

## IMPACT OF EMAIL FREQUENCY ON OPENS, CLICKS, AND CONVERSION RATES

## INSIGHTS THAT MATTER

An insightful approach to your Email Marketing gives you a clear understanding of the various dynamics involved in its success or failure, i.e.,

- The purpose of the Email Marketing within your Organization's Marketing Ecosystem.
- The placement of Email Metrics, and its subsequent effect on Email Frequency.
- The conclusive decisions (lead generation, direct sales, inquiries) borne out of the metrics.

Metrics are powerful tools to measure the impact of your investment and every aspect of your email program. Here are some of the critical questions to be considered by marketers while developing a Marketing Campaign:

- Do your emails have the desired impact?
- Or how often (and many) emails should you send to your customers?

Emailing as many contacts as possible is tempting, but what if your audience does not relate to your email, or worse, mark it as spam.



## WHAT IS AN EMAIL METRICS?

Email metrics help you understand how your audience is reacting to your emails. A good email campaign can bring value to your business, whether it is an offer, newsletter, blog, or other varied content. The correct strategizing of your metrics can lead to a successful Email Marketing Campaign. Moreover, as marketers, it's just not enough for you to know how a single campaign performed. The relevance of the outcome of email frequency via the correct application of metrics, as in, open, click, and conversion rates, determines the value of an Email Marketing Campaign. Businesses that do not study the performance of their email campaigns might be wasting their marketing dollars. Analysis of the metrics concerning the campaigns will help you make more informed decisions and thus save you from an unnecessary investment.

### Email Metrics Defined

Email Metrics are the considerable numeric for the evaluation of the competence of Email Campaigns through the statistical analysis of click-through rates, open rates, bounces, unsubscribes, and more.

The three basic measurable email metrics, however, are:

- Opens
- Clicks
- Conversion

## OPEN RATE

The term 'open' refers to the recorded and counted metric at the time when the recipient opens the email.

### How is it recorded?

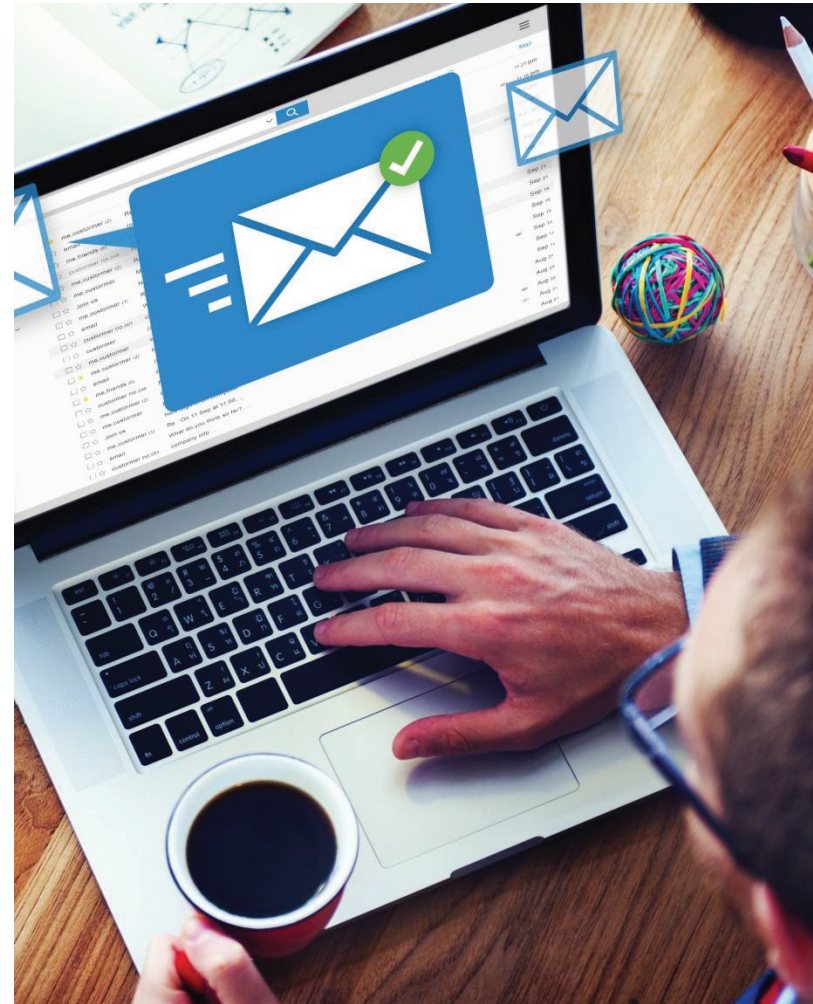
Every email message sent contains an image of a small size. The image is an indicator of its source, which is the message. Now, the 'action' of opening the email message causes an automatic download of the image. And, this is how 'open' gets recorded.

### The Two 'IFs' in Question:

- The open WILL NOT get recorded if the person viewing your message has disabled its images.
- The open WILL get recorded even if the person takes a peek at your message in its preview pane. But, this is not an indicator of your message getting read completely.

### The two categories of open are:

- The total number of counts each time the recipient downloads the tracking image.
- The total number of unique open counts. i.e., the first time the recipient downloads the image.



## CLICK-THROUGH RATE

Clicks showcase the actual activity on a link. They are the more accurate and tangible measurements of your message. Whenever an online user clicks on a link (in the message), he lands onto the designated page. And, this redirection is, thus, recorded. The whole process occurs so quickly that usually, the recipient is hardly aware of it. Clicks are better metrics as compared to Opens, as they reflect a definite interest and actual activity. Click activities can be tracked and used to analyze web traffic. You get to know about clicks, time spent on the page, and much more in a conclusive manner.

Clicks are generally of two types - Total and Unique:

- Total Clicks - To keep a count of each click performed by all the recipients.
- Unique Clicks - To keep a count of the first (unique) clicks on the link, per recipient.

Most email service providers can provide a specific link activity for each recipient.



## CONVERSION RATE

Do not allow the recipient to think too much, as it triggers secondary thoughts in its mind. Make an immediate impact with personalized content, strong call-to-action, and an intent to buy, to increase the chances of a sale. One of the biggest factors affecting conversion rates is segmentation. By putting out the right content for the right customer, you can turn your prospects into clients.

Here are a couple of pointers to keep in mind to increase your Conversion Rates:

- **Use of Images:** Use the right number of graphics in your message. No more. No less. Remember, most of the customers have images disabled on their devices. Also, most of them track their mails through their tablets and mobile phones.
- **Segmentation:** With segmentation, you get the opportunity of personalizing your emails and audience according to the campaign.
- **A/B Testing:** Marketers usually tend to forget this technique while analyzing metric results. You can run an A/B test on several factors such as signature, the from address, the subject line, HTML vs. plain text, the primary image, responsive templates and call to action, and so on.
- **Provide a Wide-Range:** Keep your email simple with relevant images and dedicated call-to-action buttons that are not conflicting and easy to use for the subscriber.
- **No. of Emails Sent:** A total of three emails per week should do the job, i.e., educate the subscriber and balance the continuity flow.



## METRIC-BASED APPROACH

Coming to a decisive conclusion based on the outcome of a couple of instances is not feasible. Rather, focus on the bigger picture, and understand as to how the recipients feel about the overall experience (of the campaign), and not just about a specific message. Use the data at hand to make more informed decisions.

### I. Using Email Metrics for better Results:

Email Marketing is result-driven, i.e., you get to know the outcome of your marketing efforts immediately. The outcome can be further analyzed to strengthen your marketing strategies, based on:

- Subject lines
- Content
- Call to action
- Landing pages

### II. Categorizing the Click Types based on the Performance:

Even though open rates do create a lot of buzz in the Marketing world, their credibility is always at stake. Therefore, they are becoming less precise, and significant, as even the preview panes seem to give false readings. It's vital to appreciate your opens but never rely upon them for your success or failures.

- Information about the Company.
- Information about Product and Services.

All these vital analyses allow you to course-correct your Marketing Campaigns in the nick of time.

### III. The Importance of Segmentation:

Segmentation is the basic principle of Marketing. It allows you to measure the audience's behavior based on open/click action. The segmentation rule gives you the leverage of following-up with your audience in a much concise and targeted manner.

### IV. The Overall Marketing Strategy:

Do not limit your vision only to email metrics. Think from a broader perspective, and try correlating all your Marketing efforts. Opt for a different form of communication for the non-responsive audience. Redirect your mail budget on something concrete or new (for trial basis at least), rather than wasting it on inactive email recipients.



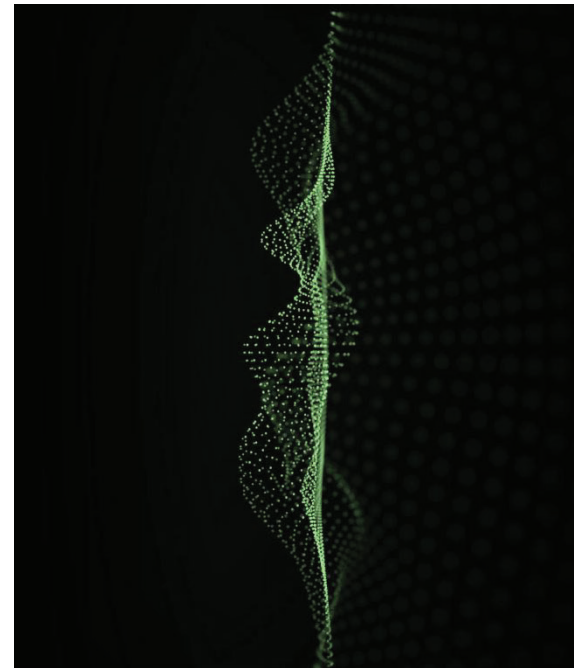
# FINE-TUNE YOUR EMAIL FREQUENCY

## The Too Few vs. Too Many Dilemma

Organize your Email Campaign Schedule to discover the right Email Frequency for you. Always look out for newer opportunities, but do not forget about the risks too that come along with it.

Even established marketers struggle at some point. The dilemma of too many vs. too few always lurks in the corner. Send a few and miss out on core opportunities. Send too many, and be marked as spam. Balance is the key here. Try to keep your presence intact even during the dry spells.

Consistency, Co-ordination, and Continuity help you to identify the right Email Frequency for your customers. Further, strengthening your brand's online reputation. A lot of factors play a significant role in achieving your target. Great content, highlighting the pain-points, understanding buyer persona, and much more. All these factors contribute to your growth and prevent you from not getting marked as spam.



# FIND THE RIGHT FREQUENCY

Achieving the desired frequency requires planning and mapping of your Marketing Campaigns. According to a survey, businesses should send email campaigns twice per month. But below is an ideal frequency plan that would give you the best result:

- Divide your subscribers into two groups. Keep the first one as standard with a set frequency of email to be sent. The second group can act as a test group where you start by sending emails twice a week.
- Design an autoresponder to manage the emails sent. Send about three emails per week for the first two months. This is to set out a broadcasting list.
- Reduce the frequency after the second month. If you notice that the subscribers are still not buying, then stick to emailing once per week.
- Most importantly, create a task sheet that lays down your email marketing plan. For example - 180 email programs. Nurture your lead and convert them into actual buying customers.





## Takeaways

Better informed (buying) decisions from your customer's perspective determine better email frequency for your marketing campaign.

Monitor the engagement and performance of your subscribers and compare the results over the period: open and click rate, unsubscribe rate, and conversions. In this way, you will be able to find your best email frequency.



## Looking for a customer database?

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