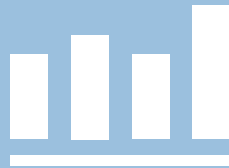


# WHAT YOU CAN DO WITH **ADVANCED** **EMAIL ANALYTICS**

## UNDERSTAND BEHAVIOR.

Opens and clicks are just the beginning. Engagement, geolocation, device or email client usage and click mapping all help you analyze your audience's behavior.

91% of consumers check their email at least once per day on their smartphone (ExactTarget). Is your audience mobile? When is the best time to send email to them? Don't guess. Know the answer.



## OPTIMIZE FUTURE CAMPAIGNS.

36% of nonprofit organizations send email campaigns with competing calls to action (Online Marketing Scorecard). Don't be one of them!

Start A/B testing campaign elements—subject lines, hero images, call to action button placement and more—to maximize the effectiveness of every email message you send.



## TRACK CONVERSIONS.

The average return on investment for every \$1 spent on email marketing is \$44.25 (Experian).

Use Google Analytics in combination with your email service provider analytics to track what happens after an email click to understand and improve the value of your email marketing efforts.



## CREATE TARGETED LISTS.

64% of nonprofit organizations are segmenting their email communications (Hubspot).

Popular categories include:

- Donation amount (36%)
- Action history (30%)
- Communication preference (28%)
- Donation type (26%)
- Duration of support (24%)
- Email activity (10%)
- Age (8%)
- Income (6%)
- Gender (3%)

