



your Email Marketing Reporting

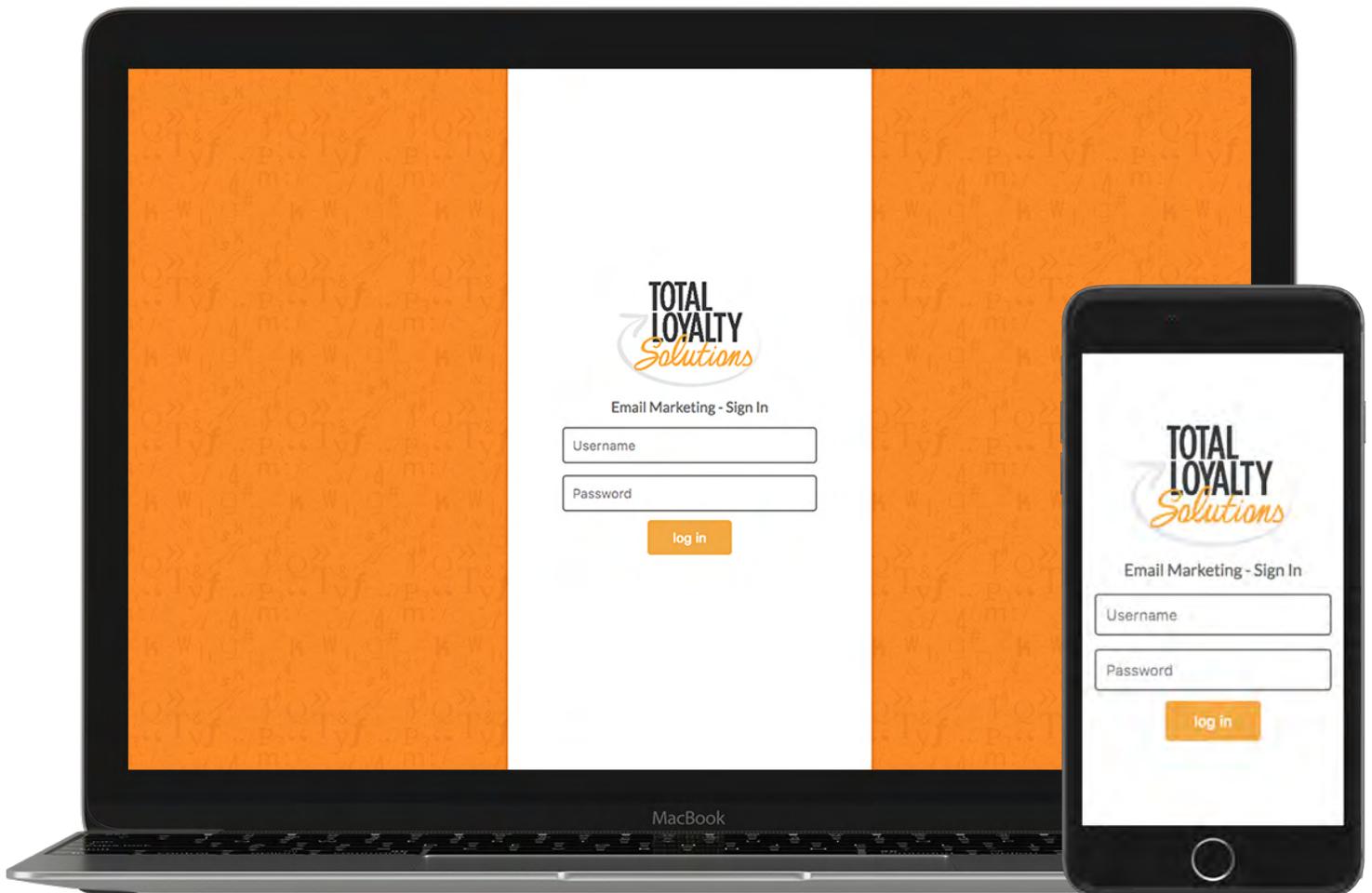
The following guide explains how to log into your reporting account, navigate around, and explain what everything means with your email's reporting.

Logging Into Your Account

Navigate to the Total Loyalty Solutions login page.

www.totalloyalty.com/eod

Enter your username and password that provided to you. If you do not currently have one or need assistance logging in, please contact your account manager.

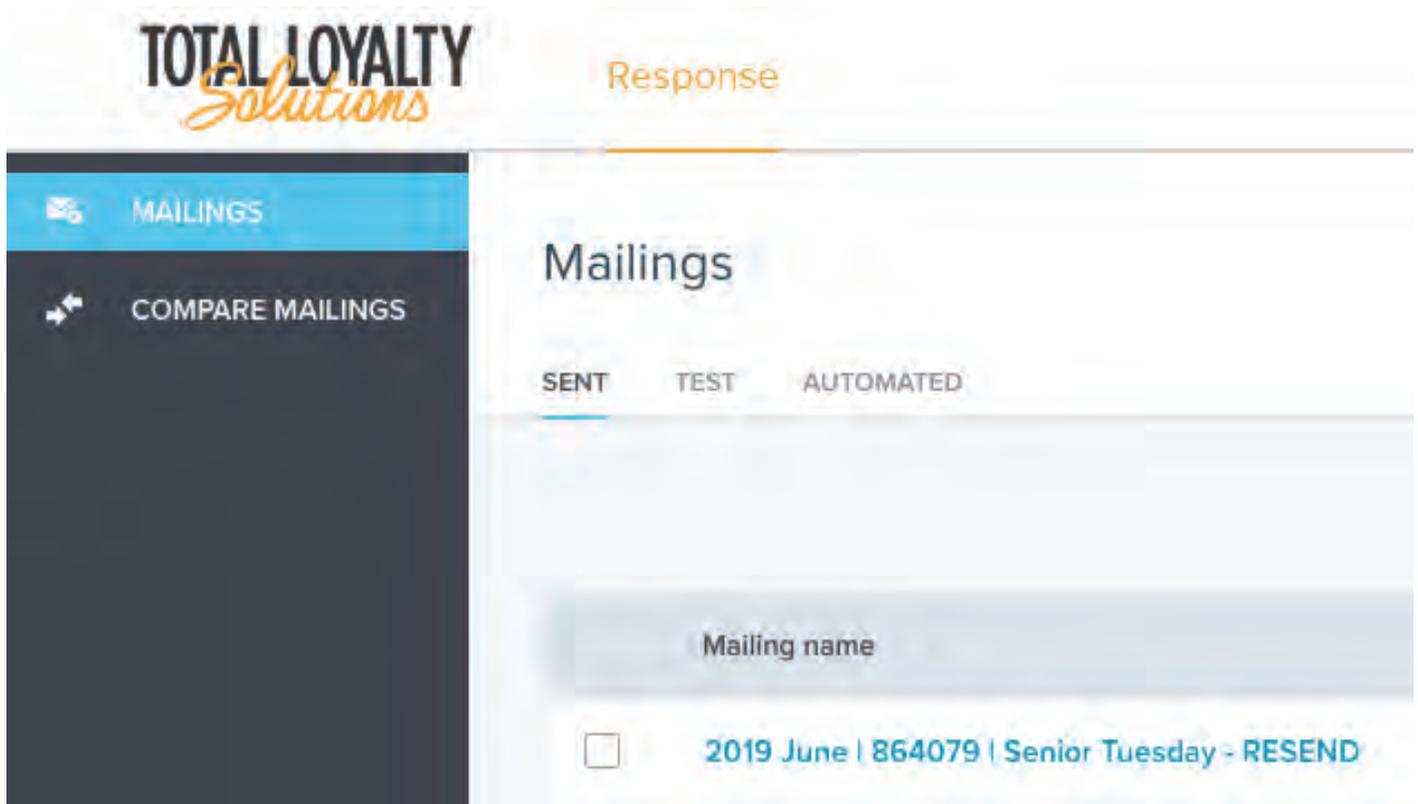


Quick Overview



Quick Overview

Let's take a moment and explain what type of reporting is available to you.



Mailings & Compare Mailings

Mailings will be the default section you will upon logging in. Here you find the list of all your sent mailings. You can click on the individual mailings to take a look at more in-depth reporting.

Compare Mailings allows you to select multiple sent mailings and generate an excel document to compare their performance.z

Mailings

Mailings will be the default section you will upon logging in. Here are the lists of all your past sent mailings.

| Mailing name | Subject | Recipients | Type | Sent date |
|--|----------------------------------|------------|---------|----------------------|
| 2019 June 864079 Senior Tuesday - RESEND | Take an Extra 20% OFF Tuesday | 5746 | Mailing | Jun 11, 2019 6:00 am |
| 2019 June 864079 Senior Tuesday | Take an Extra 20% OFF Tuesday | 10623 | Mailing | Jun 10, 2019 4:00 pm |
| 2019 June 864080 One Day - Sunday | Today Only Save 10% OFF Total | 10607 | Mailing | Jun 9, 2019 6:00 am |
| 2019 June 864078 Friday | Begonias 88¢ and Periwinkles 99¢ | 10546 | Mailing | Jun 7, 2019 6:00 am |
| 2019 June 864071 One Day Sale - RESEND | Today Only Save 10% OFF Total | 10542 | Mailing | Jun 6, 2019 6:00 am |
| 2019 June 864071 One Day Sale | Today Only Save 10% OFF Total | 10543 | Mailing | Jun 5, 2019 4:00 pm |
| 2019 June 864067 June Newsletter | June News! There's a Fungus | 17107 | Mailing | Jun 5, 2019 9:30 am |
| 2019 June 864052 Senior Tuesday | Take an Extra 20% OFF Tuesday | 5771 | Mailing | Jun 4, 2019 6:00 am |

Three tabs under mailings keep the different type of mailings organized.

Sent is the list of your mailings sent to your subscribers.

Test is the list of your mailings sent as a test send.

Automated is the list of your mailings that are set up in automations such as Welcome, Birthday and Anniversary.

By default, the mailings are filtered to have the most recently sent at the top and older at the bottom. You can click on the column headers to adjust how the list is filtered. You can also use the search box found in the top right. The search box will only search for keywords in the Mailing Name and Subject Line.

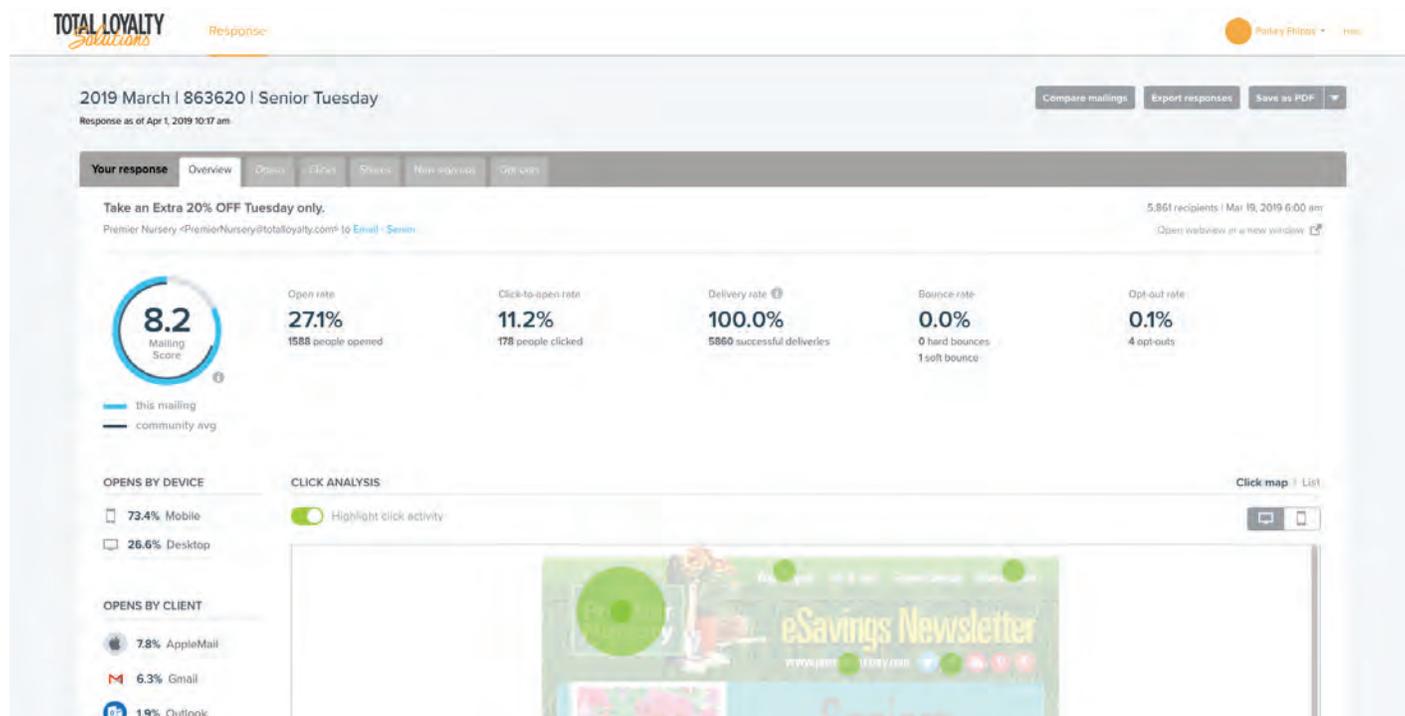
To see the full reporting of your mailings, click on the blue mailing name.

Mailing Response



Mailing Response

Opens, clicks, shares, new signups, and opt-outs are tracked at the recipient level, once your email reaches that person's inbox.



Many of the numbers on your response page are clickable, letting you click on the total to see which recipients took those actions.

While most of your response will occur within the first 48-72 hours after you've sent, those totals will continue to tabulate for days. Bounces, in particular, take at least 24 hours to finish processing, so give your mailing plenty of time before considering any results official.

The overview is full of information on the performance of your email. You can also see more in-depth data by clicking on the tabs at the top.



Mailing Response

Mailing score, opens by device & opens by client.



— this mailing
— community avg

Mailing Score

The mailing score - which displays 24 hours after a mailing is sent - factors in open rate, click-through rate, shares percentage, opt-out percentage and signup percentage along with the use of split testing to give you a number on a 10-point scale and compare it to averages of 45,000 customers and millions of emails that send. Use the mailing score for an at-a-glance understanding of your email marketing's success.

OPENS BY DEVICE



Open by Device

See whether your recipients view your email on their desktop or a mobile device. Knowing how many of your contacts are opening on mobile can help you determine how big (our estimation is this big) of a consideration mobile optimization needs to be in your email design process. Tablet opens are listed under mobile.

OPENS BY CLIENT



Opens by Client

Opens for webmail email clients are determined based on information that's passed to us from the individual's email program called the referer header. That header defines the URL from which the open request came. However, the referer header can be suppressed for privacy or bandwidth reasons.

Mailing Response - Opens



Mailing Response | Opens

The number of people who opened your mailing in a trackable way.



The open rate is calculated by dividing the total number of emails opened by the number of emails that were successfully delivered. That means that bounces or any emails that are not delivered are not used in this calculation. This number is a good indication of a general engagement.

We can't track an open if someone receives the plaintext version and doesn't do anything with it, if someone views an email offline or if someone sees a limited-HTML version that doesn't contain the images. For this reason, it is highly likely that your exact open rate is higher than can be reported (by us or anyone), and that some people who won't appear in your open list have indeed opened and seen your mailing.

Open rates can vary wildly based on your organization, your industry, the kind of mailings you send, and the kind of audience you've got. 20 to 35% open rate is considered an average open rate. Again, it varies by industry and all the other factors as mentioned above. Our advice is to experiment with subject lines, message, and frequency to see how your response numbers stack up against the only benchmarks that genuinely matter - yours.



2 to 8% open rate is consider average

Mailing Response | Clicks

The number of unique clicks and total clicks in your mailing.



Clicks are broken into two categories: unique and total clicks. Unique clicks exclude members clicking the same links multiple times while total clicks do count multiple clicks. Any trackable link in your mailing will appear in the mailing response's Click Analysis section.

The Click Analysis shows the total clicks in your mailing.

CLICK ANALYSIS

332 total clicks across 12 trackable links

- 51.8%** www.plant-shed.com (172 clicks across 3 links)
 - View our full ad here. (163 clicks)
 - The Plant Shed (8 clicks)
 - www.plant-shed.com (1 click)
- 42.8%** loyalcustomerclub.com.edgesuite.net/2019/P/PremierNursery/R... (142 clicks across 2 links)
 - (click) here (142 clicks)
 - loyalcustomerclub.com.edgesuite.net/2019/P/PremierNursery/Retail/0419/863620/coupon/cpn1.html (0 clicks)
- 3.9%** www.premier-nursery.com/web-coupons/ (13 clicks across 2 links)
 - Gift Cards (13 clicks)
 - www.premier-nursery.com/web-coupons/ (0 clicks)
- 0.6%** www.premier-nursery.com (2 clicks across 3 links)

Click List (points to the left panel)

Click Map (points to the right panel)

Click map | List (toggle in top right)

13 clicks (highlighted in the click map)

On the top right of the Click Analysis you can toggle between click map and click list.



Mailing Response | Clicks

Clicks, by link. The number of clicks each link in your mailing received.

2019 March | 863620 | Senior Tuesday Compare mailings Export responses

Your response Overview Opens Clicks Analytics New signups Outgoing



SUBJECT
Take an Extra 20% OFF Tuesday only.

SENT DATE
Tuesday, March 19, 2019 6:00am

TO
Email - Senior

FROM
Premier Nursery
PremierNursery@totalloyalty.com

179 individuals clicked the links in your mailing.

Filtered by: All links (332 total clicks, 179 unique clicks)

- ✓ Filtered by: All links (332 total clicks, 179 unique clicks)
- The Plant Shed (8 total clicks, 6 unique clicks)
- Gift Cards (13 total clicks, 7 unique clicks)
- Garden Calendar (0 total clicks, 0 unique clicks)
- Helpful Links (0 total clicks, 0 unique clicks)
- Weekly Advertisements (1 total clicks, 1 unique clicks)
- www.plant-shed.com (2 total clicks, 2 unique clicks)
- Facebook (0 total clicks, 0 unique clicks)
- Twitter (2 total clicks, 2 unique clicks)
- YouTube (0 total clicks, 0 unique clicks)
- http://loyalcustomerclub.com.edgesuite.net/_MasterHdrs/P/PlantShed/PS-Header-2017c_15.jpg (0 total clicks, 0 unique clicks)
- http://loyalcustomerclub.com.edgesuite.net/_MasterHdrs/P/PlantShed/PS-Header-2017c_16.jpg (0 total clicks, 0 unique clicks)
- (click) here (142 total clicks, 94 unique clicks)
- View our full ad here. (163 total clicks, 130 unique clicks)
- www.plant-shed.com (0 total clicks, 0 unique clicks)
- Facebook (0 total clicks, 0 unique clicks)
- Twitter (0 total clicks, 0 unique clicks)
- YouTube (0 total clicks, 0 unique clicks)
- Pinterest (0 total clicks, 0 unique clicks)
- Google Plus (0 total clicks, 0 unique clicks)

| | | | |
|---------------|--------|----------------------|-----------------------|
| AMANDA | TULLOS | amanda@rogersmfg.com | Mar 19, 2019 7:49 am |
| ZABIN LAKHANI | | amishaz@yahoo.com | Mar 19, 2019 12:20 pm |

In addition to telling you how many total and unique clicks your mailing, as a whole, received, we also show you how many total and unique clicks each link received. Select the Clicks tab at the top of the mailing's response page to access this data.



Mailing Response | Delivery

The number of emails that were successfully delivered to servers on the other end.



Open rate
27.1%
1589 people opened

Click-to-open rate
11.2%
178 people clicked

Delivery rate
100.0%
5860 successful deliveries

Bounce rate
0.0%
0 hard bounces
1 soft bounce

Opt-out rate
0.1%
4 opt-outs

When an email is delivered, the server that receives it provides us with a response code. The codes tell us if the email was successfully accepted, rejected because of a network or inbox problem or bounced back because the email was deemed unfamiliar or unwanted. There is a standard set of response codes, and most servers are good about using those codes in the right way. At that point, we're relying on the server to finish the delivery job and pass the email to its intended recipient.

For that reason, it's entirely possible for an email to be received by the server but never reach a recipient's inbox. Because many servers and networks incorporate filters to help decide which emails get delivered and which do not, it's essential to monitor things like bounces and other response metrics and to make sure you're adhering to our very high standards of permission-based email marketing.



Mailing Response | Bounces

Emails that were kicked back as undeliverable by the receiving server.



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27.1%
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178 people clicked

Delivery rate
100.0%
5860 successful deliveries

Bounce rate
0.0%
0 hard bounces
1 soft bounce

Opt-out rate
0.1%
4 opt-outs

Before an email can reach someone's inbox, it has to be accepted by the host server. Bounces occur when the SMTP transaction between our mail server and your recipient's mail server fails.

There are two main categories for bounces:

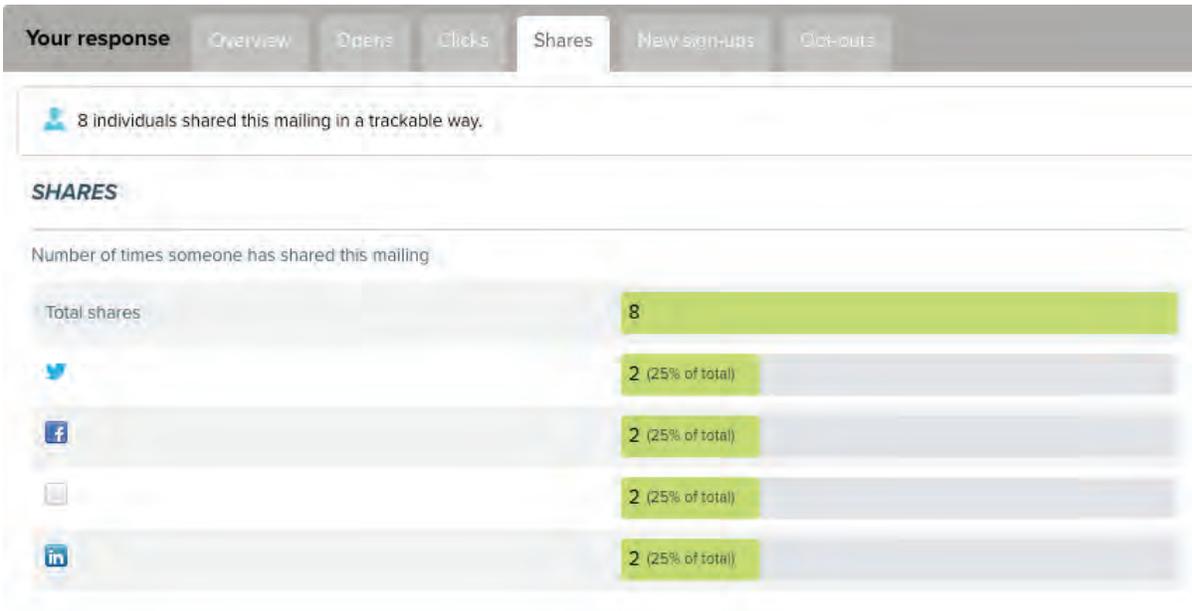
Soft bounce a temporary failure due to an outage, full mailbox or another issue that should resolve itself. Soft bounces are considered temporary, so delivery attempted over 30 hours before giving up on reaching the receiving server. This can happen for four mailings in a row before we move the address from Active to Error.

Hard bounce a permanent obstruction to email delivery, such as a nonexistent email address, a block due to content or the server is rejecting your email as junk mail. Hard bounces are deemed invalid and moved to the Error status. They won't be emailed to again unless you re-activate them.



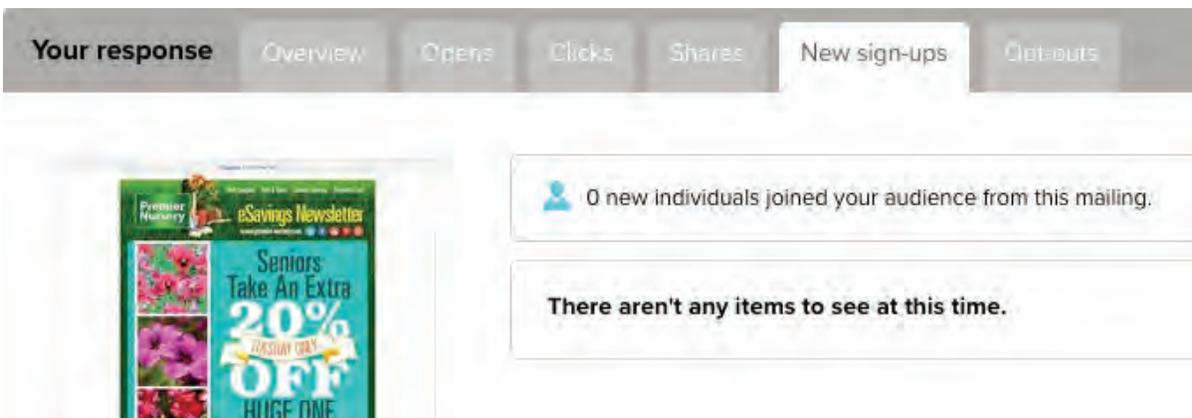
Mailing Response | Shares

The number of email recipients who shared this mailing.



Mailing Response | Signups

The number of new people who subscribed using the signup link at the bottom of this particular mailing.



Mailing Response | Opt-Outs

The number of contacts who opted out of your email list.



Open rate
27.1%
1589 people opened

Click-to-open rate
11.2%
178 people clicked

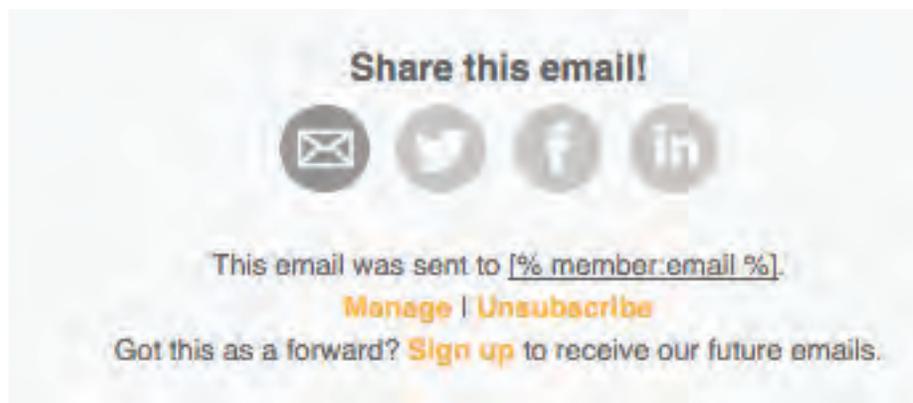
Delivery rate
100.0%
5860 successful deliveries

Bounce rate
0.0%
0 hard bounces
1 soft bounce

Opt-out rate
0.1%
4 opt-outs

Should someone desire to leave your email list, the self-removal process is instant and permanent. Subscribers click the opt-out link at the bottom of your mailing, and voila, they're set to Opt-out status and removed from Active status of your audience.

Our opt-out process, called TrueRemove[®], acts as an independent service that instantly and permanently removes contacts from your active audience. It protects your subscribers, and it protects you.



By default the opt-out link to your program is found in your mailings footer.



Compare Mailings

Compare the response numbers from multiple sent mailings.

| Mailings | 2018-10-19 - 2019-07-24 | Search by mailing name |
|--|-------------------------|------------------------|
| 2019 July 864302 Landscape | 71 Recipients | 325 Events |
| 2019 July 864259 Senior Tuesday - RESEND | 6.9 Score | 1,190 Views |
| 2019 July 864259 Senior Tuesday | 6.4 Score | 1,722 Views |
| 2019 July 864258 Sunday | 6.4 Score | 1,681 Views |
| 2019 July 864251 Friday | 6.3 Score | 1,839 Views |
| 2019 July 864225 Landscape - Resend | 6.1 Score | 1,652 Views |
| 2019 July 864247 Senior Tuesday - Resend | 7.1 Score | 1,326 Views |

Check Mailings from the list, and click Compare. You can use the date filter and the search bar to limit Mailings displayed by date range or name.

Once you've selected your mailings, you have three summary options to download: Performance summary, Click summary, and Classic summary.

If you select more than five mailings, the Classic summary will not be available for selection. You may select up to 150 Mailings for the Performance summary and Click summary reports.

Search by mailing name

- [Download](#)
Performance summary
A detailed report of the response data for the emails you've selected.
- [Download](#)
Click summary
See how many clicks each link received in the emails you've selected.
- [Download](#)
Classic summary
Quickly compare the response results for up to five mailings.

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