



Know Your Stats:

A Guide to Email Marketing Performance





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Introduction

Always begin a new marketing initiative with your goal in mind.

Cliché? Maybe. But it's the key to success!

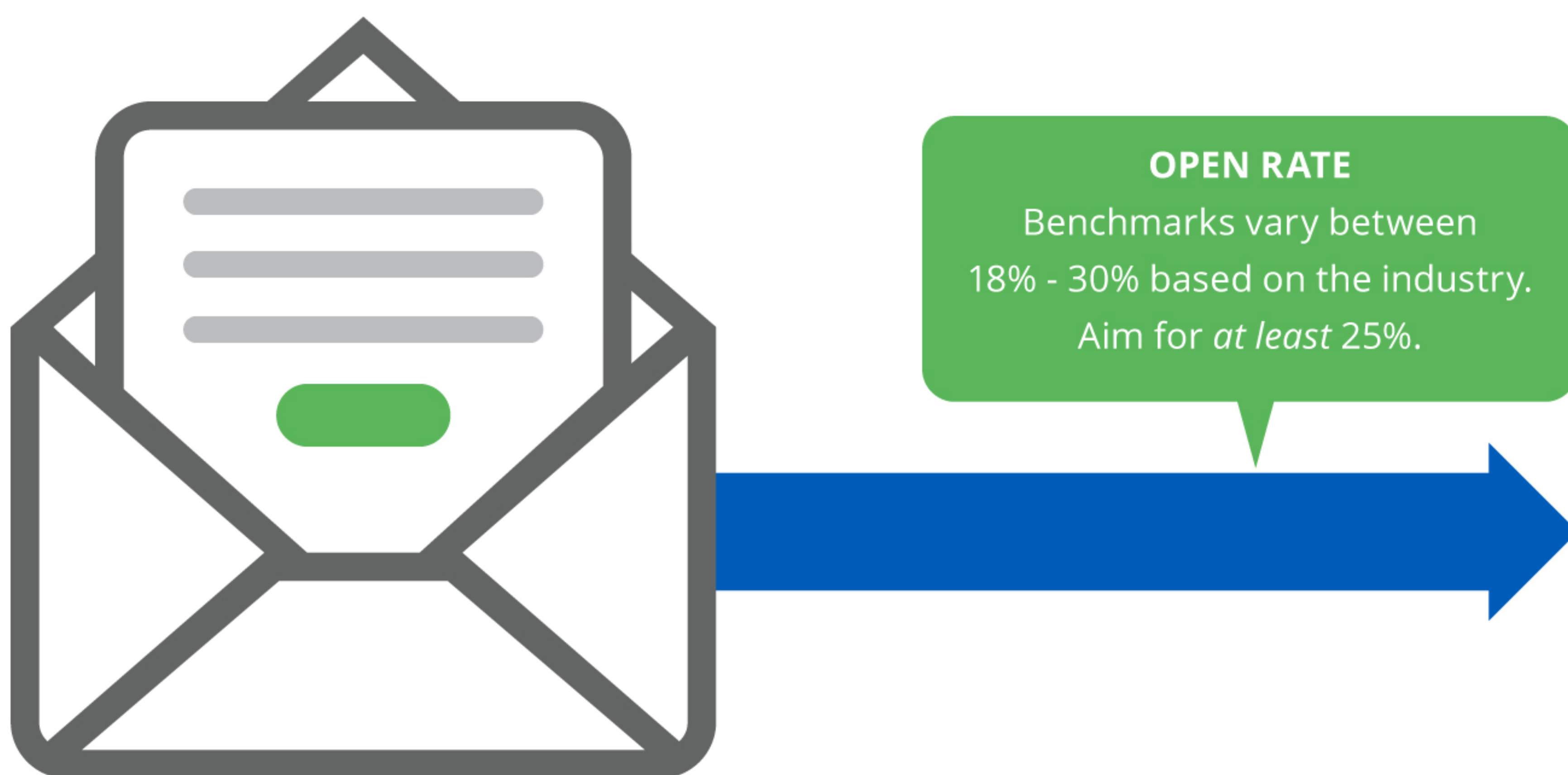
This guide will help you understand the key performance indicators for email marketing and optimize each to produce the best results.





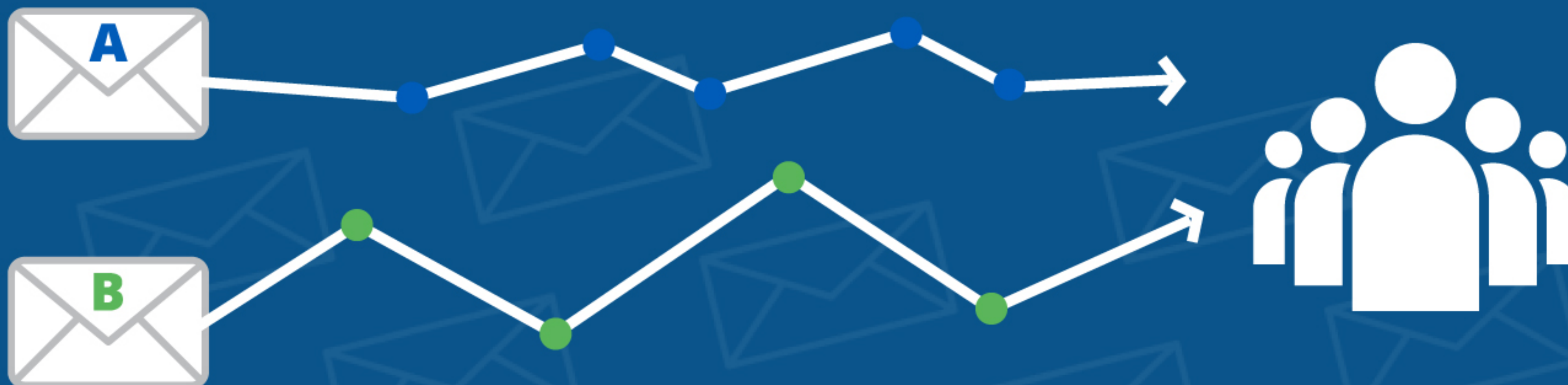
What is an Open Rate?

The percentage of people who opened your email after receiving it (undeliverable emails are not included in this calculation). This metric indicates the overall engagement of your recipients, and is useful in A/B testing optimizations to your campaigns.



TIP:

Monitor open rates when performing A/B tests to measure the effectiveness of new subject lines, pre-header text, and sending times.





Know Your Stats: Click-Through Rate

What is a Click-Through Rate?

The percentage of recipients who clicked a link within your email after opening it.

For most campaigns, this metric is the highest indicator of success.

Factors that can affect your click-through rate include:



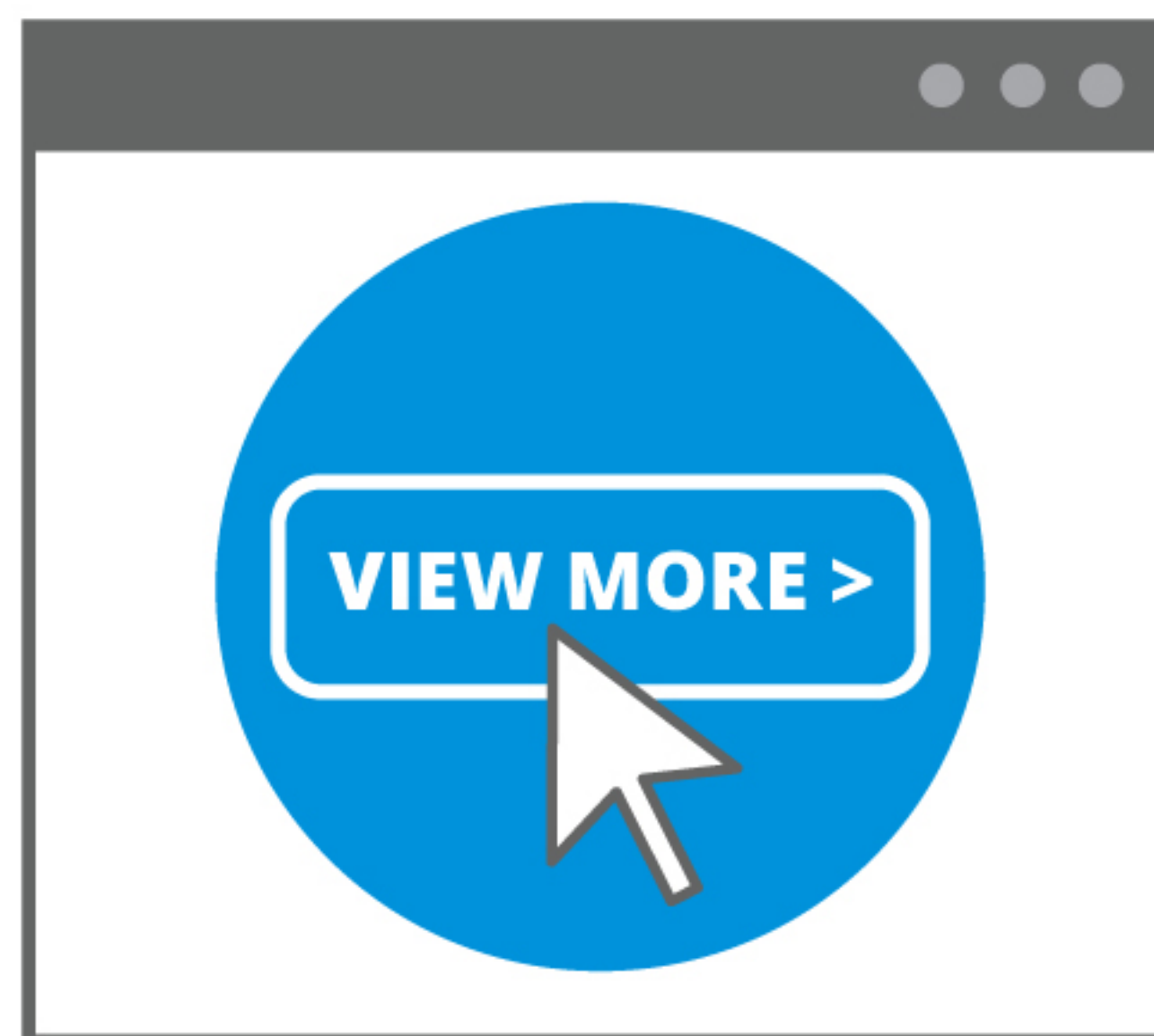
Call-to-Action (CTA)

What are you asking your readers to do? Ensure your “ask” is clear and put the focus on a single request in each email.



Placement

Where is your CTA located? Use buttons or text in noticeable colors near the opening and closing of your email.



Relevance

Does your CTA apply to or interest all of your recipients? Segment your contacts and send emails targeted to those who are most likely to act.



Time of Day

When are you sending emails? Consider your readers’ daily routine and send on the day and time when they are most able to respond.



TIP:

Looking for the best time of day to email your contacts? Start here and test often.



MORNING

Mobile-friendly emails focused on sharing information or connecting to a mobile app.



AFTERNOON

Content marketing (downloadable guides, webinars, etc.) or B2B sales emails.



EVENING

Brief, engagement focused emails targeting consumers such as event invitations or online sales.



What is a Bounce?

When an email is undeliverable, it has “bounced.”

There are two types of bounces: soft and hard bounces. Soft bounces typically indicate a temporary delay in your message delivery, while hard bounces are always permanent failures.



Soft Bounce

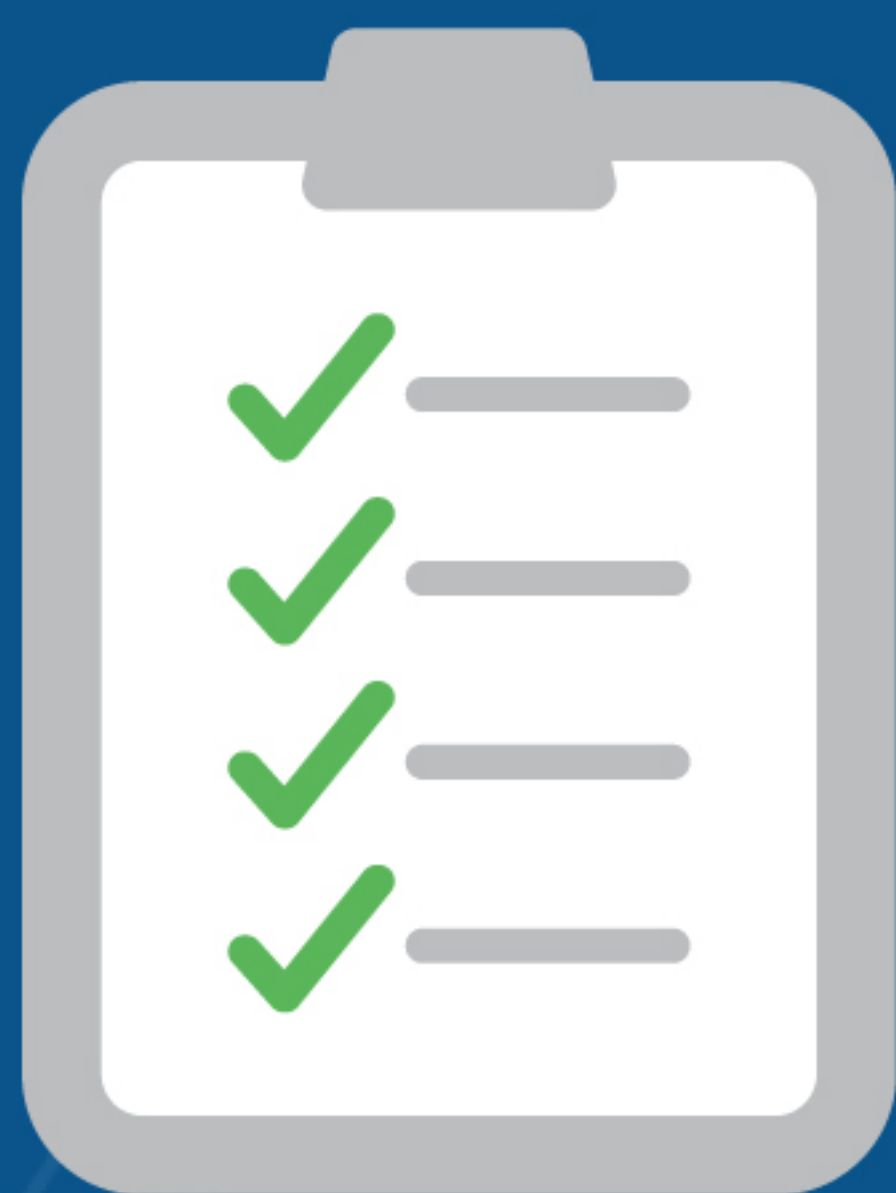
Soft bounces may result when the recipient's inbox is full, an ISP blacklists the sender or flags a message content as SPAM, or the recipient's ISP is experiencing connection problems.



Hard Bounce

Hard bounced emails most commonly indicate an invalid email address.

TIP:



An up-to-date contact list is key to maintaining a positive sending reputation and creating successful email marketing results. Ensure your list is healthy before sending your first campaign!

Sending a first email to “weed out” old email addresses, uninterested customers, etc. is a quick way to degrade your email sending reputation.



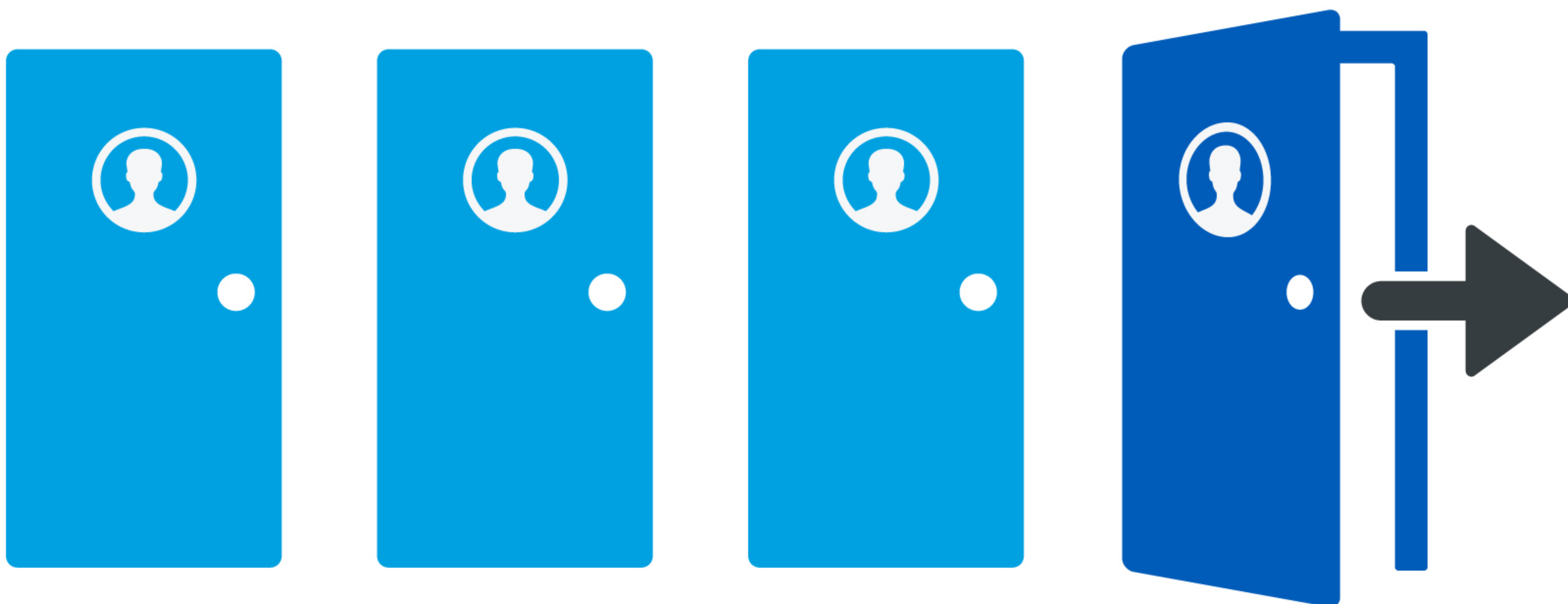


What does it mean to Opt-Out?

Opt-out is the term used when someone selects that they **no longer want to receive emails**.

Their preferences or desires may have changed since they were added to your contact list.

Always honor opt-out requests. It's legally required in most countries and is always good business.



TIP:

If you see a large percentage of unsubscribes, consider these questions:

- Is your list 100% opt-in?
- Have these contacts heard from you in the last six months?
- Are contacts receiving less than five emails per week from you?

If you answered “no” to any of these, adjust your practices to best engage your subscribers.





What is a Blacklist?

Blacklisted contacts are those that you shouldn't email in the future.

These contacts are maintained in your email marketing database, but are excluded from receiving your campaigns. Maintaining an updated blacklist contributes to a squeaky clean contact list and positive sending reputation.



In SendinBlue, a contact can be blacklisted due to 4 reasons:



They have resulted in a hard bounce (ex. their email address does not exist)



They have marked your emails as SPAM



They have unsubscribed from your emails



You have blacklisted them manually



TIP:

The best email marketing services automatically blacklist contacts who result in a hard bounce, opt-out from your emails or mark your email as SPAM.





SendinBlue empowers businesses to build and grow relationships through email campaigns, transactional emails and SMS messages.

What makes us different?

SendinBlue is powered by our world-class customer happiness team and we offer pricing plans guaranteed to make you smile.

Happy Sending!

