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The Importance of Tracking [1]



October 18, 2017 by jennifer.mortensen [2]

From "*The Email Design Best Practices You Need to Know* [3]"

Like anything else in higher education, finding the best email design for your school, college, or program is an ongoing process. You'll likely need to make adjustments over time to keep your constituents happy and interested.

Analytics data can provide insights about the effectiveness of your email designs. If you find engagement is consistently higher on emails that use just one or two photos, or if you see the highest open rates when you use a certain format for subject lines, take those metrics as signs you're doing something right. Make sure you constantly review your results to find the email design best practices that work for your brand.

Work with your eComm Specialist [4] to review your data and use it to make decisions about content and strategy for future sends.

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