

TEAM ID:	NM2023TMID05862
TOPIC:	Email Champaign using Mailchimp

Model Performance Metrics

When evaluating the performance of an email campaign using Mailchimp or any other email marketing platform, there are several key performance metrics you should consider. These metrics can help you assess the effectiveness of your campaign and make data-driven decisions for future email marketing efforts. Here are some of the most important metrics to track:

1. **Open Rate:** The open rate measures the percentage of recipients who opened your email. A higher open rate indicates that your subject line and sender name are compelling.
2. **Click-Through Rate (CTR):** CTR is the percentage of recipients who clicked on one or more links within your email. It helps you determine the level of engagement with your email content.
3. **Conversion Rate:** Conversion rate measures the percentage of recipients who completed a desired action after clicking on a link in your email, such as making a purchase, signing up for a webinar, or filling out a form.
4. **Bounce Rate:** Bounces occur when your email is undeliverable to a recipient's inbox. There are two types of bounces: hard bounces (permanent delivery failures) and soft bounces (temporary delivery failures). A high bounce rate can negatively impact your sender reputation, so it's important to keep it low.
5. **List Growth Rate:** This metric tracks how quickly your email list is growing. A healthy email list should grow over time, as it allows you to reach a larger audience.
6. **Unsubscribe Rate:** The unsubscribe rate measures the percentage of recipients who opted out of your email list. This can provide insights into the relevance and frequency of your email campaigns.

7. Spam Complaint Rate: This metric tracks the number of recipients who marked your email as spam. High spam complaint rates can harm your sender reputation and deliverability.

8. Email Forwarding Rate: A higher email forwarding rate suggests that your content is valuable and shareable, potentially extending your reach to a broader audience.

9. Revenue per Email: This metric helps you understand the financial impact of your email campaigns by calculating the revenue generated from each email sent.

10. Engagement Over Time: Analyse how engagement metrics (open rate, CTR, conversion rate) change over time. This can help you identify trends and seasonality in your audience's behaviour.

11. A/B Testing Results: If you conduct A/B tests for different email elements (e.g., subject lines, content, calls to action), compare the performance of the variants to determine which strategies are more effective.

12. Mobile Open Rate: Since many recipients read emails on mobile devices, it's important to track the percentage of opens on mobile devices and optimize your emails accordingly.

13. Email Client Usage: Knowing which email clients your recipients use can help you optimize your email design and rendering for a better user experience.

14. Click Heatmaps: Some email marketing platforms provide heatmaps to show where recipients are clicking within your emails. This can help you understand user behaviour and optimize your email layout.

15. Delivery Rate: This metric measures the percentage of emails that were successfully delivered to recipients' inboxes, excluding bounces.

By regularly monitoring and analysing these performance metrics, you can gain insights into the effectiveness of your email campaigns and make data-driven adjustments to improve

your results over time. Mailchimp and other email marketing platforms typically provide these metrics in their analytics and reporting tools.