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If you're used to looking at marketing campaign reports, then you can either skip or just quickly scan this section. However, if you're not sure how to take the information that we've given you in this section and translate it into a format that will guide you in optimizing and perfecting your email marketing campaign, then this section should help you. In this section, we'll show you some sample email tracking reports to help get you started in creating your own.

Where to Find the Data for Your Email Tracking Reports

If you're using a third party email marketing platform such as Comm100, then all of the email performance data that you'll need other than Key Performance Indicators should be provided for you. If you've built your own in-house email marketing platform, then it's important that you've not only built in ways to track the key metrics we've discussed in this section but also that you've created a way to easily query out that data and provide it to your marketing team.

In order to track Key Performance Indicators such as sales or sign-up conversions, you'll need to be using a website metrics toolkit that tracks sources of conversions or sales. This functionality is possible from Google Analytics. However, there are also a number of website metrics packages that can be purchased that offer customized or enhanced abilities or reporting functions. Finally, your own ecommerce backend may provide this information. Be sure to make sure that it's configured properly and test its ability to successfully track a sale from an email source before beginning your email marketing campaign.

Using the Email Tracking Reports that are already Provided

In many cases, you won't need to translate many of your email marketing metrics into their own report format because your email marketing platform provides an easy-to-use report format. However, we recommend translating all email performance data into a single document so that you can view it combined with your conversion or sales metrics in one place. If, instead of using a third-party email marketing platform, you have built an in-house email sending solution, you may want to consider the extra effort of building a simple report format to tie all of that information together.

Email Tracking Sample Report: Individual Email with Revenue Goal

This is anemail tracking sample report for an individual email that had a revenue goal. Opt-out request and spam complaints are not included on this report due to space limitations. In this case, twenty percent of all users who received the email opened it, and a quarter of those then clicked. The email generated $10,000 in sales. If you were then going to attempt to develop a goal for future email metrics, you would want each email sent to be worth $1 in revenue consistently. This would help you determine a value for renting or selling advertising space in your email template.

Email Name Send Date/Time Recipients Delivered Opened Clicks Revenue

Sales Promo 1/1/2011, 12:00pm 10,000 9900 2000 (20.2%) 500 (25%) $10000

Email Tracking Sample Report: Individual Email with Sign-Up or Transaction Count Goal

This is a similar email tracking report designed to show instead the tracking of an email that uses the total number of transactions as the Key Performance Indicator. Opt-out request and spam

complaints are not included on this report due to space limitations. In this case, the email send was successfully delivered to 9900 individuals and 100 completed a transaction (a sale or filling out a lead form). That means that approximately 1% of all of the individuals who received the email then completed the goal of the email. This metric can be used in the future to determine what conversion rate should be expected for an email send and to anticipate revenue based on that conversion percentage.

Email Name Send Date/Time Recipients Delivered Opened Clicks Transactions

Sales Promo 1/1/2011, 12:00pm 10,000 9900 2000 (20.2%) 500 (25%) 100 (1%)

Email Tracking Sample Report: Five Email Campaign Send with Transaction and Revenue Goal

This is anemail tracking sample report of five emails sent over a period of time as part of a larger campaign. The yellow-highlighted areas represent areas that your email marketing team should evaluate and make changes based on.

Email Name Send Date/Time Recipients Delivered Spam OptOut Open Click Transactions Revenue

Sales Promo 1 1/1/2011,12:00pm 10,000 9900 3 7 2000 (20.2%) 500 (25%) 100 (1%) $10000

Sales Promo 2 1/3/2011, 1:00pm 10,000 9900 5 5 4500(45.5%) 1125 (25%) 100 (1%) $10000

Sales Promo 3 1/5/2011, 2:00pm 10,000 9900 17 25 3000(30.3%) 750(25%) 25(-1%) $1500

Sales Promo 4 1/7/2011, 3:00pm 10,000 9900 3 1 3000(30.3%) 1500(50%) 300(3%) $20000

Sales Promo 5 1/9/2011, 4:00pm 10,000 9900 1 1 400(4.4%) 100(25%) 25(-1%) $10000

Poor Performance on Email Send Three: The third email send in this sample report resulted in unusually high spam complaints and unsubscribe requests. This shows that this email contained content that, once viewed, upset or offended subscribers and should be removed.

High Performance of Subject Line on Email Send Two: The second email received a spike in opens and open rate. This most likely means that the subject line was exceptionally good and should be emulated. However, send time and date should also be evaluated.

Poor Offer in Email Send Four: While email four generated an average open rate, the clicks and transactions generated were below average. This most likely means that the product or offer promoted in that email was not compelling to subscribers.

Poor Subject Line in Email Send Five: Email send five had an extremely low open rate. This is most likely related to subject line, but may also be due to date and time of send or to list fatigue from having received five emails.

No matter what email marketing strategy you are taking, the first step to ensure a successful email campaign is to choose a reliable email sending partner. Comm100, who provides this comprehensive email tracking sample report, offers you powerful Email Marketing Software, which is both a great long-term and short-term solution to improving your email marketing program to a new level.

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