



11 Key metrics to track for emails and what do those metrics mean?

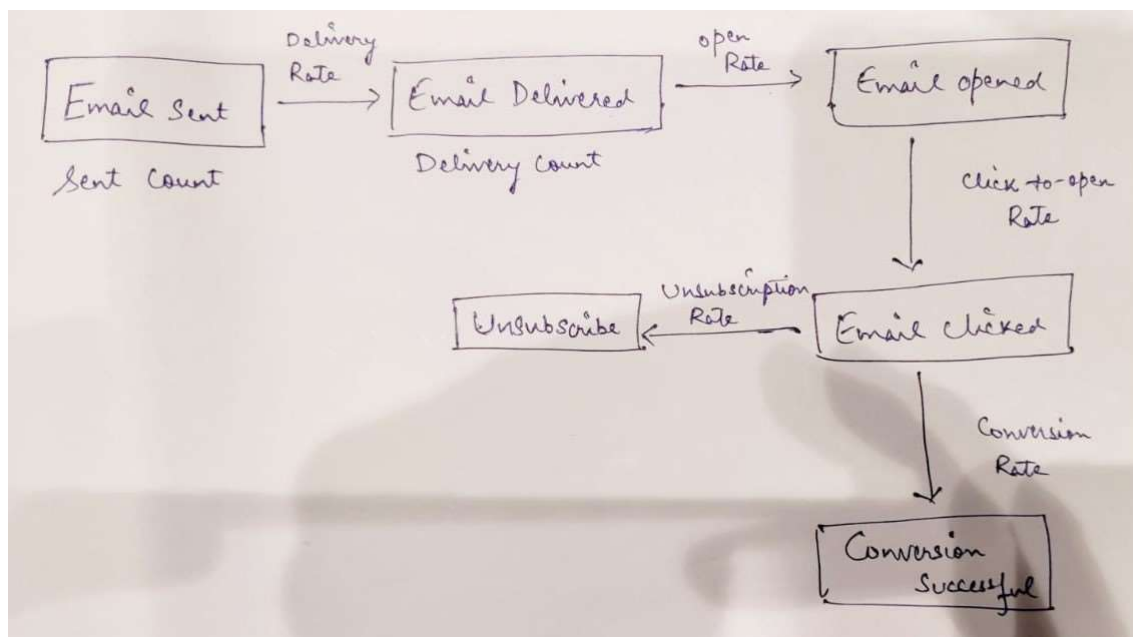
If you haven't gone through the first 2 articles, I would strongly suggest you go through them before reading further.

—> **Writing a perfect PRD for your email task**

—> **Best practices to write an email for your product**

There are 11 most important metrics that you track for any email that you send - 5 are absolute numbers and 6 are conversion ratios or conversion rates.

Whenever you send an email, the entire journey looks something like this:



Important metrics that you track for an email are as follows:

Absolute numbers	Definition
Total emails sent	Number of emails or users to whom the email was sent
Total emails delivered	Number of emails or users to whom the email got delivered. An email may get bounced (not delivered to the recipient) for a lot of reasons. The most common reasons are - the user entered the incorrect email ID, the email ID was deleted, or some other technical issue.
Total emails opened	How many users opened the email? This could be counted in two ways - the total number of times the email was opened and the total number of unique users who opened the email. One user can open the email multiple times. Usually, we take unique user count for all our calculations.
Total emails clicks	How many users clicked on the links/CTAs given in the email? This again could be counted in two ways - the total number of times the links were clicked and the total number of unique users who clicked on the CTAs. One user can click a link multiple times or click multiple links in the email. Usually, we take a unique user count for all our calculations,

	irrespective of how many times the user clicked or how many links the user clicked.
Unsubscribed count	How many users unsubscribed from the email?
Ratios	Calculation logic
Delivery rate	Total emails delivered / Total emails sent
Open rate	Unique users opening the email / Total users to whom the email was sent
Click-to-Open rate	Unique users clicking the email / Unique users opening the email
Click-to-Sent rate	Unique users clicking the email / Total users to whom the email was sent
Conversion rate	Number of users performing the intended action / Total users to whom email was sent Intended action could be buying a product, landing on the website, submitting a survey, or anything else.
Unsubscription rate	Unique users unsubscribing from the email / Total users to whom the email was sent

How to read the above metrics?

Delivery rate

Value	Inference
High	A high delivery rate means that the quality of your email repository is good. Emails added to your list are genuine.
Low	A low delivery rate means that the quality of your email repository is poor. Emails added to your list are fake, gibberish, or bogus. Basically, you can't connect with your users through emails.



Typically this number should be upwards of 99%.

Open rate

Value	Inference
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High	<p>A high open rate means that users liked your email subject line and/or pre-header because of which they opened the email. It piqued users' interest resulting in the opening of an email.</p> <p>It also means that fewer numbers of emails went to the spam/junk folder. If a high number of emails go to the spam folder, less number of users will be able to open them.</p>
Low	<p>A low open rate means that users did not find your email subject line and/or pre-header enticing.</p> <p>It could also mean that the sender's name didn't look genuine.</p> <p>It could also mean that your emails landed in the spam/junk/promotions folder because of which users were not able to discover your emails.</p>



An open rate in the range of 25-35% is considered impressive for a mass email.

Click-to-Open rate

Value	Inference
High	<p>A high click-to-open rate means that users who opened the email clicked on the CTA in the email (Assumption: the majority of clicks happened on the main CTA).</p> <p>This implies that the content in the email was relevant to the audience and it captured users' attention enough to click the links.</p>
Low	<p>A low click-to-open rate means that users who opened the email did not click on the CTA in the email.</p> <p>This implies that the content in the email was NOT relevant to the audience and it failed to capture users' attention enough to click the links.</p>



Click-to-open rate of 6-8% is considered exceptional.

Click-to-Sent rate

Value	Inference
High	<p>A high click-to-send rate means that users liked everything about your email 😊</p>

	The subject line was good, the email body was good, the CTA copy was good, targeting was right - "All in one" email.
Low	<p>The click-to-sent rate can be low even when the click-to-open rate is high —> This can happen when the open rate is low and the click-to-open is high. This would mean that fewer users opened your email but those who opened clicked.</p> <p>Depending on the click-to-open rate, you may need to work on improving the subject line, email body CTA copy targeting, or all of these,</p>



A good number to chase for a click-to-send rate should be between 2% and 4%.

Conversion rate

Value	Inference
High	This is the ideal scenario when a significant number of users performed the intended action. Everything worked for you.
Low	<p>Low conversion means something or multiple things in the entire user journey are breaking - could be because of a low delivery rate, low open rate, low click-to-open rate or the drop could have happened when the user landed on your website or app.</p> <p>This requires proper analysis of the user journey.</p>



Usually, conversion rates are in the range of 0.2% - 1%.

Unsubscription rate

Value	Inference
High	A high unsubscription rate means that the users did not find your email relevant. It could be because the email was sent to the wrong audience. You need to re-evaluate personalizing the email content and identifying the right audience.
Low	This is the right scenario. You have sent the email to the right audience with the right messaging.



The ideal unsubscribe rate should be around 1%.

You can track all these metrics at an overall email level. A lot of times you may also have to go deeper to analyze these at a cohort level. A few examples of cohorts include:

1. **Men vs Women:** Understand if your emails are working well with men or women. You can improve emails accordingly.
2. **Users aged 20 to 30 vs users aged 30 to 40:** Compare users in different age groups
3. Users in **India vs Outside India:** Compare behavior based on the location

Likewise, you can create cohorts based on hundreds of attributes. Creating these cohorts gives you further insights into how different user segments/personas are behaving. If a particular segment is not responding poorly to an email, you may go ahead with excluding the segment from your email.

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