



WHAT IT IS

The Subscriber Response Analysis takes a deep-dive into your email program performance data all the way down to the subscriber level. Rather than looking at your program from the campaign level, which provides little insight other than basic performance metrics (a standard reporting functionality of most ESPs and other reporting software), we cross-analyze your data by campaign, by subscriber, and over time (from 3-24 months). This analysis provides a three-dimensional view to uncover areas of opportunity and vulnerability in your program.

WHY YOU NEED IT

The Subscriber Response Analysis takes the guesswork out of email program strategy by focusing on data that you already have — how your subscribers interact with your email program over a specific period of time. With our unique method of pulling, referencing and combining data points, you can optimize your email strategy based on actual subscriber behavior. For example, we'll help you identify your most profitable subscriber segments and then recommend tactics to keep them engaged for the long term. We'll also identify your least profitable segment and recommend tactics for converting them to active responders.

As a busy email marketer, you've likely got a "wish list" of strategies and tactics to enhance your program. If any of these items sound familiar, then you're in need of subscriber-level data to improve the ROI of your email program:

- I want to understand why my email program response rates and revenue are stagnant, declining or rising
- I want actionable insight into what is really happening to affect my subscribers' behavior, rather than hypothesizing about what my subscribers might do if I make changes to my subject lines, design, content and offers
- I want to know which levers I can pull to create positive behavioral changes and boost revenue and response
- I want to know which of my subscribers are consistently opening, clicking and purchasing
- I want to know how I can convert the non-responders on my file to get them purchasing again (and I want to know why and when I lost their attention in the first place)

WHAT YOU GET

The data and insights from our Subscriber Response Analysis are rolled up into key findings and quantitative action items about what subscribers do and don't want from your email program. This includes the ideal cadence, content, design, link placement and segmentation strategies, all of which contribute to greater program relevancy and increased engagement, response and revenue.





You'll also get a list of leading Key Performance Indicators to track to ensure accurate program measurement. Finally, we'll provide you with a Subscriber Response Analysis Workbook (complete with easy to understand visual representations of the data in a colorful chart- and graph-format) and a Return Path senior-level consultant will present the project findings and key action items via an interactive or on-site session with your team.

WHAT ARE YOU WAITING FOR?

Contact Return Path Professional Services today. We'll help you move your email program from ordinary to extraordinary by boosting subscriber engagement, response, and your ROI. Our expert strategists will give you inventive and practical ideas for optimizing your B2C or B2B program. We're dedicated to email performance – it's all we do. Call 866-362-4577 visit us at www.returnpath.net/proservices or email consulting@returnpath.net to get started today.

