

[Company name]

Email Tracking Report for the email sent to Secondary Heads on 25th November 2017

Thank you for recently using the email services of schools.co.uk. In the following analysis of your advertising, we take a look at the results your promotion obtained in terms of how often the email was seen and how many people then went from your email to your web site.

Here's what we found.

Sent	Click to view	Click to view %	Link clicks	Link clicks %	Unique link clicks	Unique link clicks %
1891	208	11.00	40	2.12	36	1.90

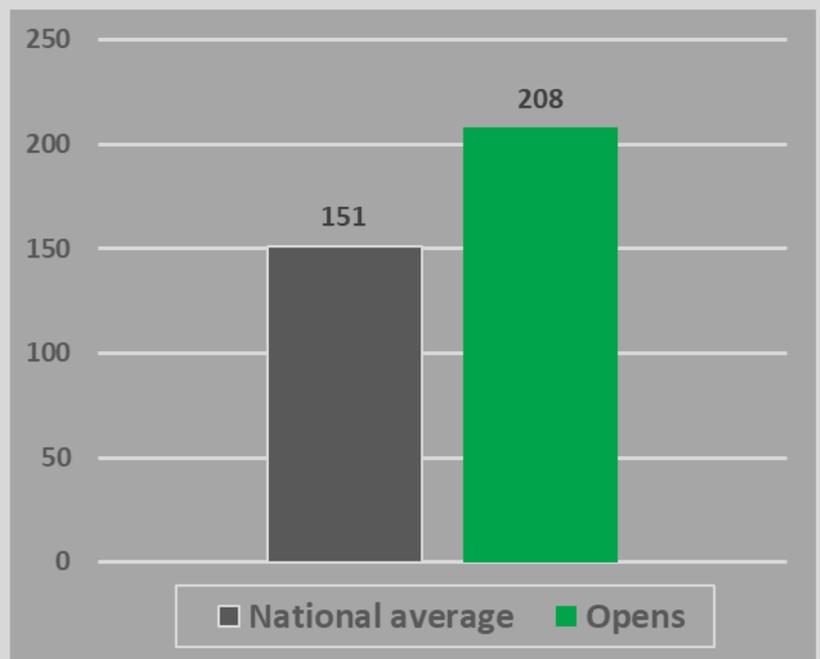
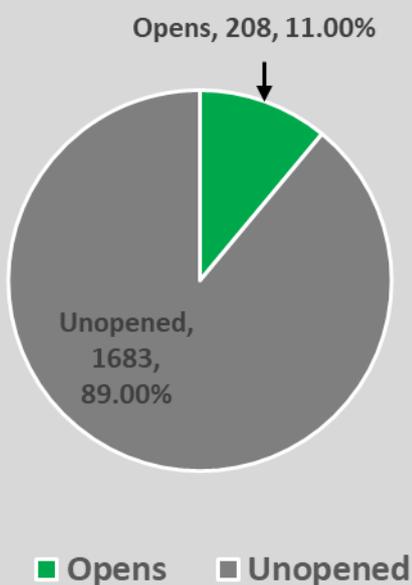
Analysis of opens

It should be noted here that as a child protection measure many schools have a "do not click until certain" policy. So we always recommend that as much of the advert as possible should be visible in the preview screen from the very start.

Therefore, if your email was mainly composed of text (as opposed to images), it is estimated that 55% of teachers, managers or administrators saw your advert via the preview pane when your email landed in their inbox.

In addition, there are the people who clicked to view your advert, unless of course there is no need to open the email fully to view more – in this case the open rate will remain at the estimated 55%.

In your case the percentage click to view was 11%, however the estimated percentage of people who saw your email is 66%.



We can then compare your figure with that of our own five-point scale based on other advertisements we have sent out recently: On this scale your click to view rate registered as ABOVE AVERAGE.

Clearly this is an encouraging result.

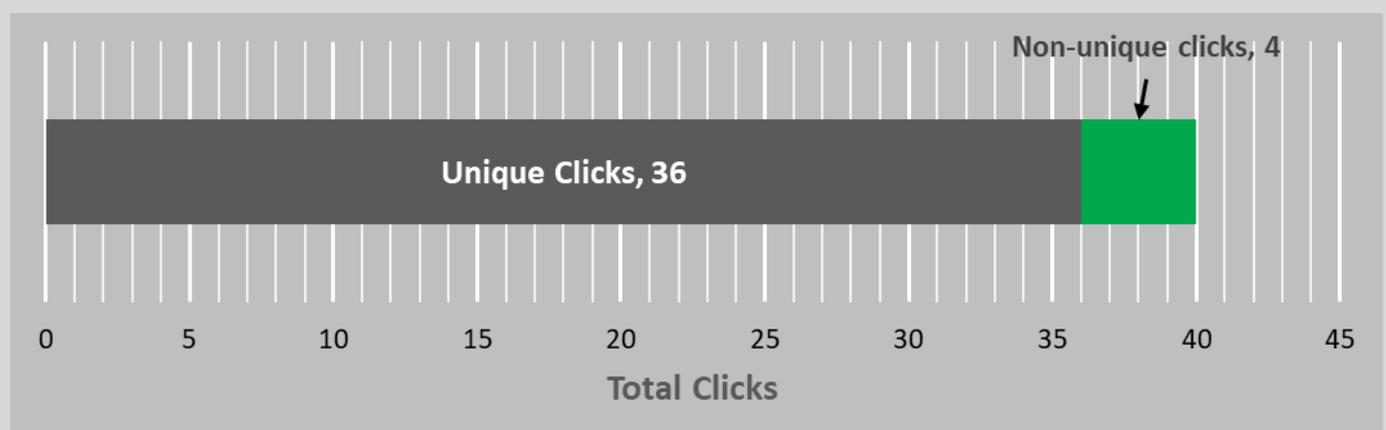
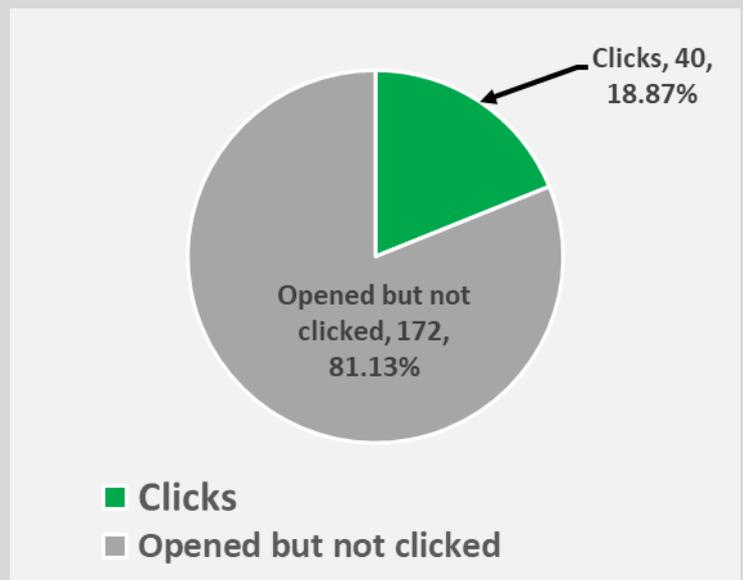
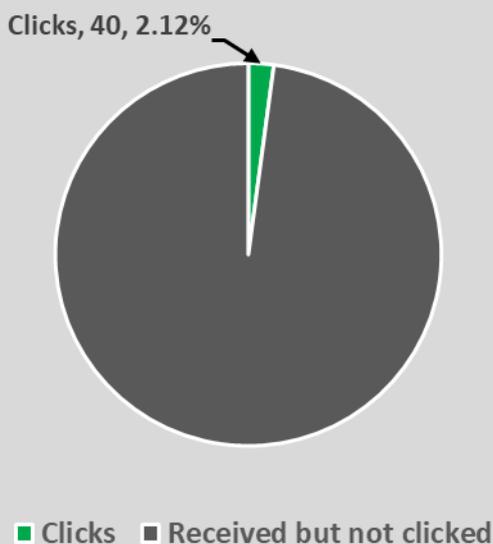
We would recommend that you keep the advert as it is in terms of its first impressions (subject line, layout, style, heading), although in the coming weeks you might care to experiment by tweaking it slightly as all adverts have their day. Even the most effective advert will become less engaging with the audience once they have seen it a few times.

Analysis of click-throughs

In the previous section we looked at the number of people who engaged with your advertisement. Here we move on to the number of people who went further and clicked through to your web site.

Obviously one factor in all this that we don't know is how many sales or enquiries you achieved - but we would urge you to compare the level of sales or enquiries with the number of clicks through to your web site, since this can give some very helpful and interesting information.

In your case you got a click through percentage of 2.12%.



Comparing this to our own five point scale based on other advertisements we have sent out recently, your click through rate registered as ABOVE AVERAGE.

Clearly this is an encouraging result: a higher than normal percentage of readers of the email have gone on to look at your web site.

The only question remaining is, how many of these people then went on at least to contact you for more information, or to buy from you?

If that number is very satisfactory from your point of view then you will be very happy. The only thing to do is to watch this percentage, because it is possible for such numbers to decline over time. If that ever does happen you'll need to re-work this, but for now, all is fine.

However if the number of people who proceed to an enquiry or purchase after visiting the website is considerably lower than the number who visited, then it may well be that you will need to consider changing the website page.

Generally speaking, the best results come from sending an interested reader onto a page that follows on directly from the email, with the email dealing with the benefits of the product/ service, and the web site giving the features, and offering various ways of buying (online, by phone, by fax, by post).

If you aren't happy with the number of sales/enquiries that you received, despite achieving a good click through rate, email stephen@schools.co.uk and we'll happily review your website for you and suggest any changes that we think might help.