

# **List Lab 500**

## **Email Marketing Metrics Checklist**

### **1. Delivery Metrics**

- Delivery Rate (%)**: Percentage of emails delivered successfully.
  - Bounce Rate (%)**: Percentage of emails that failed to reach recipients (soft vs. hard bounces).
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### **2. Engagement Metrics**

- Open Rate (%)**: Percentage of recipients who opened the email.
  - Click-Through Rate (CTR) (%)**: Percentage of recipients who clicked on links in the email.
  - Click-to-Open Rate (CTOR) (%)**: Percentage of opens that resulted in clicks.
  - Read Rate (%)**: Percentage of recipients who read the email (time spent on the email).
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### **3. Unsubscribe and Complaint Metrics**

- Unsubscribe Rate (%)**: Percentage of recipients who opted out.
  - Spam Complaint Rate (%)**: Percentage of recipients who reported the email as spam.
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### **4. Conversion Metrics**

- Conversion Rate (%)**: Percentage of recipients who completed the desired action (e.g., purchase, signup).
  - Revenue per Email (\$)**: Average revenue generated per email sent.
  - Total Sales (\$)**: Total revenue generated from the campaign.
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### **5. Subscriber Growth Metrics**

- List Growth Rate (%)**: Percentage increase in email subscribers over time.
  - Churn Rate (%)**: Percentage of subscribers lost (unsubscribes + bounces).
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## 6. Campaign Performance Metrics

- Overall ROI (%)**: Return on investment for the email campaign.
  - Forward/Share Rate (%)**: Percentage of recipients who forwarded or shared the email.
  - Time Spent per Email**: Average time a recipient spends reading the email.
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## 7. Health and Deliverability Metrics

- Sender Reputation**: Check using tools like Google Postmaster or Sender Score.
  - Inbox Placement Rate (%)**: Percentage of emails that landed in the inbox (not spam).
  - Spam Rate (%)**: Emails flagged as spam.
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## 8. Benchmark Comparisons

- Compare campaign metrics against industry benchmarks.
- Evaluate trends over time (month-on-month or campaign-to-campaign).