

8

# E-mail marketing indicators



We give you 8 important steps to take for a successful emailing strategy!

1

# *Open rate*

This indicates the percentage of email recipients who open a specific email.

$$\text{Opening rate} = \left( \frac{\text{Number of open emails}}{\text{Number of emails sent}} \right) \times 100$$

2

## ***Click rate***

Your click-through rate (CTR) represents the proportion of email recipients who clicked on one or more links within a specific email.

$$\text{Click-through rate} = \left( \frac{\text{Number of clickers}}{\text{Number of emails sent}} \right) \times 100$$

3

## ***Bounce rate***

The e-mail bounce rate is the percentage of e-mails that do not reach their intended recipients.

$$\text{Bounce rate} = \left( \frac{\text{Total number of emails bounced}}{\text{Number of emails sent}} \right) \times 100$$

4

## ***Conversion rate***

The conversion rate is the percentage of email recipients who click on a link within an email and then perform a desired action, such as filling out a lead generation form or making a purchase.

$$\text{Conversion rate} = \frac{\text{Number of target achievements}}{\text{Number of emails delivered}}$$

5

## *List growth rate*

Your list growth rate refers to the pace at which your email list expands.

**List growth rate =**

$$\frac{((\text{Number of new subscribers}) - (\text{Number of unsubscribes} + \text{email/spam complaints}))}{\text{Total number of email addresses on your list}}$$

$$\times 100$$

6

## ***Email sharing***

The metric represents the percentage of email recipients who clicked on a "share this" button to share email content on a social network and/or clicked on a "forward to a friend" button.

**Email sharing =**

$$\left( \frac{\text{Number of clicks on a share and/or forward button}}{\text{Number of emails sent}} \right) \times 100$$

7

## ***Unsubscribe rate***

The unsubscribe rate is the percentage of email recipients who opt out from your mailing list after opening a specific email.

$$\text{Unsubscribe rate} = \left( \frac{\text{Number of unsubscribed users}}{\text{Number of emails sent}} \right) \times 100$$



8

## ***Overall ROI***

This metric represents the overall return on investment (ROI) for your email campaigns. It is calculated by dividing the total revenue generated by your campaigns by the actual expenditure incurred.

**Overall ROI =**

$$\frac{(\text{€ in additional sales made}) - (\text{€ invested in the campaign})}{\text{€ invested in the campaign}} \times 100$$

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