Módulo 6.4

MÉTRICAS

Métricas Importantes

- Taxa de rejeição / retorno
  - Soft e Hard
- Taxa de cancelamento
  - Marcados como spam

Métricas Importantes

- Taxa de abertura
  - Assunto do email
  - Horário de disparo
  - Destinatários
  - Remetente

Métricas Importantes

- Taxa de Cliques
  - Layout do email
  - Texto
  - CTAs

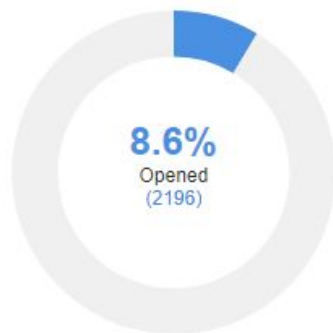| Overview | 27,904 Sent | 91.3% 25,484 Delivered | 8.6% 2,196 Opened | 0.7% 180 Clicked | 0.2% 61 Contacts lost |

Engagement

Everybody's favorite metric: opens and clicks. Your opened percent is based on the number of contacts delivered to; click-through rate is based on the number of opens. Learn more

Deliverability

The mailman delivers, and so do you. This is the percent of emails successfully delivered to inboxes out of all contacts you tried to reach. Learn more

Contacts lost

Where did our love go? Percent of contacts marked as ineligible for future sends due to unsubscribes, spam reports or hard bounces. Learn more

8.6%
Opened
(2196)

8.2%
Click-through
(180)

Based on Delivered (25484)   Based on Opened (2196)

91.3%
Delivered
(25484)

Based on Sent (27904)

0.2%
Contacts lost
(61)

Based on Sent (27904)