### 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?**

- __________________________________________
- __________________________________________
- __________________________________________