**Email Marketing Metrics**

**Rate** – Comparing two counts against each other. The percentage of one count out of another count.

**Unique** – How many “people” or recipients took a certain action.

**Total** – How many total actions occurred.

**Sent** – How many messages were sent after exclusions.

**Delivered (Sent – All Bounces)** – How many messages were successfully delivered.

**Bounces** – How many emails were not successfully delivered and were rejected.

**Mailbox Full Bounces** – How many emails were rejected because the recipient’s mailbox was full.

**Spam Bounces** – How many emails were determined to be spam.

**Hard Bounces** **(often Mailbox Full Bounces + Spam Bounces)** – How many emails didn’t make it to the recipient for any reason.

**Soft Bounces** – Limbo stage while the email client verifies the email before delivering it or else kicking it back as a hard bounce.

**Bounce Rate (Hard Bounces / Sent)** – Of the messages sent, what percentage bounced?

**Delivery Rate (Delivered / Sent)**– Of the messages sent, what percentage were delivered?

**Uses**: To determine the success rate of the delivery of the email and to identify emails that may have triggered spam complaints and were blocked.

**Unique Opens**– How many people rendered the images or clicked on a link within the message.

**Total Opens** – How many opens occurred.

**Average # of Opens per Recipient (Total Opens / Unique Opens)** – How often each recipient opened the email.

**Uses**: To determine if recipients re-opened the email for reference (such as a newsletter).

**Unique Open Rate (Unique Opens / Delivered)** – Of the people who received the message, what percentage opened it?

**Uses**: To identify optimal subject lines.

**Unique Clicks** – How many people clicked on at least one link within the email.

**Total Clicks** – How many clicks occurred within the email.

**Average # of Clicks per Recipient (Total Clicks / Unique Clicks)** – How often each recipient clicked on something within the email.

**Uses**: To determine if recipients were interested in more than one link within the email (such as a newsletter).

**Unique Click Rate (Unique Clicks / Delivered)**– Of the people who received the message, what percentage clicked on something?

**Uses**: To gauge overall performance of the email.

**Unique Click-to-Open Rate (Unique Clicks / Unique Opens)**– Of the people who opened the message, what percentage clicked on something?

**Uses**: To determine optimal creative and messaging within the email.

**Conversions** – How many people “converted” by buying, joining, filling out a survey, registering, etc.

**Conversion Rate (Conversions / Delivered)**– Of the people who received the message, what percentage of them converted?

**Uses**: To gauge overall performance of the email (similar to Unique Click Rate).

**Conversion-to-Open Rate (Conversion / Unique Opens)**– Of the people who opened the message, what percentage of them converted?

**Uses**: To determine optimal creative and messaging within the email (similar to Unique Click-to-Open Rate).

**Opt Outs**– How many people opted out of your message.

**Opt Out Rate (Opt Outs / Delivered)**­– Of the people who received the message, what percentage of them opted out?

**Uses**: To determine appropriate send frequencies, messaging, targeting, competitive analysis, value of offers, and more.