases. This is commonly referred to as behavioral targeting, which is a strategic approach to responding to a subscribers' behavior to encourage further engagement.

If you're not sure what to send, here are a few options:

- Readers who show interest in a particular product after opening several emails about it might respond well to a subsequent email that provides them with a compelling reason to make a purchase.
- Dive deeper into topics that interest a particular segment of subscribers in a series of follow up emails. Provide additional details that explain a product or suggest other ways of using it, share helpful information, tell background stories, and more.
- Ask your audience segment for specific feedback on content they'd like to read more about. Explain your interest in changing the way you approach email, and open up the floor for feedback from your subscribers who are willing to share opinions.

Send emails at the time of day that has the highest open rate

Yes, the day and time of day during which you send your email can greatly affect its open rate. If you send an email during a time when your subscribers are less likely to open it, your message may end up buried in the inbox, never to be found or read again.

To determine [the best day and time to send your emails](#), start researching the average send times in your specific industry. Then, test the send times and take the average to determine your peak open rate.

Another thing to consider is consistency. By sticking with a regular schedule (such as sending an email every Tuesday or every other Friday), your subscribers will have a better idea of when they can expect to receive content from you. This not only makes it easier for you to stay organized, it also makes you more trustworthy to customers and prospects.

🕒 The Problem With Tracking Opens

Tracking opens isn't a perfect science. Every open is detected when an invisible tracker image embedded within the email is displayed, so it can hurt and misrepresent your open rate when subscribers choose not to enable images.

To get around this, simply ask your subscribers to add you to their address book (also known as 'whitelisting') to guarantee that your emails arrive in their inbox. Typically, once you're in, your images should display and count in your open rate statistics.

How can you ask to be whitelisted? There are a few opportunities you can take advantage of:

- **Thank-You Page**

If a custom thank-you page appears when a subscriber confirms to your email list, use this opportunity to ask them to add you to their address book as well.

- **Welcome Email**

Your welcome email should include information about the types of emails your new subscribers can expect to receive from you in future emails (e.g. helpful tips, coupons, company updates).

- **Preheader**

If you're aiming for subtlety, add your request to be whitelisted at the top of each email.

Tip: Include a link to [this whitelisting guide](#) to provide your subscribers with clear instructions on how to whitelist your emails. There they'll find step-by-step instructions on how to add you to their address book from a number of different email platforms!

Unsubscribes

It's a sad moment when you discover someone has unsubscribed from your email list. But it's important to look at your unsubscribers from a new angle that seeks to understand the reasons why they left, and what you could do better to bring them back or prevent others from leaving.

To lower your unsubscribe rate, here are some tips to consider:

🕒 Discover why they're leaving

As part of your unsubscribe landing page, ask subscribers why they are leaving. Use their feedback to improve your emails and prevent others from following suit in the future.

🕒 Bring more value

People unsubscribe from email lists because they aren't getting any value out of them. Create compelling and interesting emails that will get them enthusiastic about reading your content.

◎ Make sure you're optimizing your emails

If your unsubscribe rates are still high, make sure you're optimizing your emails for success and taking care of the basics. This includes using [confirmed opt in](#) and informing subscribers in your sign up form or confirmation email about what they'll receive from you and how frequently you'll send emails.

Hesitant to require confirmation to your email list? Here's an important theme to keep in mind: People are [less likely to unsubscribe](#) if they take the extra step to confirm their subscription.

◎ Continue attracting new subscribers

Regardless of how optimized your emails and sign up forms are, there will always be unsubscribers. To ease the pain of that loss, you should always collect new subscribers to balance it out (and ideally, continue growing your list).

Set a monthly goal for new subscribers based on your monthly unsubscribe rate (add the unsubscribes after each message you sent in the past month and divide by the number of messages). To prevent your subscriber list from shrinking, you'll need to attract at least that many new subscribers a month (and more to grow your list).

Traffic

Sales aren't made in emails -- they're made on websites. Think about it: What's the purpose of your email?

It's to attract people's attention and bring them to your site so they can browse, share, or purchase an item or service.

To know if your emails are bringing new business or if they're completely ineffective, you need to measure the traffic they bring to the site.

Once you have your report, it's time to assess your emails. If traffic is low, ask yourself the following:

- Are emails consistent or inconsistent?
- Is there a clear call to action?
- Are there links to your site within your email?
Are any of them broken?
- Is your content valuable to your readers?
- Are you offering the same thing over and over again (ultimately creating disinterested and bored readers)?
- What can you avoid in the future?
- What is working?

Deliverability

If your stats for an email are unusually low compared to others (or if your bounce rate is abnormally high), you may be experiencing a problem with deliverability. In other words, your emails may not be reaching some of your subscribers' inboxes.

There are many factors that influence email deliverability. For the sake of brevity, we'll address the most common cause behind this issue. The biggest reason why emails fail to reach the inbox is because your campaign might be generating too many spam complaints. If many subscribers mark your messages as spam, the ISP (Gmail, Yahoo, AOL, Outlook) may place future messages in their bulk or junk folders.

To prevent spam rates from affecting deliverability, aim to keep your spam complaint rate below 0.1 percent. Although it's not a huge problem if one or two messages have higher complaint rates, it becomes an issue if you repeatedly break that threshold.

To keep your emails from generating too many complaints, assess the problematic emails and ask yourself the following:

- Are people receiving content that they expect to receive from you? If you told them they would receive one thing and deliver another, the discrepancy may cause them to mark you as spam.
- Are you emailing them enough so your subscribers remember who you are, but not so often that it's annoying? Finding this sweet spot is crucial to delivering valuable content at the times your subscribers want it.
- Do you segment your subscriber list based on their responses to previous emails? This will help you make sure you're delivering the most relevant and valuable content to the people who want it most.

HOW TO SCOUT IN AWEBER QUICKSTATS

Sales

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.



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

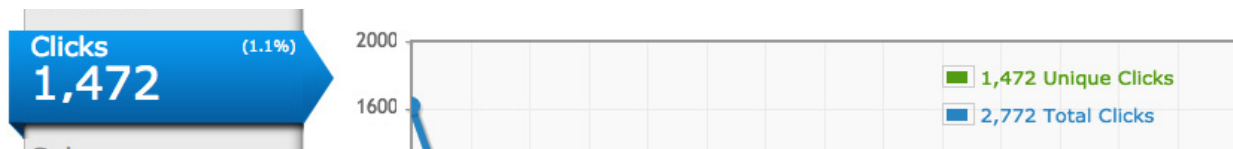
4 People purchased items within this message

Send Directly to These Subscribers

Not tracking your sales? [Learn how to set it up in AWeber](#)

Clicks

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.



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

To see who has 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 read each message, as well as 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, create a segment with those subscribers and choose that segment when sending your message.

13,051 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.

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.

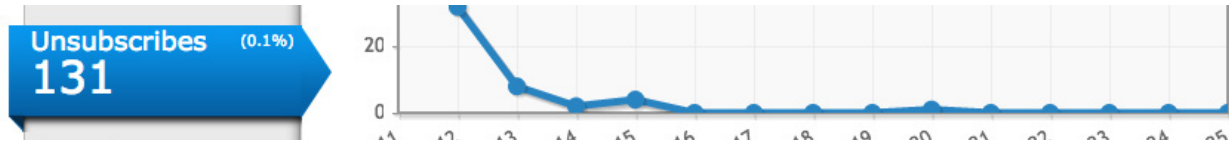
Scroll down and take note of the messages that got the best results. What times were they sent? Do you see a trend?

You may not. In that case, you may want to continue testing best open times in the Opens section above.

If you do see a trend, you should still go back and review the section anyway. Consider your answers alongside the information you found on the broadcast page. Is this the best time to schedule your messages?

Unsubscribes

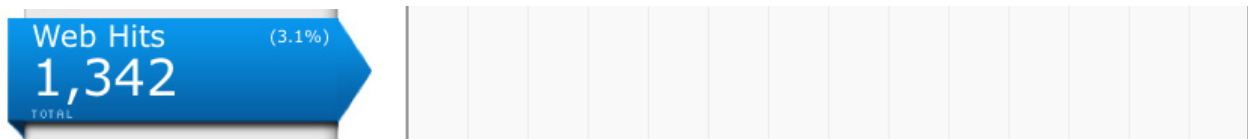
You can find out exactly how many people unsubscribed after each email by clicking “View Stats” under the subject line on your main broadcast page, then selecting the “Unsubscribes” tab.



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

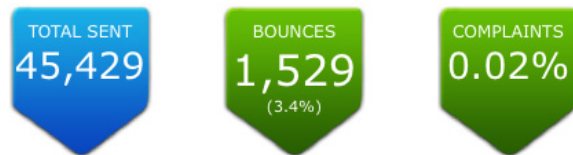
Traffic

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.



Deliverability

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



Start improving your email campaigns with SCOUT today!

[Sign up for AWeber](#) -
the first month is free!

[Log in](#) to your AWeber account

About AWeber

AWeber is an easy-to-use email marketing tool that allows business owners and entrepreneurs to cultivate relationships with their customers. Since 1998, AWeber has been the email engine powering the growth of organizations around the world, including leading sites like Social Media Examiner and ProBlogger and industry influencers such as Peter Shankman and Ann Handley.

Today, more than 120,000 small- and midsize-businesses, entrepreneurs, agencies and nonprofits are making the most of AWeber's sophisticated segmentation and analytics capabilities, split testing applications, extensive template libraries and industry-leading deliverability and live support.

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