

How to Measure the Impact of Your Email Marketing

Worksheet for a **time-based promotion**

Promotion Name _____

1. Announcement

Total Sent: _____

Send Date: ____/____/____

Open Rate: _____%

Click-through Rate: _____%

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

Business Result: _____

2. Reminder

Total Sent: _____

Send Date: ____/____/____

Open Rate: _____%

Click-through Rate: _____%

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

Business Result: _____

3. Last Chance

Total Sent: _____

Send Date: ____/____/____

Open Rate: _____%

Click-through Rate: _____%

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

Business Result: _____

What is the goal of your promotion?

How will you measure your success?

What were your total business results? _____

Did you meet your goal?

What will you do differently next time?

