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CIS 440

Information Radiator

E-mail Open rate and Click Analytics

I propose that Smockish be designed to track open rates and click information for the e-mail marketing the team plans to use to keep in contact with user leads in the early stages of the project – and to target potential customers once the site is live. With information on which e-mails are opened and what content gets interacted with once a user opens the e-mail, the team will be able to run experiments to try to determine effective strategies for communicating with their target market.

Further, by tracking where customers click in e-mail communications, they may be able to track what activities individuals are most likely to be persuaded to do through e-mail marketing. This would allow the team to change not only how they communicate with the target market, but what the team chooses to communicate.

These analytics are a built in feature to the e-mail mater web software I am suggesting that the team use for Smockish called phpList. For the most part this is an easy installation. As an open source piece of software it is designed to be easily installed by most individuals with some knowledge of MySQL databases, FTP clients, and their web host environment. I am currently in the process of installing a test version on my personal web host and am struggling a bit with the e-mail configuration. However, I am hoping to be able to spend some concentrated time on the configuration process later in the week to figure out what the options for the installation entail. My best guess is that it will take 10-15 hours of work learning the software well enough for a full time installation and then only one or two hours for an installation after becoming experienced. The software generates its on data tables, and automates much of the process.

If the permanent Shockish team decides that they would rather not manage their contact management system themselves they can decide to sign up for a paid phpList service that will handle the technical side for them. Further, we have compiled a list of alternative services they may pursue that all provide similar functionality. Personally, I prefer open source platforms where I can control my data, my installation, have the option add custom functionality and yet still have a developer community behind me as I work through the entire process. I suspect the client will feel the same as they are computer science students themselves, and will likely not want to hide from the technical aspects of their business.