Email campaign performance monitoring checklist

Purpose:

The purpose of this checklist is to provide a guideline for monitoring the performance of an email campaign to achieve optimal results.

Goal:

The goal of this checklist is to ensure that the open rate, response rate, conversion rate, and bounce rate are within the acceptable benchmark range. Any deviation from the benchmark range should be addressed by taking necessary actions to improve the email campaign performance.

Tools needed:

- Lemlist or Instantly
- Lead list

Checklist:

Monitor open rates: Keep track of your email open rates to see how many people are opening your emails. Below is the benchmark for our cold email open rates:

- 50% and above - Considered as above the average. This means that your open rate is above the industry standard, and you do not need to change any variables that focus on the improvement of open rates

- 30 - 40% - Considered as within the average. This means that there is still room for improvement. You can make some adjustments to your subject lines to make them more engaging and increase the chances of prospects to open our emails

- 20- 30% - Considered as below the average. This is an indicator that you need to make some adjustments to your subject lines, review your contact list, or personalize your emails more.

- 20% and below - This is considered a very low open rate, and it's an indication that there's an issue with the domain. This could be due to technical issues, poor email deliverability, or spam complaints. It's essential to escalate and fix the issue as soon as possible to avoid further damage to your email campaign's performance.

Monitor response rates: Keep track of how many people are responding to your emails. Below is the benchmark for our cold email response rate:

- 5% or higher: This is considered above average, and no changes are necessary unless negative responses become overwhelming

- 3-4%: This is considered average, but there is still room for improvement. You can make adjustments to your call-to-action (CTA), target audience, or content

- 1-2%: This is considered below average and indicates that changes are needed to your CTA, target audience, or content

- 0%: A 0% response rate may indicate an email deliverability issue, so it is important to escalate the situation.

Check the conversion rate: Analyze the number of prospects who replied and expressed an intent to schedule a meeting. A good number of positive replies could be anywhere between 1-2 per week. If you are not getting this number of conversion despite of having good open and response rates, it means that you need to make some adjustments with the offer or value proposition.

Monitor bounce rate: Check the number of emails that were not delivered to the recipient's inbox due to an incorrect email address or technical issues. If the bounce rate is above 3%, please escalate it asap.

Review A/B test results: If you have run an A/B test on your email campaign, review the results to identify the winning variant and implement the changes in the next campaign.

Take necessary actions: Based on the analysis of the email campaign performance, take necessary actions to improve the performance of your next email campaign. Actions include making some adjustments following the A/B test process or consulting Ericson if you don't know what to do.

Conclusion:

By following this SOP, we can effectively monitor the email campaign performance and take necessary actions to improve its results.