Constant Contact

Data-Driven:

Your Guide to Digital Marketing Metrics

Using data to build a better marketing strategy

Access to a robust set of reporting features has become integral to small business owners and marketers.

Reporting software allows you to monitor your campaign performance, identify trends, spot areas for improvement, and make informed decisions about how to boost engagement, conversions, and brand awareness.

Taking the time to analyze the results of your marketing campaigns and taking action from those results will ultimately help you polish your strategy and reach your goals. Let's take a look at how.

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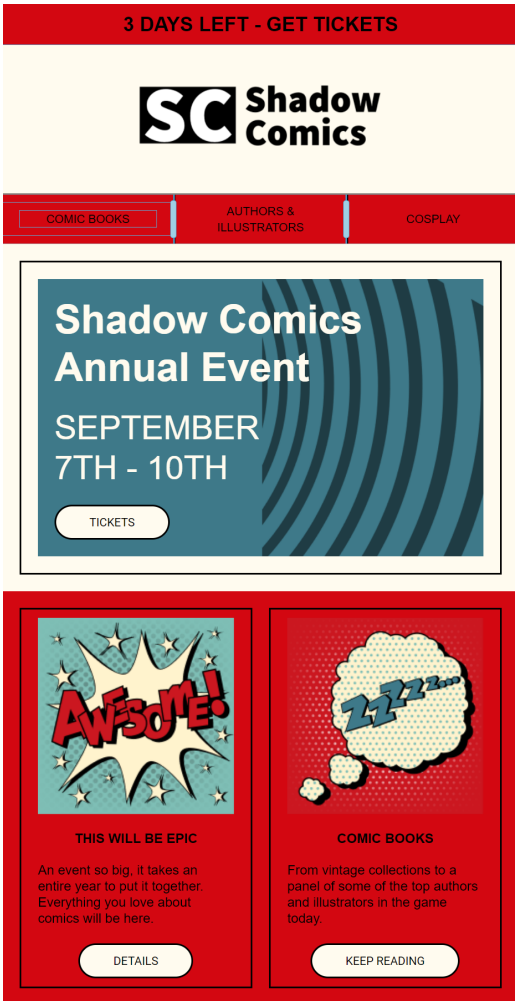
Email marketing

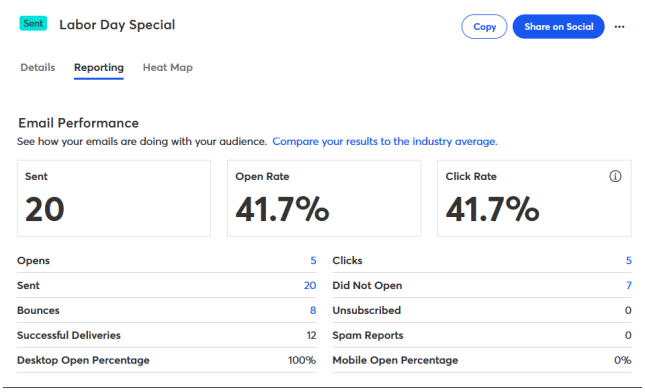
With a return on investment (ROI) of $36 for every $1 spent, email marketing can help your business grow its contact list, nurture leads, convert prospects into customers, and promote loyalty. Email marketing enables you to achieve your goals, but to get the most out of the medium it's important to know what metrics to use for success.

Say you own a comic book store. Your annual event is set for September 7th-10th, and there are three days left to purchase tickets. You want to send a reminder email to encourage your subscribers to buy tickets.

Action

You select an email template or start from scratch. Upload your logo and artwork, and then set colors and copy to match your brand. Link your CTA to your registration page and watch for an uptick in registrations.





Follow-up

Look to your reporting dashboard to analyze metrics, including opens and click-throughs, to determine the success of your campaign. Since you have three days left of your campaign, check metrics each day and adjust your content as necessary.

A Deep dive on open rate

Scenario

Your last email had a high open rate, and it's exciting to see that your subscribers are interested in your content. Before you call it a win for your business (remember, opens aren't everything), let's take a moment to dig into the nitty-gritty of what a high (or low) open rate means for your email campaign.

While seeing a large number of opens can boost your confidence in the success of your email marketing campaign, remember to proceed with (optimistic) caution. It's not enough for people to open your email; you want to know they have read and engaged with your content.

A note about open rates

It's important to recognize sometimes email open rates can be unreliable, regardless of which platform you use for email marketing. Apple's Mail Privacy Protection, which became available in September of 2021, prevents email marketers from knowing if Apple users opened their emails. This change impacts approximately 50 percent of email subscribers, and other major tech companies could follow Apple's lead, making open rates even less reliable if not relatively obsolete in the future.

Opens

Clicks

High opens, low clicks

- CTA is unclear
- Subject line doesn't match the content
- Email design issues

Solution: Analyze heat map data and test.

High opens, high clicks

- Subject line is relevant and enticing
- Email content is engaging
- Email design is attractive and drives the reader down the page
- CTA drives action

Result: You're achieving your campaign goals

Low opens, low clicks

- Subject line is not compelling
- Email might be in the spam filter or promotions tab
- Send list might be too broad
- CTA isn't compelling or specific
- Content isn't resonating

Solution: Try A/B testing and segmenting your audience

Low opens, high clicks

- Subject line is not compelling or relevant
- Email was not relevant to all recipients
- Send time might not be ideal
- Deliverability issues
- Content is engaging
- Clear CTA that drives action
- Email design is engaging

Solution: Segment your email list, A/B test subject lines

Use this chart to help you understand the cause, effects, and solutions to perfect your email campaign.

Email reporting metrics to watch

When it comes to reporting metrics for email marketing, businesses can track several metrics to measure the effectiveness of their email campaigns

1. **Engagement rate**

   What it is: This metric tells you the percentage of visitors who are having a meaningful experience with your content. The opposite of bounce rate, this metric is taken based on positive actions (selecting a link, time on page, or filling out a form) taken by visitors.

   Benefit(s): It helps businesses gauge the effectiveness of their messaging and identify areas for improvement.

2. **Open rate**

   What it is: This metric measures the percentage of recipients who opened your email.

   Benefit(s): It helps businesses gauge the effectiveness of their messaging and identify areas for improvement.

3. **Click-through rate (CTR)**

   What it is: CTR measures the percentage of recipients who click on a link within your email.

   Benefit(s): CTR helps businesses evaluate the effectiveness of their email's content and call to action to drive engagement. What factors are making people click? Here are a few value offers that will encourage clicks:

   a. Exclusive content downloads
   b. Links to event signups
   c. Links to product pages
   d. Promos and discount codes

4. **Conversion rate**

   What it is: Conversion rate measures the percentage of recipients who complete a desired action, such as making a purchase, filling out a form, or signing up for an event after clicking on a link in your email.

   Benefit(s): It helps businesses assess the effectiveness of their email campaigns in driving desired outcomes.

5. **Bounce rate:**

   What it is: Bounce rate measures the percentage of emails not delivered to recipients' inboxes.

   Benefit(s): It helps businesses identify potential issues with email deliverability, such as invalid email addresses or spam triggers.

Email reporting metrics to watch

6. Unsubscribe rate

What it is: Your unsubscribe rate measures the percentage of recipients who opted out of receiving future emails from your business.

Benefit(s): Monitoring unsubscribe rate gives you notice of issues driving subscribers away from your content. For example, lack of relevance, poor brand sentiment, etc.

7. List growth rate

What it is: Measures the rate at which your email subscriber list grows.

Benefit(s): Monitoring it will help you properly assess the effectiveness of your lead generation and email acquisition strategies.

8. Spam complaint rate

What it is: Spam complaint rate measures the percentage of recipients who marked your email as spam.

Benefit(s): It helps your business monitor the quality and relevance of your email content and avoid potential deliverability issues.

9. Revenue per email

What it is: Revenue per email measures the average revenue generated from each email sent.

Benefit(s): Measuring revenue per email helps your business assess the financial impact of your campaigns and optimize your email marketing strategy.

10. Email sharing/forwarding rate

What it is: Email sharing or forwarding rate measures the percentage of recipients who shared or forwarded your email to others.

Benefit(s): It helps your business gauge your email content's engagement and potential reach.

11. Email client/device metrics

What it is: Tracking the email client and device metrics helps businesses understand how recipients access and view their emails.

Benefit(s): It helps optimize email design and ensure a consistent experience across different devices and email clients.

Measure email impact

So you've sent your email and are patiently waiting to see all your hard work pay off. Analyzing your reporting metrics after your email has been sent is important for understanding what went well and what needs improvement. Measure the impact of your emails by keeping track of these metrics.

Email campaign name: _____

What's your goal?

What are you trying to achieve by writing your newsletter? Do you want people to buy your product or service? Do you want to drive more traffic to your website?

Goal: _____

How will you measure success?

What metrics will you use to measure the success of your campaign? Clicks? Site traffic? Buys? The metrics you want to pay attention to matter based on the goal you select for your campaign.

# of Sends: _____

# of Opens: _____

# of Clicks: _____

# of Bounces: _____

# of Unsubscribes: _____

% of increased sales over X time: _____

% of site traffic increased over X time: _____

What worked?

What made your campaign successful?

_____

_____

_____

_____

What will you change in the future?

A/B Testing subject lines? Try sending on a different day or time?

_____

_____

_____

_____

Pro Tip

Enabling the **Early Results** feature gives you access to reporting 48 hours after an email has been sent, so you can check in on how successfully your campaign is running. Early results are available for the following types of emails:

- Standard emails
- Survey invitations
- Event invitations, emails to registrants, and emails to non-responders
- Copied emails or invitations
- Copies of a Subject Line A/B Test emails

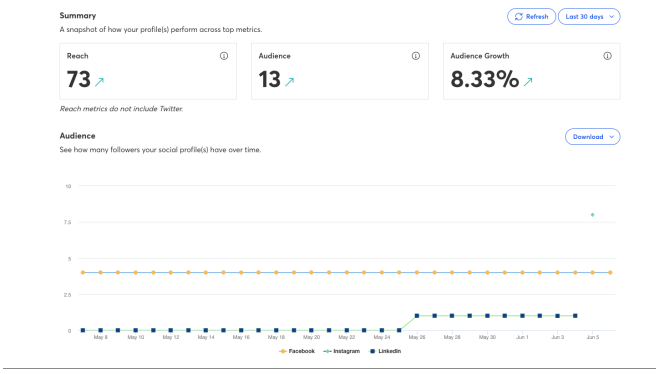
Social media

Social media is an excellent channel for connecting with current and prospective customers, building brand awareness, and driving traffic to your website. From Instagram to Facebook, social media platforms are powerful tools with tons of metrics to help you measure impact.

Say you run a gift store. You set up social media accounts on Facebook and Instagram to drive organic traffic to your website. Your strategy is to post about shop events, products, and ideas for gift-giving and entertainment for your followers.

Action

You create a strategy that includes daily Instagram stories, product posts two to three times per week, and event announcements once every two weeks. Next, set up social media accounts to drive organic traffic to your site.



Follow-up

Your goal is to drive traffic. As your results come in you'll be able to gauge whether your content and strategy are helping you to reach your goals. Monitor reach, impressions, engagement metrics, audience, and clicks. These metrics help you know what's working and what needs improvement, like platform, post frequency, content, and design.

A Deep Dive on Engagement

Engagement shows how your audience interacts with your content. Activities, including likes, comments, and shares help you understand sentiment toward your content and offerings. Your followers' actions clue you in on what they like, think, and want to share with their followers.

Social media is a great way to build brand awareness and encourage engagement.

Scenario

Your last organic social post had high impressions, but low engagement. On the one side (impression), people are seeing your content and brand awareness is increasing. On the other side (engagement), people aren't taking the time to let you know their thoughts.

A note about comments and shares

In general, we think about high engagement rates as positive. A word of caution: if you see comments and shares that attract negativity, retract your content and evaluate for next steps.

Impressions

High impressions, low engagement

- Audience is too broad
- Users do not find content relevant
- Design issues
- Weak CTA

Solution: Adjust content and ad design, reevaluate your target audience or try a different CTA

High impressions, high engagement

- Users see your post
- Users find your content relevant

Result: You're achieving your campaign goals, strive for more by encouraging shares.

Engagement

Low impressions, low engagement

- User hasn't engaged in the past
- Post isn't relevant to user
- Design and content issues

Solution: Update creative and content, adjust CTA

Low impressions, high engagement

- Post isn't reaching new users
- Followers find value in your content

Solution: Encourage shares

See the chart above to learn more about gaining impressions and encouraging engagement through social media.

Social media metrics to watch

Here are some important reporting metrics for social media

1. **Reach**

   What it is: Measures the total number of unique users who have seen your social media content.

   Benefit(s): Reach helps businesses understand their social media posts' overall visibility and potential audience size.

2. **Impressions**

   What it is: Impressions represent the total number of times your social media content has been displayed, including repeat views by the same user.

   Benefit(s): Measuring reach helps businesses gauge their posts' overall exposure.

3. **Engagement**

   What it is: Engagement metrics include likes, comments, shares, and clicks on your social media posts.

   Benefit(s): They indicate how well your content resonates with your audience and the level of interaction it generates.

4. **Follower growth**

   What it is: The rate at which your social media followers increase over time.

   Benefit(s): Tracking the growth of your social media followers over time helps businesses assess the effectiveness of their content strategy and audience-building efforts.

5. **Click-through rate (CTR)**

   What it is: CTR measures the percentage of users who click on a link or call to action in your social media posts.

   Benefit(s): It helps businesses evaluate the effectiveness of their content in driving traffic to their website or landing pages.

6. **Conversion rate**

   What it is: Conversion rate measures the percentage of social media users who completed a desired action, such as making a purchase, signing up for a newsletter, or filling out a form.

   Benefit(s): It helps businesses assess the effectiveness of their social media campaigns in driving desired outcomes.

7. **Sentiment analysis**

   What it is: Sentiment analysis involves monitoring and analyzing the sentiment (positive, negative, or neutral) of social media mentions or comments related to your brand.

   Benefit(s): It helps businesses understand the overall attitude towards their brand and identify areas for improvement or potential issues.

8. **Social media referral traffic**

   What it is: This metric tracks the traffic your website receives from social media platforms.

   Benefit(s): It helps businesses understand the impact of their social media efforts on website traffic and user engagement.

Measure social impact

Use this worksheet to measure your monthly social media impact. Enter the goal(s) you had for the month, the platforms you used, and your success metrics to help you determine what worked and what could be improved for the future.

Goal: _____

	Month 1	Month 2	Month 3
Platform			
Impressions			
Reach			
Likes			
Comments			
Shares			
Clicks			

What worked: _____

What could be improved: _____

Example:

Goal: Increase email subscribers by 3%

	Month 1	Month 2	Month 3
Platform	Instagram	Instagram	Instagram
Impressions	11k	11.3k	10k
Reach	14k	15.3k	13.3k
Likes	4,300	4,700	4,400
Comments	787	794	750
Shares	239	250	340
Clicks	163	189	200

What worked: Shares increased over time

What could be improved: Click-through-rate decreased over time, consider testing different calls to action.

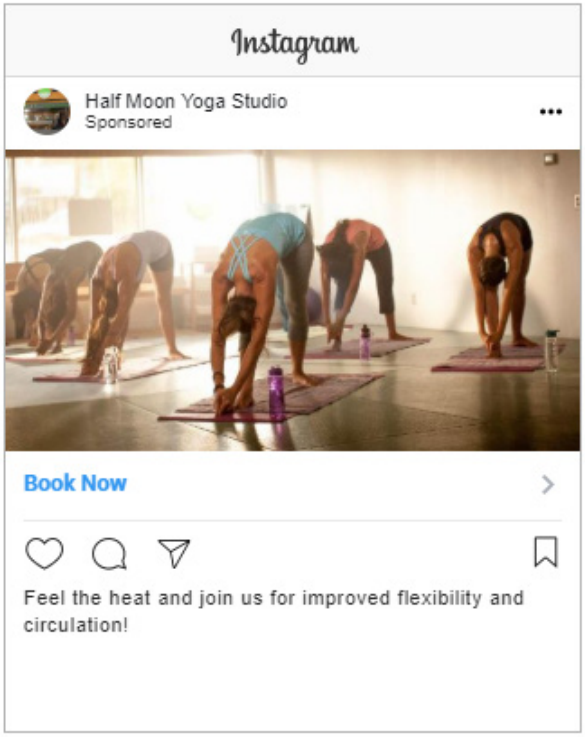
Paid ads

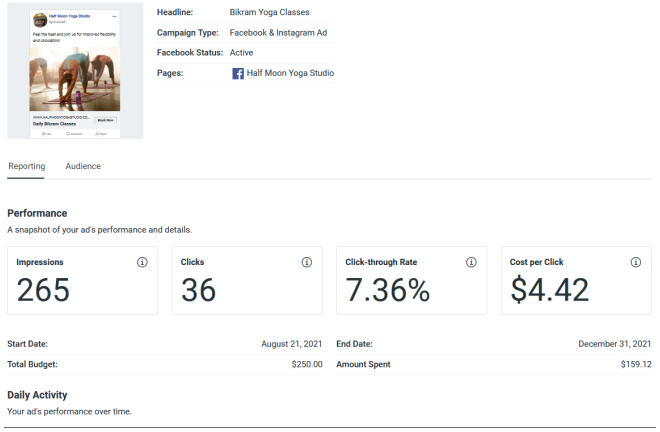
Direct traffic to your website with paid Facebook, Instagram, and Google ads. Paid ads allow you to hone in on specific demographics to help you better target your audience instantly. Find the right customer by targeting location, interests, and other demographic factors like age, gender, and household income.

Say you own a yoga studio and want to advertise classes to boost attendance during a particular timeframe (a season, holiday, etc.). You can create a social media ad to reach your target audience instantly.

Action

To create your ad, select social pages, upload creative and copy, target your audience, and then set your budget.





Follow-up

Your campaign's goal is to encourage class attendance. Monitor engagement on your ad through impressions, click-through rate, cost-per-click, and bookings.

A deep dive on impressions

Impressions are the number of views your content receives. They are a good metric to look at when you want to see if your content is working on a moment-to-moment basis. A high level of impressions early on means your content is likely to get positive engagement and sharing.

Paid ads make certain the right eyes see your content.

Scenario

Your small business hosts yoga classes, and you want to attract more attendees. You decide to run a paid ad on Instagram with a link to book a class. You adjust your target audience, timeline, and budget to create your ad. As you monitor its progress, you look toward impressions to check targeting and engagement to determine content relevance.

Impressions

Engagement

High impressions, low engagement

- Target audience has been reached
- Ad content isn't relevant

Solution: Adjust copy, imagery, and/or offering

High impressions, high engagement

- Target audience has been reached
- Ad content is relevant and encourages action

Result: Your ad campaign is a success

Low impressions, low engagement

- Keyword matches, demographics, and ad placement need adjusting
- Content isn't relevant to users it reached

Solution: Adjust keywords, demographics, platform, and content as needed

Low impressions, high engagement

- Keyword matches, demographics, and ad placement need adjusting
- Ad content is relevant to who it reaches

Solution: Adjust keywords, demographics, platform, and timeline to reach a larger audience

See the chart above to learn more about gaining impressions and encouraging engagement through paid ads.

Paid ad metrics to watch

Here are some important reporting metrics for paid ads

Instagram & Facebook Ads

1. **Impressions**

   The number of times your ad was shown to users on Instagram or Facebook.

2. **Clicks**

   The number of times users clicked on your ad to view more information or take action.

3. **Click-through rate (CTR)**

   The percentage of people who click on your ad after seeing it.

4. **Cost-per-click (CPC)**

   The average cost you pay for each click on your ad.

Google Ads

1. **Impressions**

   The number of times your ad was shown on Google's search results or display network.

2. **Clicks**

   The number of times users clicked on your ad to visit your website or take action.

3. **Click-through rate (CTR)**

   The percentage of people who clicked on your ad after seeing it.

4. **Average cost-per-click (CPC)**

   The average cost you pay for each click on your ad.

5. **Conversions**

   The number of times users completed a desired action on your website, such as purchasing or filling out a form.

6. **Conversion rate**

   The percentage of people who completed a desired action after clicking your ad.

7. **Cost-per-conversion (CPA)**

   The average cost for each conversion.

8. **Quality score**

   A rating that Google assigns to your keywords and ads based on relevance and performance.

9. **Ad rank**

   A value that determines the position of your ad on the search results page based on factors like bid amount and quality score.

10. **Return on ad spend (ROAS)**

    The revenue generated from your ad campaign compared to the amount spent on advertising.

Benefits of paid ads

See how paid ads can jumpstart success

Niche targeting:
Paid advertising platforms like Google AdWords, Facebook, and Instagram give you the technology to craft custom and lookalike audiences to target appropriately.

Premium Plan bonus feature: Facebook Lookalike Audiences.

Tip: If your content isn't getting clicks you might be marketing to the wrong audience or the content you're promoting isn't relevant to the audience. Adjust your content and your audience targets to improve your campaigns.

Website traffic:
Generating organic traffic to your website is a long game; paid ads help you reach the right audience within a specified time frame.

Brand awareness:
Increases familiarity with your brand.

Sales and signups:
Direct your audience to make a purchase or sign up for your email list and events.

SMS text messaging

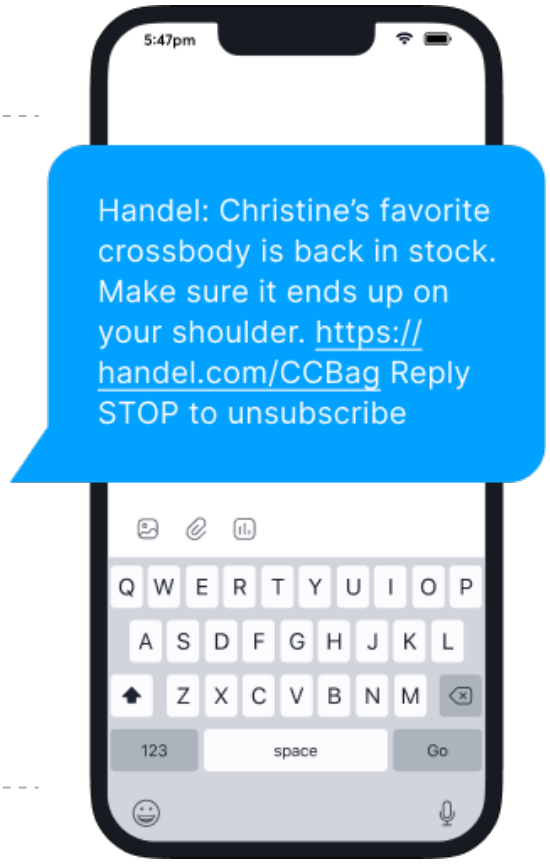
SMS (short messaging service) or text message marketing gets your brand messaging into the hands of your subscribers. Meet them where they're at by sending confirmations, reminders, and promo codes right to their smart device.

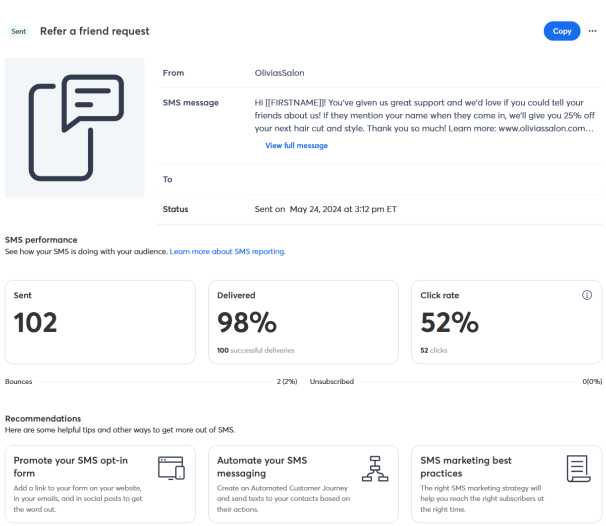
Say you own a handbag store and want to start using SMS to communicate back-in-stock items and sales.

Action

You're trying to encourage more people to buy a recently restocked product in-store or online. When the product went out of stock, you turned on a 'Back in stock' notification to collect a list of potential buyers.

Once your product has been restocked, you create an SMS marketing campaign. You include a link to your on-line shop and hit send. New, relevant information is able to reach eager customers.





Follow-up

You notice an increase in online shoppers for the back-in-stock item. Your results showed that nearly half of the customers who asked to be notified via SMS have selected the link included in the message.

In addition to monitoring click-throughs, check in on sent, delivered, and unsubscribes to see where you can improve.

SMS metrics to watch

As you monitor your SMS marketing campaigns, be sure to keep the following metrics in mind

1. **Sent**

   This is the total number of contacts who were sent your SMS campaign.

2. **Delivered**

   This includes the number of successful deliveries of your message and the percent delivered based on the total number of contacts to which the message was sent.

3. **Click-through rate (CTR)**

   This includes the number of clicks the link in your message received and the percentage of clicks based on the total successful deliveries. Click-through rate information is only available if you include a URL in your message. Click-through rates help you understand how engaging your content and offer are.

4. **Bounces**

   The bounce rate for SMS includes the total number of contacts who didn't receive your SMS text message. Likely issues include an invalid phone number, device or carrier issues, etc.

5. **Unsubscribed**

   This includes the total number of contacts that opted out of SMS marketing by replying "Stop" to your messages. Indicates a need to reevaluate, test, and perfect content and offerings.

Review, revise, and report back to achieve digital marketing success

Get the data you need to produce the results you want

Constant Contact makes it easy to gather success metrics from your digital marketing campaigns. From email to SMS, learn what causes customers to click, stick around, and share their love for your business.

constantcontact.com/smb/signup3

SIGN UP FOR A FREE TRIAL TODAY