

Email Marketing Tracking & Reporting

Maximize email marketing with real time analytics



AT A GLANCE

With every campaign you send you will have access to all the details you need to track and analyze response metrics to improve the performance of your campaigns.

Know which marketing activities are getting results. Monitor conversion rates, opens, clickthroughs, and subscriber engagement through at-a-glance reports right on your dashboard.

BENEFITS

Real Time Reporting

Measure the effectiveness and response to your email campaigns by tracking activity in real time to get the most accurate, usable data for your strategic efforts.

Link Tracking

Understand what content subscribers are most interested in by tracking which links receive the most clicks. Tailor future content based on your findings.

Subscriber Engagement

Assess how successful your campaigns have been in engaging (or not engaging) your audience. Use this data to optimize your content.

Purchase Tracking

Monitor the volume of sales that are being generated from your mailings, and establish which products and price points drive the most revenue.

Measure the Success of Your Email Campaigns

Value comes from understanding how recipients engage with your content. You can analyze common trends with subscribers and, with the power of these insights, fine-tune your campaigns to increase impact and ultimately increase revenue.



With Net Atlantic's email marketing solution you can track what happens after you've sent your email in real time. Once the mailing has sent, and tracking statistics have been collected, a summary report will be sent to you so you can analyze the performance of your campaigns.

- Stats and trends on most recent mailing
- Pre-built reports on mailings and list activity
- Individual member reports
- Real-time mail queue analysis
- Interactive charts and graphs
- HTML open detection
- Clickthrough and clickstream tracking
- Refer-a-Friend functionality and tracking
- Forward tracking
- Demographic analysis

Using the results gathered through our email marketing tools, you can gain valuable insight on how best to communicate with your target audience and enhance your campaigns.

For more information about our Tracking & Reporting capabilities, contact an Account Executive at (877) 263-8285 or sales@netatlantic.com.