



Using Google Analytics to Increase Reporting Capabilities of Email Marketing Campaigns and Boost Relevancy and Response

By Megan Ouellet, Director of Marketing • Listrak, LLC • May 2, 2007

Today, many email service providers are integrating web analytics with the reporting functions of their web-based email marketing solutions. This greatly enhances the products' reporting capabilities and it gives you incredibly useful and pertinent information that you can use to increase the relevancy of future email campaigns and, therefore, increase subscriber response. In fact, a study by JupiterResearch found that email marketers that use web analytics clickstream data to generate targeted email campaigns produce average open rates of 33 percent, click-through rates of 14 percent, and conversion rates of 3.9 percent, compared to mass email campaigns that produce rates of 20 percent, 9.5 percent, and 1.1 percent respectively.

Integrating web analytics with email marketing will help you gain a better understanding of your subscribers' online habits, which will allow you to better predict future responses. However, it can be overwhelming at first since it delivers vast amounts of subscriber data. Email marketers are used to tracking open, read, and click-through rates, but web analytics offers much, much more.

Listrak, an award winning email marketing service provider, has put together the following tips to help marketers that are new to web analytics. This white paper discusses the Google Analytics tool and it will give marketers an overview and basic understanding of how web analytics can be used to gain an insight on subscriber behavior, how it can be used to create targeted email marketing campaigns, and how marketers can use the information to remarket to subscribers. This will help marketers create email messages that are relevant, timely, and important to their subscribers, which, in turn, will drive response rates and sales.

Beyond Click-Through

Email marketing reporting tools can only follow subscribers up to the point where they click-through the call to action button and land on the website. After that, web analytics takes over. Email marketing solutions that have integrated Google Analytics gives you the complete picture of your subscribers' actions. That is why it is so important to use the two tools in accordance with one another.

Marketers rely on a number of key performance indicators to run successful email marketing campaigns. Common KPIs include the percentage of subscribers that opened the message, read the message (determined by the length of time the email message remained open), and clicked-through a call to action button on the email. These percentages are important as they measure the effectiveness of each campaign. Over time, marketers use these reports to develop benchmarks and goals for upcoming campaigns, to streamline business processes needed to support campaigns, and to increase the accuracy of the email messages. These KPIs are vital to the success of the email marketing strategy; and, on their own, they provide marketers with information that can be used to grow their subscriber base and increase response rates. However, the click-through rate isn't the same as the true conversion rate. Google Analytics allows you to track the subscribers' clickstream data so you can easily see your campaign conversion rate and ROI.

Clickstream data is the information that users generate as they click from page to page through a website. In the past, it has been used by web designers to track the visitors' path through the site so they could increase the site navigation. However, today marketers are tracking clickstream data through web analytics to figure out how customers are interacting with their websites.

For example, say you sent out an email campaign inviting 10,000 subscribers to purchase a new product at a discounted price. Using the tracking features of the email marketing product, you can see that you had a 15 percent click-through rate.

You can then use web analytics to track the pageviews of the subscribers that clicked-through your email. You will see which subscribers left your site after reviewing the information on your landing page. You will know which subscribers were drawn away from your initial offer through other information on your site that had a greater importance to them. You will learn which subscribers added the product to their shopping cart but abandoned it before reaching the check out process. And you will also find out which subscribers reviewed the product information but decided not to make a purchase at that time. In addition, you will also be able to tell when the subscribers visited the site, how many times they returned to your site, and what pages they viewed on each visit.

Knowing these metrics takes the guesswork out of your reports. But it also gives you valuable insight into your subscribers' viewing and purchasing habits that can be used to develop more relevant email campaigns and landing pages in the future. Also, it gives you the information you need to create specific remarketing campaigns directly targeted to the subscribers that have shown interest in your previous offer.

Remarketing Email Campaigns

Remarketing, or behavioral targeting, is a powerful technique email marketers can use to increase relevancy and results. Remarketing email campaigns are targeted emails sent to the subscribers that have started, but haven't completed,

a key action. Web analytics allows you to build intelligent remarketing campaigns based on your subscribers' previous actions.

Because web analytics lets you see which subscribers added items to their cart but didn't complete the purchase, you can send targeted messages reminding the subscribers that the items are still in their carts, and you can include a link directly to the cart so it is very easy for the subscribers to complete the purchase. Remarketing to the subscribers that have abandoned their shopping carts is a quick and easy way to increase revenue.

Another remarketing campaign you should consider is a campaign to the subscribers that have reviewed the product information but didn't add the items to their carts. Web analytics makes it easy to identify these subscribers, and an integrated email marketing solution makes it easy to target these individuals with an email offering the product at a lower price point or with an additional incentive to buy, such as free shipping. The subscriber took the time to review the product information so they have shown an interest in the product. Targeting these subscribers with an extra incentive is an easy way to capture additional sales.

Even if the subscribers haven't shown any interest in the product you offered them, you can still use web analytics to send them a remarketing campaign based on their specific needs. For example, if a subscriber clicked-through your email offering one product, but he or she spent time reviewing another product on your website, you can use that information to send a remarketing campaign focused on the product the subscriber is actually reviewed. Web analytics optimizes your subscribers buying potential and analyzes their behavior so you can send your subscribers relevant, compelling email messages targeted to their exact

requirements. You will build stronger relationships with your subscribers and they will come to rely on you for their future needs.

Getting Started with Google Analytics

Web analytics offers a plethora of important subscriber data, but, with so much information, it can be overwhelming for marketers at first. To get started, you should first identify the key metrics you want to measure through web analytics.

Google Analytics allows you to define and track four key goals. These goals are the end actions that you want your subscribers to take, such as a completed online sale, white paper download, contact or inquiry, demonstration or pricing request, etc. All of your email marketing activities lead subscribers along a path to these end goals and conversion tracking is the most important metric for you to measure. But, alone, it does not give you enough information to understand your subscribers.

Google Analytics gives you quick and easy access to information that will allow you to build accurate subscriber profiles. With Google Analytics, you can:

- Tie goal conversion back to a specific email address or to a link through a specific email campaign
- Gather information on the average amount of pageviews per visit tied to a specific email address or to a specific email campaign
- Capture overall conversions from a specific email send
- Summarize number of total visits across all email campaigns

Email marketing is a step-by-step process that opens the lines of communication between a corporation and its subscribers and it bridges the gap between the subscribers and the corporation's website. As technology expands, the complexities of growing, segmenting, and managing your email lists and campaigns are becoming more sophisticated. The more you know about your current subscribers, the more likely you will be to not only add them as customers, but to also find more subscribers that meet the same criteria and potential. To do that, you must understand who your current subscribers are, what their needs are, where they came from, when they subscribed, why they continue to interact with your company, and how they will respond to your email messages. Google Analytics will tell you all of these things.

The more data you have, the more accurate your trending reports will be across multiple campaigns. Combining both your email tracking features and web analytics data, you'll gain a complete understanding of your subscribers. Once you know this information, you can use it to create relevant email campaigns that are essential to your subscribers' needs.

About Listrak

Listrak is a leading provider of hosted email marketing software, allowing permission-based marketers to manage, send, track and grow their email marketing investment. We deliver email marketing intelligence through our intuitive web-based application. Leading marketers have come to rely on this intelligence to better manage email in their multi-channel marketing mix.

Listrak software helps companies, agencies and associations better manage customer relations in their marketing campaigns. Its web-enabled interface helps marketers engage their customers using an advanced profiling and personalization engine. Listrak's world-class support and professional services assist clients with enterprise integration. Its clients include L'Oreal, Motorola, Jeep, Pearle Vision, PR Newswire, The Islands of the Bahamas, and the Pennsylvania Department of Health.

To learn more about the many ways Listrak can strengthen your email marketing campaigns, or to sign up for a 20-minute web-based tour, visit www.listrak.com.