Mindluster Platform

About the course Email Marketing Tracking

How do you measure email marketing performance? Let's take a look at the top three email marketing metrics. Delivery rates. This metric is the main starting point of your email campaign and is a great metric to monitor the strength of your email list. ... Open rates. ... Click through rates. ... Bounce rate on campaign landing pages. ... Revenue per email and conversion rate.How do you track marketing performance? 9 Metrics for Measuring Marketing Performance Begin By Setting The Goals For Your Campaign. Website Analytics. Performance of Inbound Links. Social Media Analytics. Pagerank. Ask. Referrals. The Bottom Line Dollar.What are the 4 types of marketing emails? To help you out, here are four different emails your company may consider sending. A few things to keep in mind before we begin: Marketing emails are not one-size-fits-all. ... Information Emails. ... Digital Newsletter. ... Product Update. ... Transactional Emails.Which is the most important metric to track in email marketing? Open Rate. The email open rate is the best metric to tell you how effective your subject line is. Open rate is a metric that should be constantly monitored and improved upon. This is because you are able to use A/B testing in order to assess your subject lines against one another.What is a good email open rate 2020? A high-level overview of overall email marketing statistics for 2020: Average open rate: 18.0% Average click-through rate: 2.6% Average click-to-open rate: 14.1%.What are email impressions? For email campaigns, keep track of the number of emails that reach their destination and are actually opened, which represents your impressions from that campaign. For your website, you can use statistical tools your web host company provides to measure impressions.How do you set KPIs for marketing? How to set KPIs for marketing Write a marketing strategy. KPIs should always be based on a strategy, rather than an arbitrary set of metrics and numbers. ... Pick the metrics that matter most. ... Look at historical data. ... Match it with your activity. ... Be realistic.

Marketing Category's Courses

Course Lesson(11)

Lesson 1 : **Where did the Email Subscriber come from | Lead Source Tracking**

Lesson 2 : **Lead Source Form Tracking with Google Tag Manager and Source Cookie**

Lesson 3 : **Active Campaign Event Tracking with Google Tag Manager**

Lesson 4 : **Free ActiveCampaign Contact scoring with AppsScript**

Lesson 5 : **Abandoned Cart Email Campaign with Google Tag Manager and Klaviyo**

Lesson 6 : **Drip Event Tracking with Google Tag Manager**

Lesson 7 : **Email Marketing 6 Key Email Metrics**

Lesson 8 : **Digital Marketing Tutorial Email Marketing Inbox Delivery And Tracking**

Lesson 9 : **How to Track Campaigns with Google Analytics**

Lesson 10 : **How An Email Tracker Can Increase Sales**

Lesson 11 : **Email Marketing Tracking**

Related courses

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