



PROVE THE IMPACT OF YOUR EMAIL

The effect of an email doesn't end at the inbox – it begins. The email itself is merely a means to delivering the content. If that content is relevant and valuable to the recipient, its effect can be felt long after the receipt of the original message. Evaluating the effectiveness of an email campaign, therefore, must account for the ongoing impact on the recipient.

By connecting email with web analytics and social monitoring you can paint a much more complete picture of campaign effectiveness. Did an email spawn a large social following? Or maybe a surge in specific landing page traffic? All of these are attributable to an email, but are also unknowable if you aren't evaluating beyond the inbox. To evaluate the performance of your email campaigns you must be able to attribute response across multiple channels. Questions you should be able to answer include:

- How many impressions does email drive to other channels?
- Which campaigns drive conversion in both short and long term?
- What blend of metrics do you need to evaluate campaign performance?
- What new insights can you learn about your subscribers from other channels?

Feeling overwhelmed? Don't know where to start? Let the experts at Alterian show you the way. With extensive experience in email marketing, social media, and web analytics we know all the right buttons to press and levers to pull to give you great insight into what is and isn't working.



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 SPORT: FOOTBALL
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 CHANNEL: EMAIL

