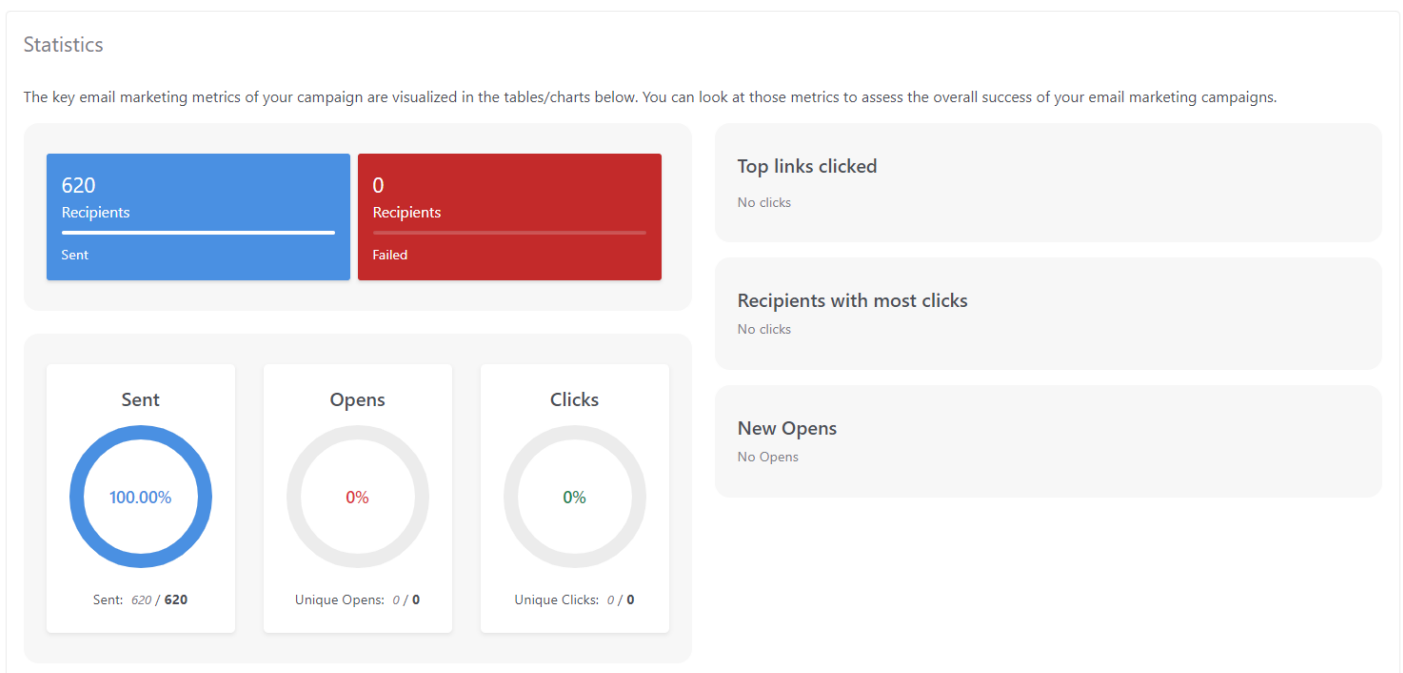


Measure campaign performance

Finally, sending your email is just the first step in achieving email marketing success. To really nail it, you've got to collect data to improve future campaigns.

In a few days' time, you'll have enough data about the performance of your marketing campaign.

Analyze the results and find out how you did! Measure your actual performance against your goals and collected data to determine whether it was a success.



[Newsletter package](#) provides a comprehensive overview of campaign activity and performance.

The dashboard uses metrics such as email opens, clicks, sending statistics and more so that you can easily compare the performance

of your emails.

Sent	The percentage of sent email messages that have been sent successfully to a subscriber's inbox. (Total delivered / total sent) * 100
Unique open rate	The percentage of subscriber who opened one of your email campaign, where subscriber that open the same email campaign twice, only count as one. (Total unique opens / total sent) * 100
Unique click rate	The percentage of subscriber who opened and clicked a link in one of your email campaign, where subscribers that click more than one link in the same email campaign only count as one. (Total unique clicks / total sent) * 100

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