# Measure the Impact of Your Time-Based Promotional Emails

## 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: ____________________________

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**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?**