

Measurement & Analysis





The key to your long term success in email marketing is knowing what happens after you hit ‘Send’. To ensure your success, it’s important to use the right tool for the job. Your daily email client is great for keeping up with day-to-day activities, but to grow your business through email, it’s important to use the right tool for the job.

That’s where Constant Contact’s email tool comes in. Constant Contact’s reporting takes the guesswork out of who read, clicked, and forwarded your email. Easy-to-understand reports and graphs help you refine your messages with every send you make.

Constant Contact's reports show you who opened and clicked through your email to take advantage of your offer, while allowing you to compare results across all of the email campaigns you've sent to date. You'll also gain valuable insight into your campaign's reach across social media, helping you understand the type of content and offers that motivate your customers to share your emails with their friends. These reports monitor email list growth as new subscribers come on board while helping you manage undeliverable email addresses and track those who have opted out of your mailing list.



Creating the email

Constant Contact's reports go beyond traditional email client functionality, tracking your campaign's open rate in real time. Not only will you know how many of your customers opened your email, but you'll know who did, and who didn't. You can also tell which links within your email generated the highest number of click-throughs, helping you tailor your next campaign based on your most successful offer.

To take our next email marketing campaign to the next level, create two versions of your campaign to test your messaging or offer. Next, divide your list in two and send the unique versions to each group. Finally, register for and install Google Analytics on your website. You can then add Google Analytics tracking codes to the links you embed in your email campaigns. This free service will give you extra insight into the content that resonates best with your customers, helping you better tailor what goes in to your next campaign.



Compare results over time

One of the most satisfying things about Email Marketing from Constant Contact is the pride you feel as you grow your business. Constant Contact helps you visualize these trends online or in print, as it brings your data to life using rich, colorful bar and line graphs to illustrate open rates, click-throughs and bounces. You can even compare your results to those of other Constant Contact customers within your field or industry so you'll know exactly how you're performing against relevant benchmarks.



Measure your social media reach

Constant Contact allows you to embed a rich set of social media sharing features within every email. This extends the reach of your message as customers share your offer across their networks in just one click, endorsing your business by word-of-mouth, fostering social media-based conversations about your business.

Constant Contact's reporting reveals how often your offer is shared or liked on Facebook and provides a running count of those who make your campaign part of their conversation on Twitter and LinkedIn.



Managing your email lists

Reports keep track of every customer interaction, all the way through to the lifeblood of your email marketing efforts—your list. You'll know when a new subscriber adds themselves to your mailing list, and when someone unsubscribes, and why. You'll also be able to track the source of your new subscribers based on website traffic, in-store signups, and those who arrived via the forward-to-a-friend feature.

Using this data you'll be able to better understand how to prevent future unsubscribes as you continue to fine tune your content and offers to maximize your list growth and ensure its long term health.

Constant Contact's reporting streamlines the process of managing bounces—those email addresses on our list that your campaign didn't reach. Bounces occur when email addresses in your list contain a typo, are no longer valid, or rejected because the user's mailbox is full. You'll know why your email bounced so you can contact your customers to resolve the issue and you can update your list as warranted, minimizing bounces the next time around.

Taking the guesswork out of email marketing

Whether it's your first campaign or your 100th, Constant Contact's reporting takes the guesswork out of email marketing, helping you grow your business as you refine your messages based on data that tells you what your customers respond to, and what they don't.