

## Segmenting Your Email Data based on Response Variables

Segmenting your email data based on results of an email campaign is a vital step in increasing email ROI. A good email platform should provide a fairly granular view of how many emails bounced, if it was a hard bounce or soft bounce, how many opened the email, and how many clicked on the campaign. You should also be able to track *who* opened and clicked the campaign and use this information to improve your email strategy in the future.

Maintaining a file of “openers” and “clickers” can produce dramatic results in your email ROI. They represent an increased likelihood for future active responders. Having a strategy in place for how to segment these openers and clickers is important. Here is one suggestion:

**Make sure to have a process in place that can track and monitor users on an individual level.** This could include having a unique identifier for each opt-in user in your database. From this, set up the ability to know when a user was included in an email send and if they have or have not responded to those campaigns. Knowing that a user is not responding to email sends can be just as valuable as identifying those who are opening the email and following the “Call to Action” in the body of the email.

After determining who is opening the emails and which of those openers is then clicking on the links in the email, break them down into manageable groups. This could include lumping users who opened the email within the last 30 days, or those who have opened in the past but more than 30 days ago, etc. For example:

0-30 Days since opened/clicked

30-60 Days since opened/clicked

61-90 days since opened/clicked

90+ Days since opened/clicked

Separating openers/clickers into separate groups is recommended. A user who opens an email campaign may or may not have gone on to click on any of the links within the email body. Your clicker file will become your greatest asset in the future and represent the potential for the highest email ROI with the lowest level of risk to your email reputation and overall email ROI. Openers and clickers can be lumped into your ‘Responders’ group and everyone else would be classified as ‘Non-responders.’

Managing user responses and segmenting in this fashion allows better email strategy in the future and increases your overall reputation with ISPs, thus having a highly positive impact on your email ROI.