

Published based on [Critical Strategy: Tracking Email Open Rates](#)

Critical Strategy: Tracking Email Open Rates

It's amazing what we can learn from hindsight.

- It only takes one or two major hard drive crashes to realize it would benefit you greatly to have a consistent back up routine.
- Over indulging doesn't seem so pleasant when you find yourself at the gym at 5:30 am Monday thru Friday, and
- Not keeping "marketing records" can cost you a fortune in lost opportunity.

I'm thinking the lack of NOT tracking email open rates - not keeping track of the subject lines and body copy has cost me tens of thousands of dollars... if not more. Check it out:

[caption id="attachment_274" align="aligncenter" width="521" caption="What Headline Caused a 40%]

Email ID	Status	Date	Total	Sent	Clicked	Click Rate
107336	Waiting For WebBiz Approval	11/16/2009	4920	0	0	0.0%
106958	Sending	11/8/2009	5000	4999	279	5.6%
106955	Sent	11/8/2009	4920	4920	134	2.7%
106639	Sent	11/1/2009	4915	4915	35	0.7%
106375	Sent	10/25/2009	4915	4915	52	1.1%
105806	Sent	10/12/2009	4915	4915	751	15.3%
105350	Sent	10/1/2009	4910	4910	174	3.5%
104875	Sent	9/21/2009	4910	4910	164	3.3%
104577	Sent	9/14/2009	4910	4910	138	2.8%
104163	Sent	9/5/2009	4905	4905	236	4.8%
103660	Sent	8/25/2009	3730	3730	97	2.6%
103220	Sent	8/14/2009	3730	3730	813	21.8%
102544	Sent	7/30/2009	3725	3725	81	2.2%
102095	Sent	7/21/2009	3725	3725	142	3.8%
95319	Sent	2/15/2009	3700	3700	63	1.7%
93092	Sent	12/31/2008	3690	3690	158	4.3%
92666	Sent	12/22/2008	3690	3690	63	1.7%
90785	Sent	11/17/2008	3685	3685	73	2.0%
89987	Sent	11/2/2008	3679	3679	182	4.9%
88714	Sent	10/9/2008	3679	3679	17	0.5%
88362	Sent	10/3/2008	3674	3674	163	4.4%
87506	Sent	9/18/2008	3674	3674	39	1.1%
86134	Sent	8/26/2008	3669	3669	17	0.5%
84728	Sent	8/1/2008	3659	3659	420	11.5%
83733	Sent	7/14/2008	3659	3659	262	7.2%
82688	Sent	6/25/2008	3653	3653	1495	40.9%
74569	Sent	2/14/2008	3631	3631	298	8.2%
73578	Sent	1/30/2008	3626	3626	338	9.3%
73577	Sent	1/30/2008	3626	3626	338	9.3%

Open Rate?"]

[/caption]

[Webizinsider](#) is a traffic exchange program I use that drives upwards of 20,000 free hits to my various web sites. In fact, I often purchase "downlines" of users when available because you earn additional traffic as each user participates in the program. You can also EMAIL your entire downline once every seven days as a premium member. It's a great program that has earned me tens of thousands over the years.

Unfortunately, according to the stats you see above... I've also lost potentially tens of thousands. Let me explain.

Increasing Email Open Rates Increases Sales

Let's assume you have a web site or an affiliate link that is converting at the rate of 1%. Meaning you get one sale for every 100 visitors to your site. Let's also assume each sale is worth \$20.

- 100 visitors = 1 sale = \$20
- 1000 visitors = 10 sales = \$200

- 10000 visitors = 100 sales = \$2000

Now lets also assume you write an email and for every 200 people who OPEN THE EMAIL... half of them venture over to your web site and, sure enough, you generate 1 sale.

The CONSTANT is the web site conversion rate of 1%. But the email open rates is something you can increase by simply testing out various SUBJECT LINES, offers and body copy.

Currently I have just shy of 5,000 downline members in my [Webizinsider](#) account. So I email 5,000 people every week. If I send an email that gets 5% to open it... that's 250 opens... and if half visit the site... that's 1 sale. One \$20 bill in my pocket. On the other hand, if the SUBJECT LINE causes 40% of the people to open the email...

- $5000 \times 40\% = 2000$
- 1000 site visitors
- 10 sales = \$200

HUGE difference in return. Same effort. Much, much different results.

Notice some of the open rates I've received over the past few dozen emails have been nothing short of fantastic. 15%, 20% even 40%. And, keep in mind, it is the SUBJECT LINE that causes people to open email messages. So just a quick glance at the open rates tells me I have written at least a half dozen MONEY-MAKING EMAIL subject lines.

But, alas, I don't know what they are because I didn't keep a record. I just wrote the mail off the cuff and pushed send. No record of what I did or what I wrote.

Can anyone say, IDIOT!

Lesson learned. Keep a marketing record of EVERYTHING you do.

Subject lines used. Body copy. Day sent. Everything. So when you find that magically combination that produces a 40% response - KEEP USING IT!