

Understanding email marketing metrics in Mailchimp

Tracking the right metrics is essential to understanding the effectiveness of your email marketing campaigns. By analyzing performance data, you can refine your strategy to improve engagement, revenue, customer retention and long-term business success. This guide covers the key metrics you need to monitor in Mailchimp and how to use them to optimize your campaigns.

1 Key Email Marketing Metrics

Open Rate

The percentage of subscribers who opened your email. A key indicator of how well your subject line, preview text, and sender name engaged recipients.

BENCHMARK

Open rates typically range from 15–25%, depending on your industry.

HOW TO IMPROVE

- **Refine subject lines:** A/B test curiosity-driven vs. urgency-based subject lines to determine what resonates best.
- **Optimize preview text:** It should complement, not duplicate, the subject line.
- **Use a trusted sender name:** A recognizable sender name builds familiarity. For testing, you could experiment with using either the brand name alone or adding a team member's name.

Click-Through Rate (CTR)

The percentage of subscribers who clicked a link within your email. CTR reveals how effectively the email content drives action.

BENCHMARK

Aiming for 2–5% is standard, though results may vary.

HOW TO IMPROVE

- **Clear, compelling CTAs:** Place a distinct, action-oriented call-to-action (CTA) above the fold. Test different colors, positioning, and language to maximize conversions.
- **Segmented, relevant content:** Increase relevance by segmenting audiences based on behavior and sending tailored offers.
- **Use visuals to encourage clicks:** Place clickable images or icons within the email body that lead to a targeted landing page, to reinforce the CTA.

Conversion Rate

The percentage of user actions taken after total clicks on a display ad or other digital asset.

BENCHMARK

Typically between 1–5%, though it varies by campaign type.

HOW TO IMPROVE

- **Align email content with landing page:** Ensure that the email's promise matches the landing page message. Review landing pages for consistency across headlines, visuals, and CTA language.
- **Simplify path to conversion:** Remove unnecessary steps. Use direct links to the landing page or product page. Focus on one primary CTA, such as a direct product link.
- **Retarget non-converters:** Set up automated emails for those who clicked but didn't convert (e.g., abandoned cart reminders). Create follow-up sequences that offer additional incentives to encourage completion.

Bounce Rate

The percentage of emails that couldn't be delivered. Bounces can be categorized as hard (permanent issues) or soft (temporary issues). Monitoring bounce rate helps maintain email deliverability.

HOW TO IMPROVE

- **Regular list cleaning:** Remove invalid or inactive email addresses quarterly. Separate unengaged users for re-engagement campaigns or removal.
- **Monitor and adjust frequency:** Avoid overly frequent sends to minimize temporary bounces. Determine the optimal send frequency by testing response rates at different intervals.
- **Authenticate emails:** Ensure emails are authenticated (SPF, DKIM) to improve deliverability. Use Mailchimp's authentication setup, which improves email legitimacy and lowers bounce rates.

Unsubscribe Rate

The percentage of recipients who opt out from receiving further emails. Helps measure overall content relevance and frequency alignment.

BENCHMARK

Ideally under 0.5%.

HOW TO IMPROVE

- **Segment for relevance:** Send specific messages only to those interested in a particular topic. Create segments based on interest or behavior.
- **Limit email frequency:** Use a preference center for subscribers to choose how often they receive emails, and adjust based on preference data.
- **Provide engaging content:** Include a mix of educational and promotional content, so it's not overly sales-focused. Create a content calendar that alternates value-driven emails (e.g., tips, insights) with promotional content.

2 How to Access and Interpret Metrics in Mailchimp

Mailchimp provides detailed reporting to help you track the success of each campaign.

- **Accessing reports:** Navigate to the "Reports" tab to view detailed analytics on each campaign.
- **Campaign comparison:** Use Mailchimp's comparison tool to evaluate the performance of multiple campaigns and identify trends over time.
- **Benchmarking against industry standards:** Compare your results with Mailchimp's industry benchmarks to see how your performance stacks up.
- **Look beyond one campaign:** Focus on trends across multiple campaigns rather than over-analyzing a single result.

3 Introduction to A/B Testing:

A/B testing allows you to experiment with different elements of your emails to determine what resonates most with your audience. A/B testing is included in the Essentials plan or higher.

- **Test one variable at a time:** Focus on one aspect, such as the subject line, CTA, or content, to see what drives the best results.
- **Automate A/B testing with Mailchimp:** Mailchimp allows you to test multiple versions of your email and automatically sends the best-performing version to the majority of your list.
- **Continually test and refine:** Continue testing—small changes can lead to significant gains over time.

QUICK TIP

Set up automated reports in Mailchimp to receive regular updates on key metrics and stay on top of your campaign performance.

KEY TAKEAWAYS:

- **Monitor key metrics** such as open rate, CTR, and conversion rate to evaluate success.
- **Use Mailchimp's analytics tools** to access detailed reports and identify trends.
- **A/B testing** helps you optimize various elements of your emails for better results.

A/B testing is available on certain plans. Availability of features and functionality varies by plan type. For details, please view Mailchimp's various [plans and pricing](#).