



Setting Goals and Measuring
Success with Key Analytics



MODULE 2: LAUNCHING A NEWSLETTER

- Video 1: Newsletter Tech Stack
 - What is an ESP?
 - How to choose an ESP
 - Other key technology
- Video 2: Data + Privacy basics
 - Privacy laws + best practices
- Video 3: Launching!
 - Data-informed decision making
 - Key analytics
- Q&A: Jacqué Palmer, Gannett Senior Content Strategist

READY TO LAUNCH

You've done your audience research.

You've chosen your newsletter type.

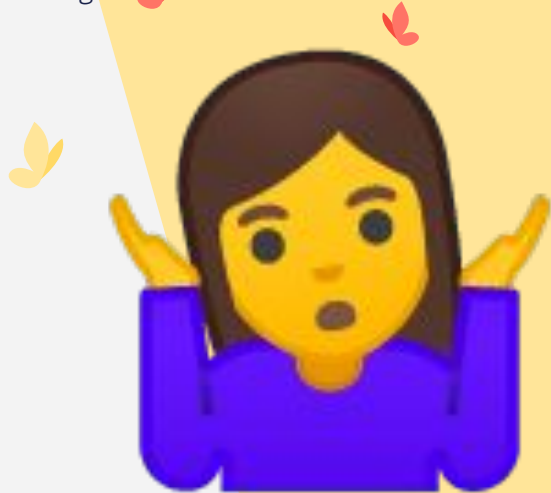
You've picked an ESP.

You've put smart data policies in place.

It's time to LAUNCH!

NOW WHAT?!

How do you know if
you're succeeding? 🍀



Align metrics
with goals

Strategic

SMARTIE GOALS

Measurable

Ambitious

Realistic

Time-bound

Inclusive

Equitable

KEY METRICS

- **Total Subscribers:** The number of people signed up for your email list.
- **Total Opens:** The number of times an issue of your newsletter is opened.
- **Open Rate:** The percentage of readers who received a newsletter who opened it.
- **Click-through Rate:** The percentage of readers who received a newsletter who clicked a link.

THESE METRICS MATTER...

But they are sometimes considered “vanity metrics” but there are more meaningful metrics to help you build an engaged, healthy newsletter list.

BASIC METRICS VS. ADVANCED METRICS

Basic Metric: Open Rate

- Can be hard to define! List size impacts open rate.

Advanced Metric: Distribution of user unique open rate.

- Distribution of user unique open rates for current subscribers. You can see what percentage of your list opens 0 percent, 10 percent, 20 percent, all the way up to 80 percent of your newsletters
- Focus on retaining, growing, and monetizing the segment of 80 percent-plus openers.
- Survey readers based on open rate distribution. Learn what your most loyal fans like.

KEY TAKEAWAYS

- Align your metrics with your goals
- Not all analytics are created equal – focus on data that provides actionable insights toward your goals.



NEXT WEEK



MODULE 3: GROWING
YOUR READERSHIP
WITH CAROLINE PORTER

