Results

Flexmail

Analyse, compare and improve email campaigns

After sending your email campaign(s), it's time to study them. What went well? What can be improved? Based on the different statistics as discussed in Module 5 - Measure, analyse & process results, you'll easily determine the success rate of your campaign(s). But these statistics only become really meaningful when you can compare them.

Gather your statistics from different campaign reports and databases, analyse them and compare them. Afterwards, you can determine what the differences are and how you can (continue to) improve your email campaigns.

> **Tip:** We recommend keeping <u>Module 5 - Measure, analyse & process results</u> handy if you need more context about the different elements and statistics you are going to analyse.

Analyse two comparable email campaigns in the table on the next page.

> **Tip:** If you would like more insights into what content a specific target group prefers, you can compare the email campaigns sent to that target group with each other.

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Elements and statistics	Email campagne 1:	Email campagne 2: ....
Objective		
Target group or segment		
Subject line and preheader		
Sender details		
Personalisation		
Design		
Content		
Timing and frequency		
Reception rate		
Open rate		
Click through rate		
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•		
•		
•		
•		
Conversion rate		
Unsubscribe rate		
Unsubscribe rate per campaign		
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....		
....		

Flexmail

Check how the campaigns differed and what you might be able to improve in the future.

Subject and preheader: ....
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....
Improvements:...
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Sender details:..
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....
Improvements:...
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Personalisation: ....
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Improvements:...
....

Design: ....
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Improvements: ....
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Content: ....
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....
Improvements:...
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Timing and frequency: ....
....
....
Improvements: ....
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Flexmail

Reception rate: ....
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Improvements: ....
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Open ratio: ....
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Improvements: ....
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Click through rate: ....
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Improvements: ....
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Conversion rate: ....
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Improvements: ....
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Unsubscribe rate: ....
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Improvements: ....
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Unsubscribe rate per campaign: ....
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Improvements: ....
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Other observations: ....
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Flexmail

Analyse two comparable email campaigns in the table below.

Elements and statistics	Email campagne 1:	Email campagne 2: ....
Objective		
Target group or segment		
Subject line and preheader		
Sender details		
Personalisation		
Design		
Content		
Timing and frequency		
Reception rate		
Open rate		
Click through rate • .... • .... • .... • .... •		
Conversion rate		
Unsubscribe rate		
Unsubscribe rate per campaign		
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Flexmail

Check how the campaigns differed and what you might be able to improve in the future.

Subject and preheader: ....
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Improvements:...
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Sender details:...
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Improvements:...
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Personalisation: ....
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Improvements:...
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Design: ....
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Improvements:...
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Content: ....
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Improvements:...
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Timing and frequency:..
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Improvements: ....
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Flexmail

Reception rate: ....
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Improvements: ....
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Open ratio: ....
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Improvements: ....
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Click through rate: ....
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Improvements: ....
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Conversion rate: ....
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Improvements: ....
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Unsubscribe rate: ....
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Improvements: ....
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Unsubscribe rate per campaign: ....
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Improvements: ....
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Other observations: ....
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Conversion rate		
Unsubscribe rate		
Unsubscribe rate per campaign		
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Flexmail

Check how the campaigns differed and what you might be able to improve in the future.

Subject and preheader: ....
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Improvements: ....
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Sender details: ....
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Improvements: ....
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Personalisation: ....
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Improvements: ....
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Design: ....
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Improvements: ....
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Content: ....
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Improvements: ....
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Timing and frequency: ....
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Improvements: ....
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Flexmail

Reception rate: ....

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Improvements: ....

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Open ratio: ....

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Improvements: ....

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Click through rate: ....

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Improvements: ....

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Conversion rate: ....

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Improvements: ....

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Unsubscribe rate: ....

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Improvements: ....

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Unsubscribe rate per campaign: ....

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Improvements: ....

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Other observations: ....

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