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QUESTIONS? CALL US.

American Greenwood

EMAIL REPORT

SEE THE NUMBERS

WE WANT YOU TO HAVE A THOROUGH UNDERSTANDING OF WHAT YOUR EMAIL PROGRAM MEANS TO YOUR BUSINESS

WANT TO
KNOW WHY
EMAIL WORKS

WE UNDERSTAND

EMAIL BLASTERS HAVE NO REAL UNDERSTANDING OF THEIR OWN RESULTS. HOW CAN THEY HELP YOU IMPROVE YOURS?

The answer is they can't. That's why you work with Eight Legged Media in the first place! We're a marketing agency, not a blasting company. We assist our clients, at least those that want our assistance, with getting the best results possible. Using email as a marketing tool allows our clients to generate more ROI than any other marketing channel in promotional Products.

FINALLY TRANSPARENT REPORTING

THE PROBLEM

Inaccurate, false, or just no reporting. How is an advertiser supposed to know what works in email when they have no hard proof about what works and what doesn't? Just because the phone didn't ring doesn't mean your email wasn't successful. On the flip side just because your vendor is showing that you had 17,500 opens doesn't mean your email was successful either. Do you know what to look for to know if you had the winning combination?

THE SOLUTION

Use the numbers to your advantage. If you have 17,000 opens you should have more than 35 clicks. That's just embarrassing. I would question if I really did have that many opens in the first place. So how do we use the numbers. By seeing what our level of engagement is and where it is we can track success. Did distributos click? Where? Did they view your catalog, order samples or share it through social media? If so there's a good chance the calls that day, the visits to your website, and the bump in ESP, Sage, and Distributor Central were generated from your email. Your marketing has interplay; direct response is not the only way to show results.

A PAT ON THE BACK

We pride ourselves on our numbers. We want all of our clients to take a long hard look at the results and want to do even better. In some cases we can help. We know the days and times that generate the best resuts. We know the format and creative that gets noticed. We want all of our clients to succeed to the point they can get purchased but some much larger supplier and live happily ever after on a private island. Please take us with you.

STATISTIC, AND NUMBERS

{#}ADS BEING REPORTED -- SEND DATE RANGE:

These are the basic areas we look at to determine the health of your email marketing campaign. We are typicaly looking for between and 10% to 14% iopen rate (based on total delivered), a 4% to 6% click through rate, and a social media share rate of about 10% of the total click though rate.

73%

67%

55%
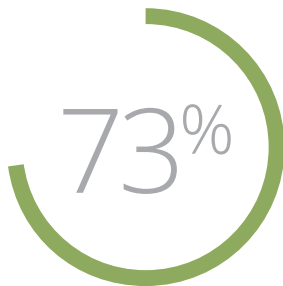
AVERAGE OVERALL OPEN RATE

This percentage is generated as the number of opens from the total send. Subject and from lines are the key factors in open rate.

AVERAGE OVERALL CLICK THROUGH RATE

This percentage is generated as the number of clicks compared to total opens. The art file determines click engagement levels.

AVERAGE OVERALL SOCIAL MEDIA SHARES

This percentage is generated as the number of social media shares compared to the total overall click through rate.

7,658 TOTAL

281 TOTAL

140 TOTAL

This is the raw number of opens used to determine the average open rate. It is also a very good way to see your total number of impressions. How many impressions do you get at a trade show?

This is the raw number of clicks used to determine the average click through rate. This is a number let's us know if your art was able to engage and activate distributors. If it's over 300 per ad you did well.

This is the raw number of social media shares used to determine the percentage above. If you multiply this number by 280, you can reveal the average number of end users that saw your ad. Impressive!

WHAT TO LOOK FOR.

SOME FACTS

DELIVERED RATE

How many emails made it to distributor email inboxes? That's all this number tells us. It let's you know we are doing our job and getting mail delivered.

OPEN RATE

Out of the emails that got deliverd, how many distributors opened up your message? From and subject line dirve the open rate up or down.

UNIQUE CLICKS

Out of the people that opened your ad, how many were interested enough in what they saw to engage with you and click. This is all about your art file.

CATALOG VIEWS

How many people clicked on the ePage links to view your entire product line? Instead of waiting to send them a catalog, distributors see it immediately.

SOCIAL MEDIA SHARES

How many distributors shared your flyer through their social media channels? Did you know the average Fb user has 280 firends? That math is HUGE!

SAMPLE REQUESTS

Finally a way to give people samples without them just walking past and saying scan me. These distributors really want a sample of your product. They are selling them at the flee market this weekend.

96.9%

DISTRIBUTORS WHO SAW YOUR SAMPLES THAT ORDER SAMPLES

CUMMULATIVE SAMPLE REQUESTS

So how can you make this number grow? Just ask for distributors to order them. By placing an "order samples now" button in your art, and linking to our order page you will see your sample requests skyrocket. Just make sure you're offering something of value.

Name	Company Name	Date	Ad ID	Sample Name	Quantity Ordered
● Dapibus aliquet	elit magna	01/01/16	72400	what	28
● Dapibus aliquet	elit magna	01/01/16	72400	what	28
● Dapibus aliquet	elit magna	01/01/16	72400	what	28
● Dapibus aliquet	elit magna	01/01/16	72400	what	28
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EMAIL ANALYTIC RUNDOWN REPORT: {DATE RANGE -- TOTAL BROADCASTS: {#}}

This rundown gives you an overview of your overall response. By using the chart below you can gauge which ad(s) had the best success rate. We're always happy to review this data with you.

{LIST NAME}

Subject	Date	Delivered	Opens	Clicks	ePage Views	Social Shares
● Dapibus aliquet, elit magna	01/01/16	72,400	8,813	296	112	28
● Dapibus aliquet, elit magna	01/01/16	72,400	8,813	296	112	28
● Dapibus aliquet, elit magna	01/01/16	72,400	8,813	296	112	28
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{LIST NAME}

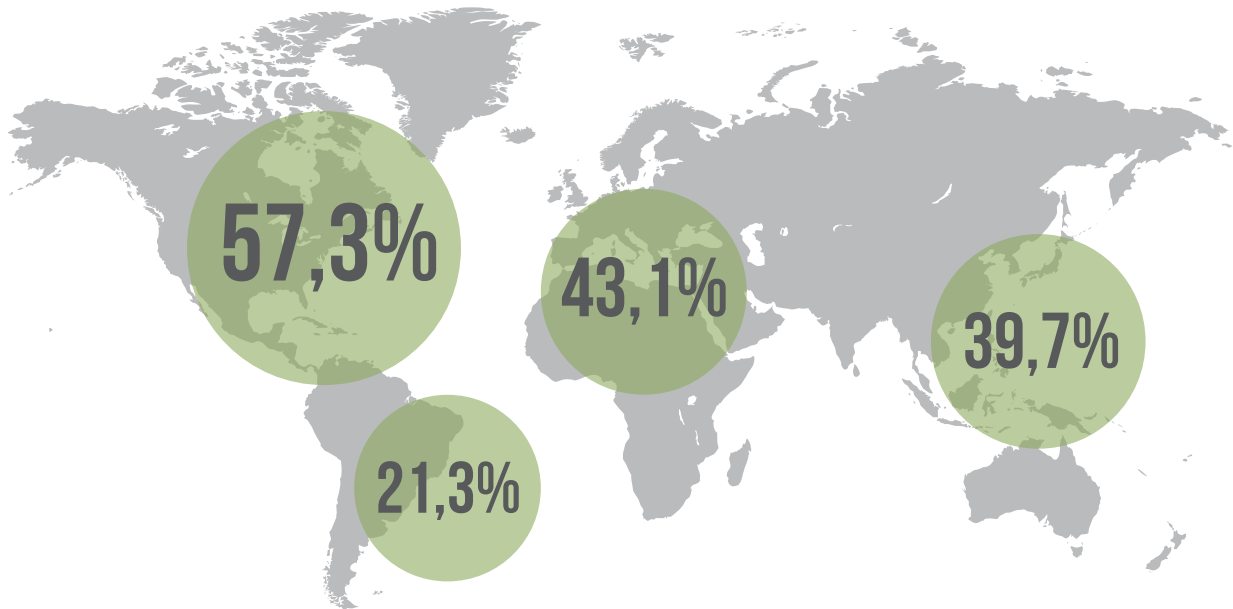| Subject	Date	Delivered	Opens	Clicks	ePage Views	Social Shares
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WHERE IN THE WORLD,
ARE YOU BEING NOTICED

WE KNOW YOU WANT TO REACH THE STATES, BUT ISN'T IT COOL OTHERS SEE YOU TOO.

Below is a list of US cities that like you the most. If you don't already have a sales presence there you may want to consider getting someone on the ground.

57,3%

43,1%

39,7%

21,3%

HERE ARE YOUR TOP 10 CITIES FOR ENGAGEMENT

- Boston, MA
- New York, NY
- Branson, MO
- San Diego, CA
- Anchorage, AK

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- Branson, MO
- San Diego, CA
- Anchorage, AK