

On confirmation from the client, ask for the website URL and complete access to their Email Service Provider, Google Analytics and Ecommerce (or Website) store.

WHAT TO CHECK IN THE ESP?

- Learn how the list was collected
- Get information on the email clients that the subscribers use
- Which demographics do the subscribers belong to?
- What is the average rate of subscription?
- What is the average unsubscribe rate?
- What is the average open rate of the list?
- What is the average click-through rate of the subscriber list?
- Which are the regions where most of the emails are opened?
- What is the rate at which the audience has grown in the last one year?
- Get information on every existing segment, inactive and active subscribers, unsubscribes, and bounces
- Determine the number of subscribers who have first name
- Check the open rate and click-through rate according to the industry

HOW TO ANALYZE THE EMAILS?

- Assess the campaigns with best and worst open rate, click-through rate, bounces, unsubscribes, and revenue
- Establish the high-performing subject lines and CTAs
- Figure out the most effective time and day to deploy the campaign
- Get a hang of the strategy that the client uses to send the emails – whether they send emails all at once or batchwise
- Analyze the templates of the campaigns that performed the best
- Check for any broken links in the templates
- Send a test email to check for rendering issues across different devices and email clients

WHAT TO TRACK IN GOOGLE ANALYTICS?

- Evaluate the visits of previous four months from various channels
- Analyze the revenue driven through every channel
- Review the performance of the email channel every month
- Assess the time and day when the website has maximum visits; use this information to determine the best time to send the emails
- Evaluate how bounce rate, session duration, and page views influence the visits garnered through emails

THINGS TO MONITOR IN ECOMMERCE OR RETAIL INDUSTRY (AS AND WHEN APPLICABLE)

- Figure out the best-selling products
- Use store analytics to analyze the best time when sales take place
- Review the transactional emails such as customer welcome emails, cart abandonment emails, shipment emails, delivery emails etc.