

A summary of email marketing metrics

Email activity metrics	Definition	Objective metrics	Definition
Clickthrough rate (CTR)	Percentage of clicks on links within an email.	Conversion rate	Percentage of email recipients who completed a desired action triggered by an email.
Unique open rate	Percentage of single opens of an email (one per recipient).	Return on investment (ROI)	ROI is calculated by dividing the campaign revenue by the cost of investment.
Click-to-open rate (CTOR)	Percentage of unique clicks (one per email) based on number of unique opens (one per email).	Business metrics	Definition
Response rate	Rate of responses resulting from an email campaign, expressed as a percentage of the overall total email volume.	Total campaign revenue	Measures the total amount of revenue directly generated by a specific email campaign.
Unsubscribe (opt out) rate	Percentage of subscribers who opt out of an email programme.	Revenue per email	Measures the amount of revenue generated per individual email delivered.
Unsubscribe rate of opens	Percentage of unsubscribes based on registered email opens.	New leads produced	Measures the number of respondents who performed a desired conversion beginning a customer journey with the brand.
Spam complaint rate	Percentage of recipients who mark messages in a campaign as spam or junk.	Average order size	Value of an average basket expressed in monetary units (pounds, dollars, etc.).
Inbox performance metrics	Definition	First-time vs repeat purchases	The number of customers who bought from the brand for the first time (in any channel or directly through email) compared with the number of customers who had purchased previously.
Deliverability (acceptance) rate	Returned email deliverability: Volume of emails sent minus undeliverable emails. Inbox deliverability: Volume of emails delivered only to inboxes.	Customer lifetime value	Customer yearly spend multiplied by the average number of years active.
Bounce rate	Percentage of emails sent that were not successfully delivered. <ul style="list-style-type: none"> Hard bounce: Invalid email address, or email is permanently undeliverable. Soft bounce: Temporarily undeliverable, due to a full inbox, or server limitations. 	Metrics beyond the email campaign	Definition
SMTP error codes	These indicate delivery problems, both temporary and permanent.	Site traffic	Measure to detect general increases in website traffic after email distribution.
		List growth	Increases or decreases in list growth can indicate customer interest in brand engagement, especially in connection with search or social campaigns.
		Brand awareness and affinity	This 'soft' metric is measured via surveys, focus groups, etc.