



PUBLICASTER
EDUCATION SERIES

GET MORE OUT OF YOUR REPORTING

Date: 3/17/2010

Presenter: Melanie Sims

Agenda



- Organizing report data
- New custom reporting features
- Interpreting and using the results of your campaigns



Organizing Report Data



Organizing Report Data

- Campaign Series
 - Allows for sorting distributions into categories
 - Distribution and Performance Summaries
 - Comparative Report



Organizing Report Data

- Campaign Series (cont'd)
 - Set up series in Distribution Reports tab, with Create/Edit button
 - Name
 - Start/End Date
 - For your information only
 - Folder
 - Default View
 - Multiple series can be sorted into folders



Organizing Report Data

- Distribution Reports
 - Sorted based on type of send
 - Send Now/Schedule Email (All Reports)
 - Metered Send
 - A/B Split



Organizing Report Data



- Distribution Reports (cont'd)
 - View multiple reports together
 - Click checkboxes to left of each
 - “View All Checked” to view all



Organizing Report Data

- Comparative Reports
 - View metrics from multiple distros together, within a Campaign Series
 - Click checkbox for any Series
 - Change date range, if desired
 - Expand to view full results across distros



Custom Reporting Features



Custom Reporting Features

- Subscriber History Report
 - Full history for one subscriber
 - Enter full or partial email address
 - If entering partial, select which address to view next
 - Mailing List Summary
 - All lists subscriber is on, with status
 - Mailing Related Report
 - All distributions sent to subscriber

Custom Reporting Features



- Google Analytics Report
 - Connects with your GA account
 - Displays total visits with campaign distributions from Publicaster
 - Use to determine correlation between emails and visitors
 - Also shows Visits by Referrer and # of Visitors/week



Custom Reporting Features

- Link Click Report
 - Shows performance of one URL over date range
 - Can be limited to a Campaign Series
 - Shows total impressions (opens of emails with that link) and clicks on the link on any given day



Custom Reporting Features

- API Usage Report

- ▣ API methods used with account

- All Time

- Last 30 Days

- ▣ *API*: Application Programming

- Interface. An API is a way to connect one piece of software (like a CRM) to another (like Publicaster.) This can be set up to extract data from or submit data to a Publicaster account.

- To set up, visit the [API Resource Center](#)



Interpreting and Using Results



Interpreting and Using Results

□ Basic Metrics

▣ Delivered

- Accepted from receiving server
- Average Delivery Rate: 93.9%¹

▣ Bounced

- Hard Bounce – inactive or unknown email address
- Soft Bounce – temporary problem on receiving end
 - Such as full inbox or receiving server is down
 - Not Out of Office Replies

1. *Epsilon Q4 2009 Email Trends and Benchmark (Jan 2010)*

Interpreting and Using Results



□ Basic Metrics

■ Opened

- Subscriber “viewed” tracking pixel
- Images must be enabled
- Preview pane views count
 - Usually accounts for large number of opens for individual subscribers – multiple views in preview pane
- Cannot track opens in plain text emails
- Average open rate: 22.0%¹
 - For industry-specific metrics, visit:

<http://www.emailstatcenter.com/ResponseMetrics.html>

1. *Epsilon Q4 2009 Email Trends and Benchmark (Jan 2010)*



Interpreting and Using Results

□ Basic Metrics

▣ Clicked

- Subscriber clicked one or more links
- Click Detail or Click Through Performance Report
- Average Click-Through Rate: 5.9%¹
 - For industry-specific metrics, visit:
<http://www.emailstatcenter.com/ResponseMetrics.html>

▣ Converted

- Subscriber clicked through one or more links, then ended up on page tracked as conversion
- Conversion Tracking Pixel in Account Preferences
- Can be set up on page to track specific information
 - Purchase Amount or Order ID

1. *Epsilon Q4 2009 Email Trends and Benchmark (Jan 2010)*



Interpreting and Using Results

□ Subscriber Visibility Metrics

▣ Viewed in Browser

- Subscriber clicked “View in Browser” link

- Code snippet:

[~ViewInBrowser~]View in Browser[~EndViewInBrowser~]

- Contains hosted version of email for viewing in browser

▣ Mobile Version

- Subscriber clicked “Mobile” link

- Code snippet:

[~ViewMobile~]View Mobile Version[~EndViewMobile~]

- User-made content for any email
- 16% of mobile users' permission-based email is viewed on mobile devices¹

1. Merkle Interactive Services (2009)



Interpreting and Using Results

□ Subscriber Sharing Metrics

▣ Forwarded

- Subscriber clicked “Forward to a Friend” link
 - Code snippet: [~Forward~]Forward[~EndForward~]
 - Allows subscriber to forward to any number of friends
 - Friends can sign up for future mailings

▣ Social Media

- Subscriber clicked one of the “Social Media” links
 - Code snippet (All available): [~SocialMedia~]
 - Prompts subscriber to log in to their social network account to “share” link to the email
 - 20% of Facebook, MySpace and/or Twitter users have posted or shared something from permission email to their social account(s) via a "share" option.¹

1. *Merkle*, "View from the Social Inbox" (2010)



Interpreting and Using Results

□ Subscriber Opt-Out Metrics

▣ Opted Out

■ Subscriber clicked “Opt Out” link

- Code snippet: [~Optout~]Opt Out[~EndOptout~]
- Subscriber can include reason and note
- Global opt-out from entire account, no further action needed

▣ Complained

■ Feedback Loop complaint

1. Subscriber moved email to Junk/Spam folder
 2. ESP reported complaint back to Publicaster
 3. Publicaster marked subscriber as “complained” and changed status to “Opted Out via Complaint”
- Only happens when “Mark as Junk/Spam” is clicked
 - Will not count if email goes right to Junk folder
 - Global opt-out from entire account, no further action needed

Interpreting and Using Results



- Using Results for Future Campaigns
 - ▣ Segment based on response metrics
 - New “Create Segmentation” button
 - Opened
 - Clicked
 - Converted
 - Forwarded
 - Viewed in Browser
 - Mobile Version
 - Social Media
 - Top Domains

Interpreting and Using Results



- Using Results for Future Campaigns
 - Segment based on response metrics
 - Create targeted campaigns to those who did/didn't open or click
 - Find users who use mobile devices
 - Use conversion data for specialized promotions
 - Reward forwarders/social media sharers



PUBLICASTER
EDUCATION SERIES

Thank You!

Please email questions to:
bsfconference@blueskyfactory.com

Visit us online:
<http://learnpublicaster.groupsie.com>

Next Presentation:
**Put Publicaster to Work with
Auto Response Campaigns**
April 21, 2010