

Campaign Performance

The Suncorp Campaign Performance Widget helps you review and improve your email direct marketing (EDM) campaigns. It lists the campaign name, open rate and click-through rate, and provides average open and click-through rates across your EDM campaigns for the last 12 months. This Widget is powered by your Email Marketing apps.

About this Widget

The Campaign Performance Widget gives information about customer engagement as a result of your EDM activity. The open rate and click through rate measure what percentage of your distribution list read your message or responded to your call to action. Using this Widget to analyse your EDM campaigns can help to:

- ✓ Grow your business and improve customer engagement
- ✓ Increase customer loyalty and retention
- ✓ Boost the effectiveness of future campaigns
- ✓ Provide valuable customer insights

Data essentials

For best results, the Campaign Performance Widget must be correctly set up in your email marketing apps.

Making the most of your Widget

- ✓ Include a call to action (CTA) in all EDMs to properly track campaign performance
- ✓ Correctly set up CTAs in your EDM activity to ensure accurate click through rates
- ✓ Remove clients where emails have previously bounced from your distribution lists
- ✓ Optimise your subject lines to drive engagement and get the most out of your campaigns

Tips to address a negative trend

- ✓ **Segment your list**
By segmenting your customers according to certain attributes they have in common, you can tailor content to make it more relevant and appealing. Segmentation can be completed in many ways, such as by industry, location or buying habits.
- ✓ **Create original and relevant content**
The content in your EDMs is one of the biggest drivers of open rates and click through rates. Writing fresh content that matches your customers' interests will help to increase engagement and build a stronger relationship with your audience. Remember to place the most important content at the top of your EDMs.

Tips to address a negative trend cont.

Change your email frequency and schedule

The time and day of the week that you send your EDMs can have an impact on engagement. Be sure to deploy EDMs at the optimal time for both your audience and the intent of the message being delivered. And be aware that if you send too many or too few emails, you may lose some of your readers.

Complete A/B testing and experiment with subject lines

The best way to understand what works for your business is to do some testing. Start by splitting your audience into two (or more) groups, then develop different messages, subject lines, or even send the EDM at different times. Compare the results from the various groups to determine what resonates best with your audience.

Troubleshooting

The most common problems with this Widget are caused by:

- Including a broken link as your CTA in email campaigns
- Workflows or integrations deactivated or set up incorrectly

Corrective action

Mailchimp users can search for:

- Setup instructions [here](#)
- Specific corrective actions [here](#)
- Open tracking disabled [here](#)
- Tracking image blocked [here](#)

