

The S.A.M.E. Project

Support the Adoption of Metrics for Email

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Measurement Accuracy Roundtable

Email Experience Council of the Direct Marketing Association

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Introduction

For the past two years, the members of the Email Measurement Accuracy Roundtable of the Email Experience Council have wrestled with the problem of a lack of consistent and unified standards for the most basic email metrics such as delivered, opened and clicked. This lack of standards leads to two major problems for email marketers trying to improve upon their email programs:

1. a lack of standards makes benchmarking based upon a clear apples-to-apples comparison practically impossible
2. when email marketers migrate from one vendor or system to another, they often find the methods of calculating key metrics differ from one system to another

One of the goals of the Roundtable is to find a solution to issues created by a lack of standards by facilitating the creation of workable titles and definitions that all Email Marketers and Service Providers can embrace. It is important to point out that the Roundtable does not assert that any one ESP's method of calculating common metrics, such as open rates or click through rates, are better than another's. Rather, our goal is to make the case that email marketers are best served by having a consistent and unified standard upon which to base our decisions.

The Roundtable spent over two years debating the definitions of these metrics. We brought in many industry thought leaders for their opinions and contributions to the formation of metrics definitions to produce what we believed was the clearest, most accurate names and definitions possible. Recognizing the global environment in which email marketing operates, we also sought commentary from email marketers worldwide. We conducted surveys and polls, presented our reasoning in blog posts, articles and held our own debates. We gathered commentary from the industry, working diligently to address to all the questions raised. Based on that commentary and feedback, we now present what we believe are the best possible solutions to the problem posed by inconsistent calculation of key metrics and the confusion caused by using labels that don't always refer to the same calculation methods. Our recommendations focus on creating clarity around the current "open rate" metric and the related metrics often referred to as "delivered" and "click through rate (CTR)".

Standardized Terms and Definitions

Definitions related to current Delivery metrics

Accepted: Any email that is not rejected by a server, including emails delivered to the inbox, spam or junk folders or those are missing from those folders that did not receive a bounce reply.

$$\textit{Accepted} = \textit{Sent} - \textit{Bounced}$$

Accepted Rate: The total amount successfully delivered to the server divided by the total e-mail deployed (unique records). The amount successfully delivered is the total amount attempted minus all failures, including hard bounces.

$$\textit{Accepted Emails/Sent Emails} = \textit{Accepted Rate}$$

Bounce: A message rejected by the receiving server. Typically bounces are referred to as either hard bounce, a delivery failure for permanent reason (e.g. a misspelled email address) or soft bounce, a delivery failure due to a temporary condition (e.g. mailbox is currently full).

Inbox Placement Rate: This is the ratio of emails that are delivered specifically to the recipient's inbox divided by the total emails sent.

Definitions related to current Open metrics

Confirmed Open Rate: Is the percentage of unique confirmed opens divided by the total number of accepted emails. While unique is the preferred method, this rate may be calculated using either the unique or the total confirmed opens.

$$\textit{Confirmed Opens / Accepted} = \textit{Confirmed Open Rate}$$

Unique Confirmed Open: The unique number of users that an email is displayed (whether fully opened or within the preview pane) and recorded using tracking pixel OR if images are blocked and the user clicks any link including the unsubscribe link. This metric includes both HTML and plain text emails

$$\textit{Unique Confirmed Opens / Accepted} = \textit{Unique Confirmed Open Rate}$$

Total Confirmed Opens: The total number of times an email is displayed (whether fully opened or within the preview pane) and recorded using tracking pixel OR if the user clicks any link including the unsubscribe link.

Total Confirmed Opens / Accepted = Total Confirmed Open Rate

Email Render Rate: The number of times an email is displayed (whether fully opened or within the preview pane) and recorded using a tracking image within an HTML format message and divided by the total and expressed as a percentage. While unique is the preferred method, this rate may be calculated using either the unique or the total email renders.

Email Renders / Accepted Emails = Render Rate

Unique Email Render: The unique number of users that an email is displayed (whether fully opened or within the preview pane) and recorded using tracking pixel. If a user opens the email multiple times or multiple tracking pixels requests are recorded due to forwarding, only one is counted per unique email address. This metric applies to HTML formatted emails only.

Unique Email Renders / Accepted Emails = Unique Render Rate

Total Emails Rendered: The total number of times an email is displayed (whether fully opened or within the preview pane) and recorded using only a tracking pixel for a unique subscriber address. If the user opens the email multiple times, one email render is counted for each occurrence. This metric is based off of HTML formatted emails only.

Total Email Renders / Accepted Emails = Total Render Rate

Average Recipient Render Rate: The total number of times an email is rendered (whether fully opened or within the preview pane) and captured using a tracking image within an HTML format message divided by the unique number of emails rendered, expressed as a percentage.

Total Renders / Unique Renders = Average Recipient Render Rate

Aimed as secondary metric, it provides insight into the average number of times each recipient (that renders a message at least once) views an individual message. This may be of value to senders with deep content and/or content that has a long shelf life, (e.g. newsletters) assuming that a high number of renders per recipient is a positive for certain types of email programs. This metric may also be calculated using Confirmed Opens if that is more applicable for the sender.

Definitions related to current Click metrics

Click Through Rate (CTR): The number of times a link is clicked from a message divided by the number of accepted messages. For example if a message is sent to 4 people and two people open the message, downloading the images. One of two that opened the email clicked on a link one or more times, the resulting CTR for that link is 25% (1 unique clicker/4 accepted emails = 25%).

Clicks / Accepted Emails = Click Through Rate

This metric may be calculated as Unique CTR, which refers to the number of people that clicked or total CTR, which refers to number of clicks for a specific link. Email marketers also often calculate CTR for the entire email to compare several emails within a campaign or across campaigns.

Click to Open (CTO): The unique number of times a link is clicked from a message divided by the unique number of confirmed opens for that message. For example if a message is sent to 4 people. Two people render the email, and one of those two click on a link one or more times, the resulting CTO is 50% (1 click / 2 confirmed opens = 50%).

Clicks / Email Renders = Click to Open Rate

Again, this metric may be calculated as Unique CTO, which refers to the number of people that clicked or total CTO that refers to number of clicks for a specific link. The Click to Open rate may also be calculated for the entire email rather than an individual link.

Limitations of the new open definitions

The Render Rate may underreport the number of people who seemingly looked at your email *more* than the Confirmed Open Rate. However, the Confirmed Open Rate may still underreport the true number. In reality, no reliable method for determining how many subscribers physically looked at your email exists. Both proposed metrics are estimates. Both are *low* estimates. The Confirmed Open Rate is simply a slightly closer estimate of the number of people who presumably looked at your email.

We recognize that the term “open rate” itself will remain for some time since it is deeply engrained in the industry culture. So, instead of completely abandoning the term, this document proposes standard definitions for new metrics that can be used to clarify “open rate”.

Preparation of this document involved hours of discussion about the merits and shortcomings of different formulas. We do not believe a single formula exists that would meet the everyday needs of marketers to track the “open rate”—our industry is varied and legitimate needs exist for more than a single metric. We leave it to individual email marketers to determine which of the available metrics they choose to leverage and/or endorse.



The Metrics Problem

The common use of the term “open rate” across the industry implies consistency, which is misleading because a standard definition or methodology for measuring the open rate does not exist. In fact, there are numerous hurdles to accurately measuring opens.

The results stemming from this problem range from frustration among marketers trying to compare open rates across multiple email platforms, to wide variances in industry open rate benchmarks. While these two problems illustrate process-based problems, a lack of industry standards creates another problem for email marketers -- credibility.

Picture this scenario – you’re the email marketing manager for a major brand and you need additional resources to expand your email program. Your boss has is interested in using digital media is because it is highly measurable and has provable its ROI. He asks you to assemble several reports from your email campaigns. Some were executed by your team in one tool, some were ads in other email newsletters or emails sent by partners of your company, in other tools. There are large variances in the email performance due to different reporting methods. The boss starts to question you about these variances; you try to explain about the different reporting methods and how that effects the numbers.

The boss says, “I thought big the advantage of digital marketing is that you can accurately measure things, but now you are telling me you can’t.” You just lost credibility with upper management and, when it comes budget time, management decides to allocate more money to the traditional forms of marketing like TV, radio or print that have always worked in the past, rather than the email program that desperately needs the funding. Or maybe they take money allocated for digital channels to the hot new thing like social media efforts in Facebook or Twitter or to something “more reliable” like search. After all, the C-Suite no longer believes in the credibility of email anymore since they feel misled about the accuracy of online reporting. Further, even if you can do calculations showing email’s high ROI and impact across channels it is ignored because you have lost credibility since your calculations are not based upon standardized metrics. *Having standardized metrics assists the industry in proving the credibility and value of their email programs.*

Now let’s look at the benchmarking issue. Many email marketers look at their open rates for a number of reasons. One of the most common, especially for newer programs is to see how their messages are doing against the industry. After all, we cannot call up our competitors and ask them, “what’s your ROI for email? What’s the average dollar value an email campaign brings in?” So we have to work with the metrics that are publically benchmarked to get an idea. Those metrics are primarily open and click through rates.



If a new program's open rates are consistently lower than the industry benchmarks, the marketer thinks perhaps the results are due to poor subject lines. Many industry reports and best practice guides say to use the open rate alone or with other metrics like click through rates or conversion rates to judge the effectiveness of a subject line. But what if the problem is not that they poor subject lines at all, but rather the fact that the marketer is utilizing different reporting calculations than those used in the benchmark guide? They may incorrectly focus on testing subject lines when in fact their problem is actually related to poor inbox delivery or using only graphical calls to action which are being blocked. The risk of misdiagnosing the real problem can result in time and resources wasted on solving a symptom instead of the true problem. *Adoption of industry-wide standards solves this problem by providing for a uniform calculation method.*

One way around this problem is to always find out how the metrics were calculated in the report. However, anyone who reads benchmarking reports knows that many reports poll multiple sources -- all using different methodologies. Often, their reports do not specify how they calculated individual metrics that make up the average reported as the benchmark or what adjustments they made to standardize them. This is further compounded by the fact that you, the email marketer, do not know, so you can't make the adjustments either.

Next comes the problem when you have a program that has been around a while. You started your program using one ESP but as your program grew and you gathered more data about your subscribers, the time came to take your email program to the next level, so you migrated to a new ESP with more advanced features. However, when you send out your first few campaigns and the director asks for your reports, you notice that the numbers in the reports of the new tool are lower due to the fact the new system calculates the metrics in a different way. This problem is exacerbated by the fact that you have a new IP address's reputation to build up and other changes due to the move, making it even more difficult to accurately compare the metrics on your new ESP to those of your old system. Again, the email program loses credibility and also potential marketing dollars. *Again, adoption of industry-wide standards solves this issue, easing the transition from one email platform to another.*

Sample Calculations from the field

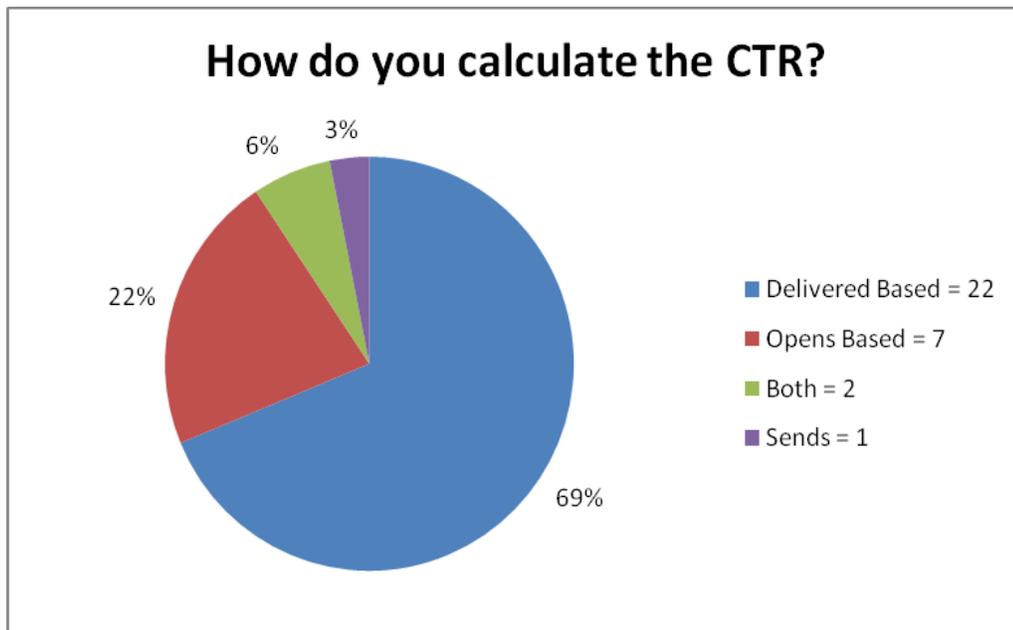
To illustrate the many ways that metrics are currently calculated, the roundtable queried email service providers, digital marketing agencies and providers of ancillary email services to share their metrics calculations with the public.

As you can see in following ESP Reporting Matrix, there is existing agreement with the proposed standard metrics in the field already, typically ESPs employ one form or another for open or click measures. Where the confusion for marketers lies is that while our definitions exist already in practice, ESPs do not distinguished between them. Hence, for most of the industry, adoption would



mean simply clarifying the names of terms in their UI and updating their FAQ documents to make things clearer to the marketers using them.

Below you will also find the results of our poll of online marketers and ESPs specifically dealing with the click through rate. We were surprised to find this much variation in the meaning and calculation of the click-through-rate. While the calculation of the open metric is difficult to obtain due to the technical hurdles (forwards, image blocking, etc.) the calculation of the click through rate is straightforward. This finding highlights the compelling need of marketers to have clarity in their reporting, help in understanding metrics on a deeper level and a unified set of definitions.



More information on this topic can be found in [the roundtable's post](#) on the eec blog.

The ESP Reporting Matrix follows, with a chart of the responses and metrics calculations submitted by 11 companies from the field.

The ESP Reporting Matrix

ESP/Reporting System	Delivered	Opens	Clicks
All Web Email	Delivered = Total messages sent less hard and soft bounces.	Total Opens = Number of times an email was opened determined by rendering the 1x1 pixel image. Unique Opens = Number of times an email was opened by unique email addresses as determined by rendering the 1x1 pixel image. Open Rate = Total Unique Opens / Delivered	Clicks = Total of all clicks in a message excluding Unsubscribe. Links Clicked = Total clicks on each uniquely tracked link within an email. (multiple links are tracked individually) Link Click Rate = Total emails delivered / total unique clicks Total vs. Unique = Each clickable link is tracked in total and by unique email address.
A Weber	We don't really list a "delivered" metric in customer accounts. They can see the # sent and the # of bounces, but stating that we list "delivered" in the UI would be inaccurate.	Open Rate: Opens divided by number of a given email sent. Sum of the number of recipients of a given email who either recorded an image tracking loader in the preview window or full message window or clicked at least one tracked link.	Clicks: Sum of the total number of clicks on all tracked links in a given email. Unique Clicks: Sum of the number of contacts who click at least one tracked link in a given email. Click Rate: Clicks divided by number of a given email sent.
Bronto	Delivered = Number messages sent minus number bounced (hard and soft). Delivered Rate = Number of messages delivered divided by number of messages sent.	Unique Opens - # of contacts who opened the message as measured by an html tracking beacon or clicked at least one link in this message (without triggering the tracking beacon) This is consistent with the EECs Confirmed Open Rate - we will be updating our documentation and labeling accordingly. Total Opens - Total number of opens that were counted via an html tracking beacon or clicked at least one link in this message (without triggering the tracking beacon) (click opens are counted only once) Open Rate - Unique Opens / Delivered	Unique Click Throughs - # of contacts who clicked at least one link in this message Total Click Throughs - Total number of links that were clicked in this messages Click Through Rate - Unique Click Throughs / Delivered None of these count clicks on links to preference center or unsubscribe
Publicaster by Blue Sky Factory	Delivered = Sent - Bounce (Hard & Soft) Delivered Rate = Delivered / Sent	Open Rate = Opened / Delivered "Open" rate is HTML opens / delivered	Clicks = Total of all clicks Unique Click Rate = Number of Unique Subscribers who clicked / Delivered
Click Squared	Sent: Total number of emails sent. Bounce (Rate): Bounce Backs/Sent Bounce Backs: Distinct bouncebacks by email Sent	Total Opens: The total number of opens, Distinct Opens: Distinct Opens by email sent Distinct Open Rate: Distinct Opens/(Sent – Bouncebacks) Total Open Rate: Total Opens/(Sent – BounceBacks)	Total Clicks: The total number of clicks Distinct Clicks: Distinct Clicks by email sent and link Distinct Click Rate: Distinct Clicks/(Sent – Bouncebacks) Total Click Rate: Total Clicks/(Sent – Bouncebacks)
eROI	Total Delivered (integer): # of messages sent minus # bounced. Delivered Rate (percentage): # of messages delivered / # of messages sent.	Unique opens (integer): # of unique email addresses who opened via rendering the tracking pixel or (if not rendered) clicked at least 1 trackable link in the message Total opens (integer): Total number of times the tracking pixel was rendered for the message or (if not rendered) clicked at least 1 trackable link in the message (click opens are counted only once, each click is not counted as an open) Open Rate (percentage): Unique Opens / Delivered	Unique clicks (integer): # of unique email addresses who clicked at least 1 trackable link in the message Total clicks (integer): Total number of times any trackable link was clicked in the message Click Rate (percentage): Unique Clicks / Delivered
Experian CheetahMail	"delivered" is sent – bounced	"open" rate is HTML opens / delivered	Clicks by delivered

The ESP Reporting Matrix

ESP/Reporting System	Delivered	Opens	Clicks
Listrak	<p>Delivered = Sent - Bounce (Hard & Soft)</p> <p>Delivered Rate = Delivered / Sent</p>	<p>Open = Unique contacts based on images viewed or click if images are not enabled</p> <p>Open Rate = Opened / Delivered</p>	<p>Clicks = Total of All Clicks</p> <p>Unique Click Total = Total unique contact clicks for this message</p> <p>Unique Click New = Unique contacts that have clicked this message and have never clicked in a previous message</p> <p>Unique Click Repeat = Unique contacts that have clicked in this message and have also clicked in a previous message</p> <p>Unique Click Rate = Unique Clickers Total / Delivered</p>
Merkle	<p>KM Email Sent = Total[Email Sent]</p> <p>KM Delivered Count = Total [Email Sent] - Total [Any Bounce]</p> <p>KM Delivery Rate = (Total [Email Sent] - Total [Any Bounce]) / Total [Email Sent]</p>	<p>KM Opens (Unique) = Unique[Email Open]</p> <p>KM Open Rate (Unique) = Unique[Email Open]/(Total[Email Sent] - Total[Any Bounce])</p> <p>KM Opens (Total) = Total[Email Open]</p> <p>KM Open Rate (Total) = Total[Email Open]/(Total[Email Sent] - Total[Any Bounce])</p> <p>KM Open Rate with Text (Unique) = Unique[Email Open,AnyClick]/(Total[Email Sent] - Total[Any Bounce])</p>	<p>KM Clicks (Unique) = Unique[Any Click]</p> <p>KM Click Rate (Unique) = Unique[Any Click]/(Total[Email Sent] - Total[Any Bounce])</p> <p>KM Clicks (Total) = Total[Any Click]</p> <p>KM Click Rate (Total) = Total[Any Click]/(Total[Email Sent] - Total[Any Bounce])</p> <p>KM Clicks-to-Open Rate (Unique) = Unique[Any Click]/Unique[Email Open]</p>
Silverpop	<p>Delivery Rate = The number of messages that were delivered as a percentage of the number of messages sent.</p> <p>Delivered is Sent – Bounced. Bounce rate = The total number of soft and hard bounces as a percentage of the number of messages sent. On soft bounces, Silverpop retries up to the max retry count that is set. If after those retries it still is a soft bounce, we count that as 1 soft bounce and consider it undeliverable.</p>	<p>Gross Open rate = The total number of opens as a percentage of the number of messages delivered.</p> <p>Open rate (Unique) = The number of unique opens as a percentage of the number of messages delivered.</p>	<p>Click-through rate = The number of unique clicks as a percentage of the number of messages delivered.</p> <p>Gross Click-through rate = The total number of clicks as a percentage of the number of messages delivered. Click-to-open-rate = The number of unique clicks as a percentage of unique opens.</p>
Yesmail	<p>Delivered = Number messages sent minus number bounced (hard and soft). Delivered Rate = Number of messages delivered divided by number of messages sent.</p>	<p>Open Rate = Our definition is consistent with what you have published in the render rate document. The unique number of times an email is rendered (whether fully opened or within the preview pane) and captured using a tracking image within an HTML format message divided by messages delivered.</p>	<p>Click Through Rate = Unique number of times any link is clicked from a message divided by messages delivered. Click to Open Rate = Unique number of times any link is clicked from a message divided by unique messages opened.</p>



The Solution

Adoption of a uniform set of measurements is the most effective solution to the issues raised by a lack of standards. Many industries have their own set of standards and metrics calculations or rely on a standardized set. The Email Industry as well needs a uniform set of standards. We believe it is to the benefit to of both email marketers and service providers to use the proposed standards. The lack of standards brings into question the validity of our testing results, historical benchmarking, industry benchmarking. The lack of credibility created by different reporting methods also affects pricing for email advertising. By adopting a uniform set of standards, email marketers will not have to rely on another third party certification for their programs similar to ad servers or print circulation auditing. For publishers and advertisers, a uniform set of standards provides validity and reliability in ad impression numbers for flat rate or CPM pricing models through the separation of the email renders vs. confirmed opens. For all email marketers, clarifying the difference between click to open rate vs. click through rate as well as “open rates,” makes benchmarking easier. Both aid in reducing variability in testing, which improves test validity. Finally, overcoming these issues provides increased profitability for organizations employing email marketing due better decision making and more consistent pricing in email advertising.

Examples of the Metrics in Action

Let’s look at some situations where knowing that the recipient actions were measured using the proposed definitions would provide value to marketer in the field. There are many instances where this is the case, but three areas stand out in regards to using the revised open definitions: Testing, Conversion Tracking, and Email Advertising. The full set of metrics improves benchmarking against both historical and industry performance data.

Creative Testing

Every email marketer knows that testing is the foundation to improving your email’s performance and the resulting profits and long term value of your email marketing program. You decide to test a some of the creative elements in your email such as image location in the template, different models or product shots or perhaps a new graphic call to action button. You select your test segment and send out the email. Like most B2C email marketers, on your list are a large number of addresses of customers and prospects using webmail clients from services like Gmail, Hotmail Yahoo and the like. Another large portion of your list uses desktop client such as Outlook 2003 and 2007. In all of these email clients images are blocked by default. When you go to analyze the response of changing your graphics in the email how can you isolate your test variable – the graphical changes in your creative – if



you are not sure which people in your list saw the email with actual images that changed? Here we see the problem inherent in using the open rate as a factor for this test. In order for your test to be accurate and provide real value to you, you need to know that recipients in the test segment received basically the same email. Otherwise, it may have been another factor that leads to the changed conversion rate. What if the factor that actually increased your conversion rate was the movement of the text based call to action above the fold when the images were blocked that lead to the increase? How would you know?

Using the Email Experience Council's metrics definitions, you could use the proposed render rate metric to reduce the variance in the pieces and more accurately compare your new creative to the control. This allows you to improve your decision making through more accurate testing. The bottom line is that better, more accurate testing leads to better decision-making and better decision-making, which leads to higher conversion rates and higher profits. Furthermore, your improved testing will allow you to get results faster, allows better historical benchmarking and will help you to improve your testing program as well, because you were able to remove one or at least control for one of the major sources of variability in the email test, the inconsistent display of your emails across clients.

Conversion tracking

At the end of the day, most marketers want to look at conversion of some sort. Even so, evaluation of pre-conversion dynamics can be helpful in optimizing a program. Because the Render Rate measures only one thing, it is better suited for testing in pre-conversion testing scenarios. If we want to look at the ability of a subject line to get people to look at the email, The Render Rate only measures that one thing. If we use Confirmed Open Rate to evaluate subject lines we are actually testing two different things: 1) which subject line got more people to view the email with images, and 2) which subject line got more people who didn't view the email with images to click. Since Confirmed Open Rate would evaluate success based on two different criterions, it is difficult to determine which subject line actually performs better. A better approach is to use Render Rate to answer the question, "Which subject line got more people to look at my email?" and use Click Through Rate to answer the question, "Which subject line gets more people to click through on a link?"

One could take subject line testing a step further by analyzing the results in two stages – first look at which subject line had better reach, and then we can look at which subject line eventually drove more people to the landing page. Then we would optimize the landing page to further increase conversions (e.g. sales) in its own tests. In theory, optimizing each step in the process will increase overall conversions, but there are exceptions, so a final test using conversions from emails accepted is recommended.

Email Advertising

Many publishers sell image based advertising in email. The Render Rate provides accurate measures for how many of those ads were displayed. Since it limits the value of the metric to specifically image based opens (renders) it gives us the true number of total impressions using the total emails rendered. Keep in mind, for image-based advertisers there is no value for an email in which no images were rendered—so the Confirmed Open Rate would provide an artificially inflated view of performance. We could also use the Render Rate to determine reach and frequency in a specific email. Here the unique number of email renders is the reach and the total number is the frequency. When combined with monetization via ad revenue we can construct a traditional direct marketing RFM model for publishers using email.

Furthermore, for advertisers wishing to purchase on a CPA basis, often they will look at the average click through rates of email newsletters along with the range for total ad clicks by email program, newsletter or ad position. If the publisher is using a tool that reports the click through rate based upon confirmed opens instead of accepted they will report a much higher rate. When the performance is not what the advertiser expected, they will lose faith in the credibility of that publication's reporting or they will simply not get good enough ad performance, for CPM and CPA based ads this may lead to reduced payments, for flat rate ads this may lead to a loss of repeat business. For those that have publishers, partners and other brands send an email on their behalf (list rental) email performance measures such as the number of people that actually opened the email, the confirmed open rate and the average click through rates have major influence on buying decisions when viewed along with price. For B2B email programs that typically have substantially higher list rental prices, their customers may be even more price to performance sensitive than their larger B2C cousins.

ESP Implementation Guidance

While there are a number of different rates and ratios listed above, you do not need to include all of these within your application. However, identifying which of the above rates you are using will help your clients to better understand the information you are supplying.

In terms of identification, long term your application should utilize the recommended metrics, both in name and in calculation. Short term, clarification of your current metrics may be achieved by identifying which of the above metrics your application is currently displaying. This identification may be achieved by placing recommended metric terminology alongside your current term or detailed within related help for your metrics.



Whether or not it's part of your initial metric identification, updating your knowledge base to include full explanations of how your metrics are calculated is important. This allows marketers to better utilize that data. When updating your help materials, please reference to the above-recommended terminology.

For more information download the [Standards Participant Fact Sheet](#) or contact the roundtable via email to ema_rt@allthenewsfittosend.com. Examples of possible metrics dashboards and UI for ESPs to view are published at the end of this document.

The Email Measurement Accuracy Seal



Purpose of the EMA Seal

For ESPs that choose full adoption and implementation of the standards, the round table recommends the creation of a seal to be displayed upon their website. The purpose of the seal is first and foremost to inform email marketers of the ESPs commitment to the accuracy of their reporting. It informs marketers exactly how their metrics are calculated without having to search an FAQ, Help Section or question a sales customer service rep how metrics are calculated. As more ESPs adopt the standards we believe that email marketers will show a preference towards them when changing vendors. The seal creates trust and credibility for ESPs, just as seals for secure payment processing, licensing and other seals do.

Requesting an Audit

To request an audit and obtain the seal, an ESP should contact the Email Measurement Accuracy Roundtable of the DMA/eec using the form found on the eec website or contact the roundtable co-chairs to schedule an audit via email at ema_rt@allthenewsfittosend.com.

Two members of the DMA/eec Email Measurement Accuracy Standards Roundtable (member committee) will review a sample report provided by the applicant as well as the information publicly available to marketers and clients in order to audit full participation with the standards. Once both auditors confirm status, the seal will be available and you will be added to the Participants list.

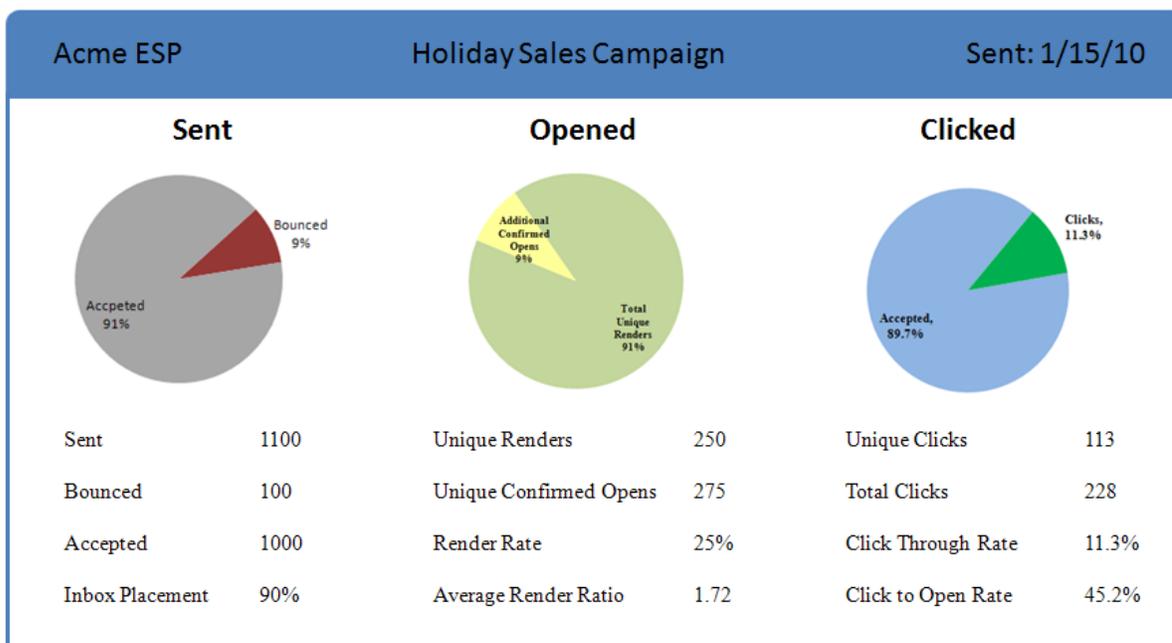
The Email Experience Council maintains a list of those currently approved for the seal and email service providers working towards implementation. Visit the current list on their website.

Finally, ESPs that complete adoption of the standards will also be invited to publish their own stories in a blog post series named "Industry Perspectives" on [the eec's blog](#). In the series, Email Service Providers will share how they implemented the standards, reactions from customers and tips on how to

overcome hurdles of implementation. Email Marketers in the field may also be invited to post in the series with how these changes affected their email programs.

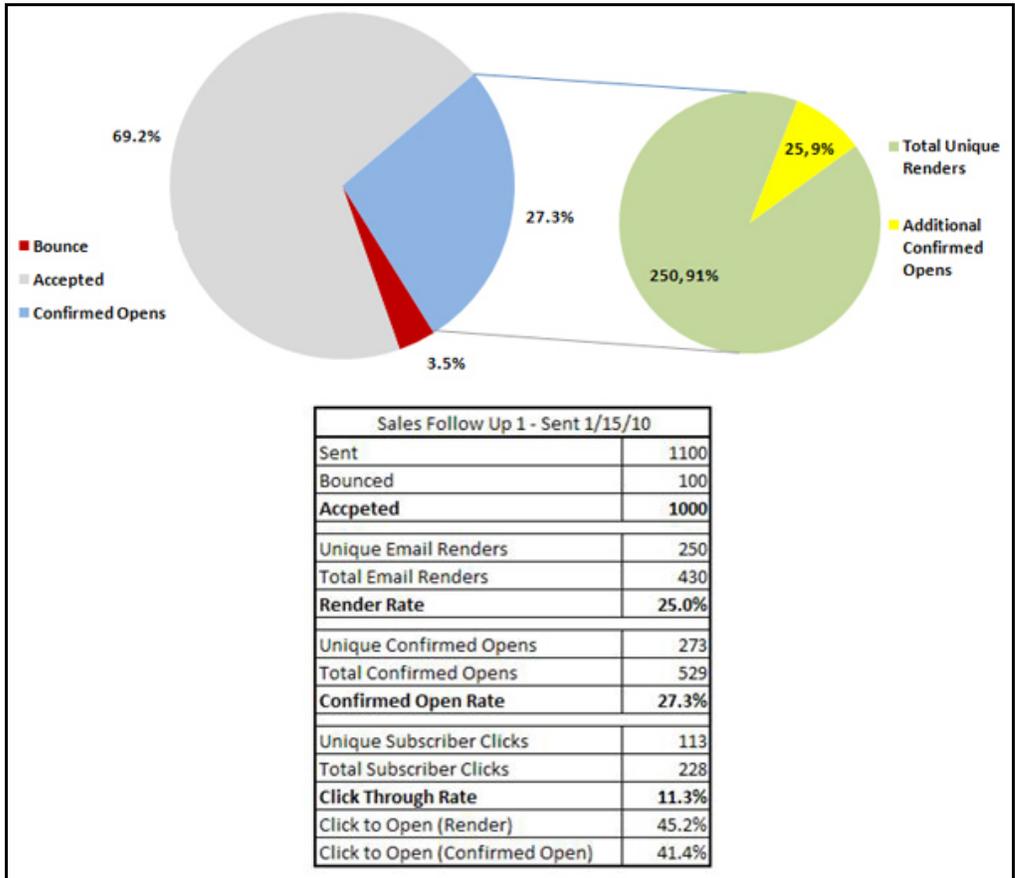
Roundtable Submitted Samples for Metrics Reporting in EPS's User Interfaces

Example Email Metrics Dashboard





Example Email Metrics Report



Example Before and After Shots

