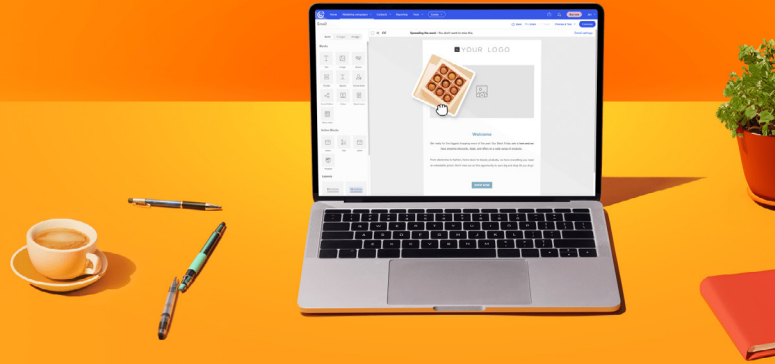# Constant Contact

Measure email impact

Analyzing your reporting metrics after your email has been sent is important for understanding what went well and what needs improvement. Keeping track of these metrics will help you measure the impact of your emails.

Email campaign name:

What's your goal?

How will you measure success?

Compare your results to identify successes and opportunities for improvement.

	Sends	Open rate	Click rate	Bounce rate	Unsubscribes
Week 1					
Week 5					

What worked?

What will you change in the future?

Discuss your goals on the Constant Contact Community.

Community.ConstantContact.com