LAUNCHING!

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
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!
How do you know if you’re succeeding?

Align metrics with goals
SMARTIE Goals

S - Strategic
M - Measurable
A - Ambitious
R - Realistic
T - Time-bound
I - Inclusive
E - 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 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.
• 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