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Love it or hate it, email isn't going anywhere.

For internal communicators, email is still one of the best ways to reach large groups of employees—quickly. From business updates to company newsletters and leader messages, email continues to be a trusty tool.

But are your employees still reading it?

Evaluating the effectiveness of your email communications is critical, because developing a baseline of metrics that you can compare future communications against will help you communicate better, so your employees can get the information they need to do their jobs.

As you plan for the year ahead, make sure you're taking time to analyze your company's email metrics. Here's what you should be assessing:

☐ **Click through rate** – the ratio of users who click on a specific link to the number of total users who view an email.

- Your CTR can provide valuable data on what type of content your audience cares about. Review the specific content people are engaging with to help tailor your email content to your audience.

☐ **Conversion rate** – the percentage of users who have completed a desired action. For example, if your email contains a link to follow the company's LinkedIn page, users who performed that action would be considered a conversion.

- Increase conversions by having a clear call-to-action in your email—and make the experience as seamless as possible.

☐ **Bounce rate** – the percentage of email addresses in your subscriber list that didn't receive your message because it was returned by a recipient mail server. There are two types of email bounces to be aware of:

☐ **Hard bounces** – those that are generated by an email address or email domain that doesn't exist, or the receiving email server has blocked the email delivery.

☐ **Soft bounces** – those that are generated by an email address with a full inbox, server issue, or too-long email message.

- To avoid bounces, you will need to maintain a clean mailing list. Verify all emails that prompt a bounce back and consistently remove inactive emails from your mailing list.

☐ **Unsubscribe rate** – the percentage of users who have opted-out from a mailing list after an email campaign.

- The number of unsubscribes will help you keep your mailing list up to date. Bonus: managing unsubscribes will actually help increase engagement!

- Use an unsubscribe prompt to **solicit feedback.** When someone clicks the "unsubscribe" button, link to a landing page where they can leave a message on why they unsubscribed.

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Additional tips for email campaigns

- Pay attention to **engagement over time** as this can help identify the best times to reach your audience. You can also run an email campaign using **A/B testing** to see which content and layout receive the most engagement. Brands that always include an A/B test in their emails generate an ROI of 48:1 (**Litmus, 2019**).
- Most communicators view **open rate** as a valuable metric to track…but keep in mind that with the increase of data privacy laws, some email platforms may provide privacy protection to users that disables open rate tracking.
- Popular email marketing platforms such as **Poppulo** can provide deeper insights and show data over time to assist you when evaluating your email campaigns.
- Currently working on a newsletter campaign? Check out these **8 tips on how to make your newsletter a must-read**.

Need help evaluating your email campaigns?
SPI Group can help. Contact us.