

“Email is such a powerful delivery tool because it’s a stream people already check,” says Ben Thompson, founder and author of the popular tech newsletter Stratechery. “To be invited into a place where people live—and to know you won’t be filtered by an algorithm—is a very powerful thing.”<sup>3</sup> Swedish journalist Charlotte Fagerlund adds: “Emails have got quite a lot of different functions. They are an effective way of making people continue to read after they have started paying, a way to drag in people, and they are, of course, a very effective way to make money from ads.”

- Pulling audience email data from an email service provider;
- Building custom metrics to analyze the data;
- Visualizing those metrics to better understand your audience.

### 1) Business Understanding

We know that email data can be used to: 1) combine various data sources, creating richer data sets, 2) analyze audience behavior over time to increase engagement (and consequently increase revenue), and 3) identify target audiences and test new products. Email performance data is the gateway to understanding a range of characteristics about your current readership and opportunities for growth. Yet, a far too common mistake is an over-reliance on open and click rates alone—these numbers are just the tip of the iceberg. We must shift to effectively leveraging email data—data every publisher owns—for a deeper analysis of online audiences.

### 2) Who is Your Audience?

This is further complicated by the nuances affecting deliverability and measurement specific to email and the challenges associated with the limitations of traditional email performance measures.

### 3) Data Gathering and Feedback

“**Open rate**” often refers to “unique open rate,” although that is usually not specified. There is a temptation to report the total open rate in certain situations because it is larger, such as media articles, and also refer to it as “open rate.”

“**Click rate**” sometimes but not always refers to click-through-rate or “unique click rate.”

**Deliverability:** How successful are your emails at reaching the inboxes of your email list subscribers? Hitting send on an email without an error message in return does not guarantee successful deliverability.

**Measurability:** How successful are you at tracking the performance of your emails?

Source:

Harvard Kennedy School, Quora, Reddit