



DEPLOY FROM THE **REAL BENEFITS** OF EMAIL CAMPAIGN TRACKING



www.spanglobalservices.com

Marketing without tracking email campaigns feasibly is like strolling in the darkness without anything to grope. An in-depth study on the customers' behavioral and buying habits optimally utilizes your investments into email campaigning without losing your ROI. As we know, every dollar you spend is worth reaping benefits from.

You should not leave any stone unturned when it comes to catering to the customers' preferences through email campaigning. This helps you make the necessary changes to your campaign style and frequency of mails sent. Targeted audiences can be easily reached through accurately scheduled emails that meet their expectations.

Roll out your email campaigns accordingly, especially when you know what your customers want through a web-based campaign tracking solution.

Through proper email campaigns from us, you can

- Analyze open rates
- Analyze the number of reads
- Notify unsubscribe
- Manage email bounces
- Handle customer grievances
- Track recipients' clicks on the links to web pages
- Track the number of opt-outs
- Track the number of mails 'delivered' and 'failed to reach' due to mailer deliverability issues

If you are willing to save your time and focus efforts of maximizing ROI and great revenue, email campaign tracking is definitely something which you must avail. You can track the performance of each of the emails sent as a part of this. Moreover, the numbers of quality 'return visitors' to your links increases.

You can easily distinguish a lead from another, making focus shift on "Hot" leads from the cold ones. The results of each of the email campaigns are known through a rigorous scoring mechanism that is a part of this tracking program. When you have the qualified leads in your kitty, you will no longer have to exploit your resources towards leads that are not interested in your products.

Your leads are termed, "Hot", "Warm", "Cold" based on their interest levels and the estimated turnaround for closure or a repeat deal. You can catch their thought process and focus your email campaign efforts accordingly.

Benefits of email campaign tracking:

- You can track the number of visits generated through each campaign
- Increase your website revenue or visitor engagement
- Increase conversion rates
- Differentiate the impact of each of the campaign, as to which email campaign resulted in more website visits
- Find out the number of pages that were visited

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You can improvise on your email campaign quality, when you have genuine trackers that extract genuine leads or customer responses.

Email campaign tracking is done through various customer insights like,

Industry
Budget
Annual Income
Nurturing score
Timeline
Job title

This gives you a great chance of relating well with what your customers' needs, taking your relationships with the customer to a higher level.