

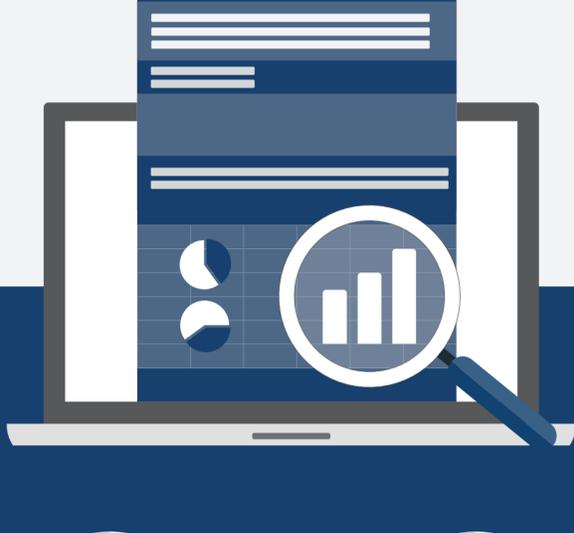
# DMA insight: Email campaign response

Email as a medium provides a range of response metrics which can be seen as soon as the campaign has been sent, covering areas such as deliverability right through to customer behaviour and more.

This range of easily accessible metrics makes email a very attractive medium to marketers who can easily measure the success of their campaign activity.

## Revenue and conversions

Match email metrics to marketing objectives



(Downloads)



(Registrations)

Metrics commonly used include campaign revenue, revenue per 1000 contacts, average order value and counts of non-financial conversions (such as downloads / registrations)

## Recipient activity

Match email metrics to marketing objectives



Measure customer activity



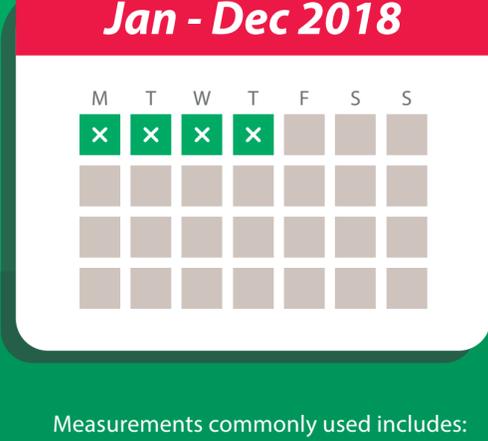
Subscriber's activity can highlight any content, links or images of high value



Common analysis includes open rates, click rates, social shares / forwards, device and browser analysis, geographic analysis and unsubscribe / bounce rates

## Multi-phase campaign metrics

Campaigns can span more than one send over multiple days or weeks



Measurements commonly used includes:



Campaign recipients



Emails per recipient



Campaign reach

## Customer database and strategic metrics



CTR growth



Number of broadcasts (indicator of relevance) against total volume sent



Complaints



Growth in engagement by segment

## Reporting and optimisation

Attribution - key measure should be your ultimate goal



Open rates - don't focus here, monitor it - but don't report on it!



CTR - focus on great relevant content and your CTR will improve as will your open rate



Measure inbox placement rates



Analyse customer engagement strategy

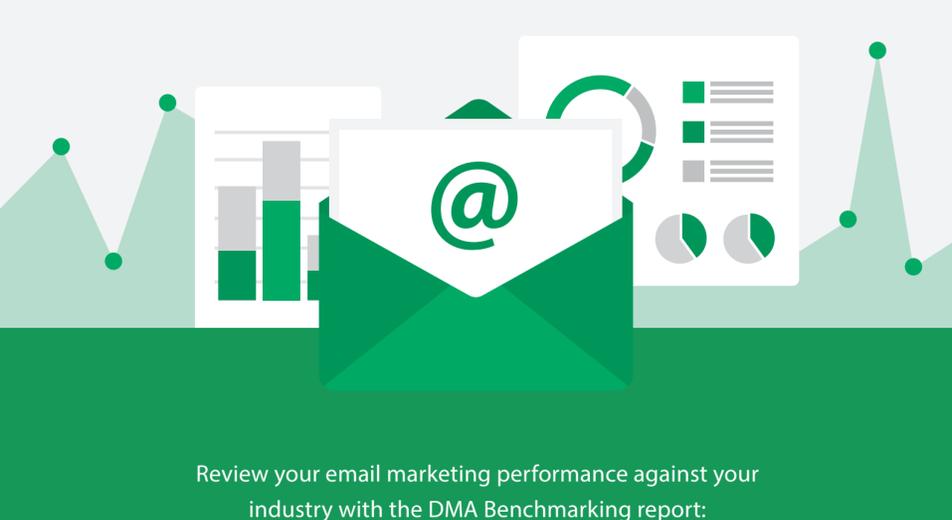


Strategise your sender reputations



Monitor for blacklisting

## Benchmark performance



Review your email marketing performance against your industry with the DMA Benchmarking report:

<https://dma.org.uk/research/email-benchmarking-report-2018>

## Conclusion

Identifying the key metrics that work for you in terms of financial performance is only half of the job.

It is just as important to keep an eye on behavioural and placement data to help keep lists active, domains clean and ensure the longevity of campaign activity.

### About the DMA

The DMA provides guidance and support to help its members put their customers at the heart of their one-to-one communications to give them the rich benefits of a much more relevant, welcomed and effective relationship with each individual customer.

The DMA aspires to facilitate its members' marketing evolution with the opportunities, advice, support, networks and tools to be able to reach the sensitivity and sophistication of marketing to build their future prosperity - along with the success of the industry as a whole.

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