

How do you analyze

# THE PERFORMANCE OF YOUR EMAILS?



# 1



## Open **RATES**

One of the best things about reports in email marketing tools is that you get to learn how many of your contacts have opened your emails. Evaluate which strategies led to more opens to craft better performing emails in the future.

# 2



Click-through

## RATES

Measure what percentage of your contacts are clicking on the links you're including in your emails. Increase your click-through rate by leading your contacts to your CTA (call to action) using great subject lines, eye-catching email content, and more to guide them where you want them to click. More clicks means more conversions.

# 3



## Unique **CLICKS**

To get the details of contacts who've clicked on any of the links that are included in your email, you'll need to check the unique click reports. Also, remember that this report doesn't show repeated clicks.

# 4



## Email **BOUNCES**

When an email fails to reach your contacts, it's called a bounce. There are two types of bounces: soft and hard. Soft bounces occur due to temporary reasons like an inbox being full, long emails, and email addresses being suspended. Hard bounces include permanent reasons like invalid domains, invalid email addresses, and more. Avoid both kinds of bounces by following [these steps](#).

# 5



Email

## UNSUBSCRIBES

What if your contacts don't want to receive emails from you? They'd unsubscribe from your email list and you can no longer send them emails without them re-subscribing. To avoid unsubscribes, make sure the emails you're sending to your contacts feature content that's relevant to them.



## Smart email marketing software that drives sales

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"Zoho Campaigns is affordable and scalable. It helps me manage my connections and stay in touch with my prospects on a regular basis."

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**Sandra Clark,**  
LinkedIn Mentoring



[zoho.com/campaigns](https://zoho.com/campaigns) | [support@zohocampaigns.com](mailto:support@zohocampaigns.com)

