

How to Measure the Impact of Your Email Marketing

Worksheet for a **non-promotional email**

Email Name _____

Total Sent: _____

Send Date: ____/____/____

Open Rate: _____%

Click-through Rate: _____%

Bounce Rate: _____% Unsubscribes: _____% (_____)

Business Result: _____

Notes:

What is the goal of your email?

How will you measure your success?

What were your total business results? _____

Did you meet your goal?

What will you do differently next time?

