

# Measuring the metrics that matter

This guide will help you understand which metrics are most meaningful and how you can track them within Constant Contact.



# Here's what we'll go over:

Measuring your email performance is an important part of your marketing strategy, and Constant Contact tracks several reporting stats to help you determine the effectiveness of your campaigns. Take a look at some of the key metrics you should be focusing on and what you can do to improve your overall performance!

Clicks & engagement

3

Unsubscribes

4

List growth

5

Conversions

6

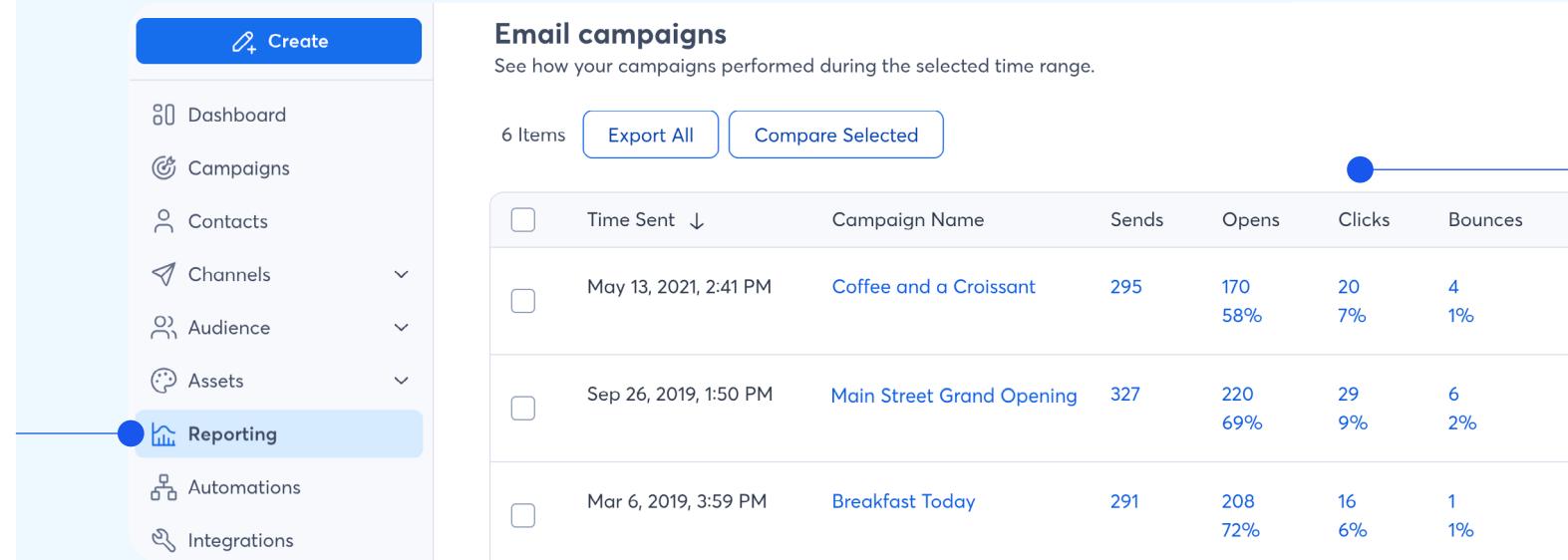
# Clicks & engagement

Since the purpose of your email is to keep your audience informed and drive them to take a specific action — such as place an order, sign up for an event, or visit your website — your [click rate](#) is a great way to measure how successful your email was.

Maximize your clicks by keeping your email short and linking to the rest of the content [on a landing page](#), your website, or elsewhere. Try some of these other quick [tips to improve your click rate!](#)

We calculate your click rate based on the number of contacts who clicked on a link in your email compared to the number of emails that were successfully delivered (or didn't bounce).

**Click rate = [Unique clicks / (Sends - Bounces)] x 100**



The screenshot shows a software interface for managing email campaigns. On the left, a sidebar menu includes 'Create' (button), 'Dashboard', 'Campaigns', 'Contacts', 'Channels', 'Audience', 'Assets', 'Reporting' (selected), 'Automations', and 'Integrations'. The main area is titled 'Email campaigns' with the sub-instruction 'See how your campaigns performed during the selected time range.' It displays a table with 6 items, showing campaign details like time sent, name, sends, opens, clicks, and bounces. The table includes columns for checkbox, Time Sent (with a downward arrow), Campaign Name, Sends, Opens, Clicks, and Bounces. The data is as follows:

	Time Sent	Campaign Name	Sends	Opens	Clicks	Bounces
<input type="checkbox"/>	May 13, 2021, 2:41 PM	Coffee and a Croissant	295	170 58%	20 7%	4 1%
<input type="checkbox"/>	Sep 26, 2019, 1:50 PM	Main Street Grand Opening	327	220 69%	29 9%	6 2%
<input type="checkbox"/>	Mar 6, 2019, 3:59 PM	Breakfast Today	291	208 72%	16 6%	1 1%



# Unsubscribes

Another metric to look at in terms of your email performance is the number of contacts who [unsubscribed](#) after receiving it.

People unsubscribe from mailing lists for all sorts of reasons — it's a natural part of email marketing. However, if you're noticing a large number of unsubscribes after a particular email, or series of emails, take a look at any [feedback your unsubscribed contacts provided](#), as well as the content that you're sending.

Did they think you were sending too frequently? Try out a different schedule and see how the results differ. Was your content something that didn't relate to them? [Segment your contacts](#) so you can send more tailored messages.

While not every unsubscribe reason will be something you can address, take action on the ones you can to help reduce the number of future unsubscribes.

Time Sent ↓	Campaign Name	Sends	Opens	Clicks	Bounces	Unsubscribes
Thu, Jun 27, 2024, 12:01 PM	Weekend Dining Specials for Two	80	66 82%	20 25%	1 17%	2 1%
Thu, May 5, 2022, 1:10 PM	New Menu Items Announcement	68	44 68%	12 18%	4 6%	1 1%
Wed, Oct 28, 2020, 4:00 PM	Labor Day Menu Reminder	78	51 69%	16 22%	5 6%	0 0%
1 Item		Unsubscribed				
Email address	First name	Last name	Reason	Date/time		
examplecontact@company.com	Suzy	Smith	I get too many emails from you	Fri, Sep 30, 2022		



## TIP

Give your contacts the option to remove themselves from specific email lists, instead of unsubscribing altogether, by [customizing your Update Profile form!](#)

Not seeing all of your unsubscribed contacts? You may need to [upgrade your plan](#).



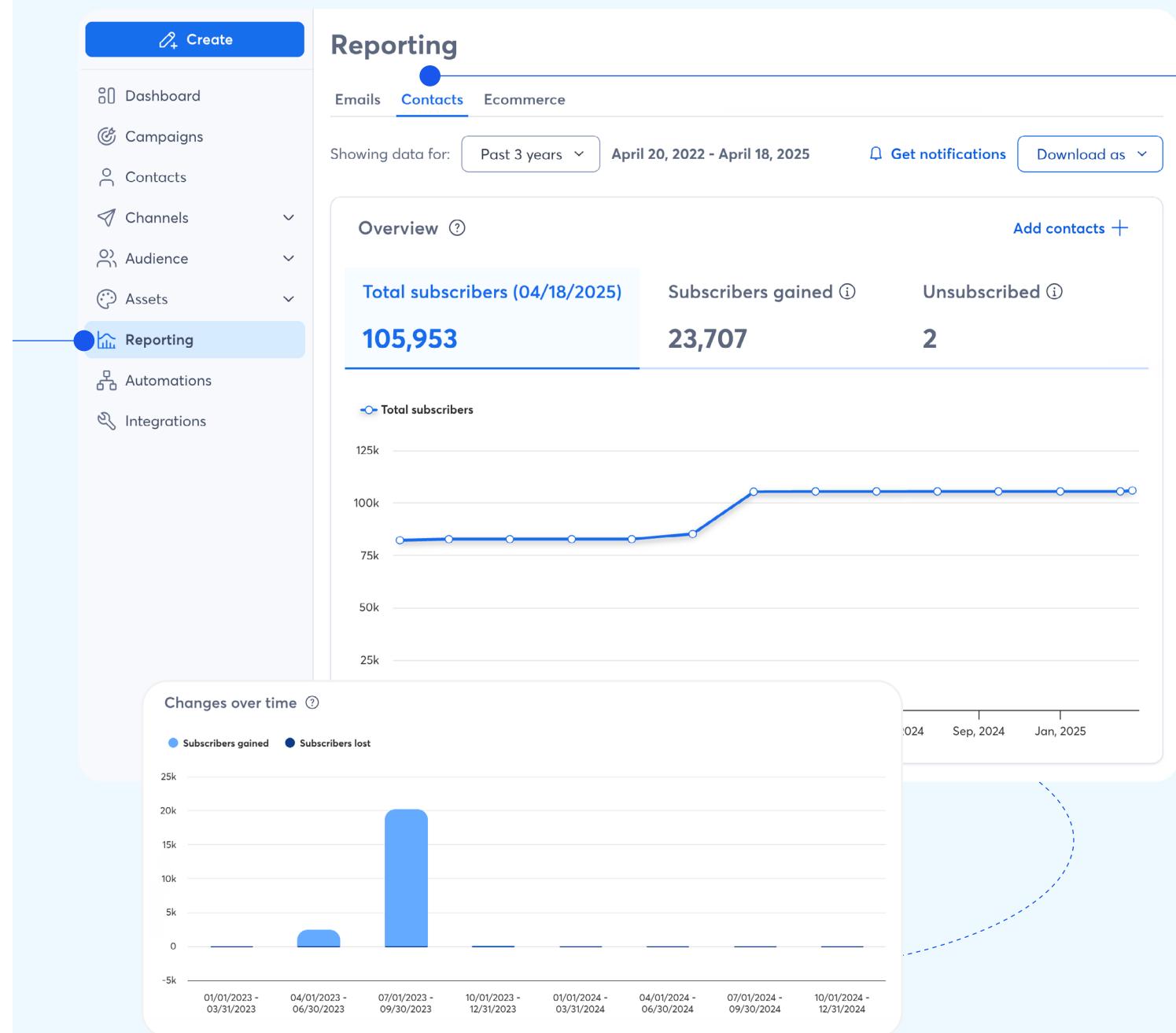
# List growth

Growing your contact list is one of the most important parts of a successful email marketing strategy. When you keep a steady supply of new contacts coming in, you ensure that you're reaching more people who can help your business grow by becoming repeat customers and spreading the word about your business.

You can [track your contact growth](#) by going to the **Reporting** tab and clicking the **Contacts** sub-tab.

If you're losing more contacts than you're gaining, or simply want to increase your number of subscribers, check out all of the [list-growth tools](#) available with Constant Contact.

You may need to upgrade [your plan](#) to gain access to this feature.



# Conversions

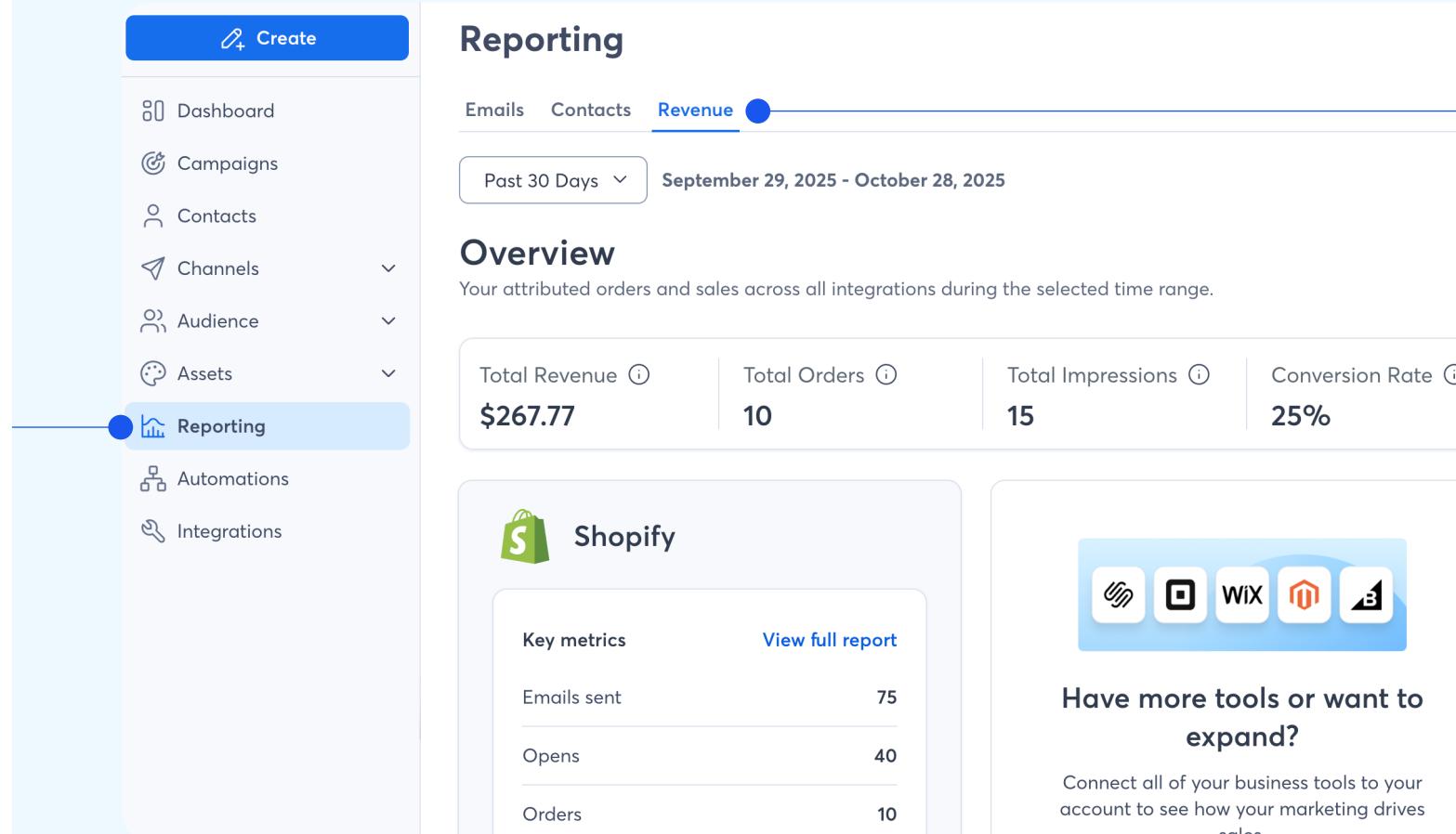
Depending on the type of business you have, the metrics you use to measure success for your organization will vary. For instance, a nonprofit will track success based on the amount of donations received, whereas someone who sells products or services will track orders and sales.

If you use certain tools to help you run your business (like a CRM platform, Salesforce, Google Analytics, etc.), you'll want to keep an eye on the specific conversion metrics that matter the most to you wherever you keep track of them. If you're taking advantage of Constant Contact's integrations and email features, you can track some of these metrics right from your Constant Contact account.

You may need to upgrade your plan to gain access to this feature.

## Sales

If your business is focused on selling products or services and you've connected your online store to Constant Contact, you can use the **Reporting > Revenue** tab to track the sales generated from your promotional emails and the revenue recovered from your automated abandoned cart emails.



The screenshot shows the Constant Contact reporting interface. On the left, a sidebar menu includes 'Create', 'Dashboard', 'Campaigns', 'Contacts', 'Channels', 'Audience', 'Assets', 'Reporting' (which is highlighted with a blue bar), 'Automations', and 'Integrations'. The main area is titled 'Reporting' with tabs for 'Emails', 'Contacts', and 'Revenue' (which is selected and highlighted with a blue bar). Below the tabs, a date range is set from 'Past 30 Days' to 'September 29, 2025 - October 28, 2025'. The 'Overview' section displays key metrics: Total Revenue (\$267.77), Total Orders (10), Total Impressions (15), and Conversion Rate (25%). Below this, a 'Shopify' section shows key metrics: Emails sent (75), Opens (40), and Orders (10). To the right, there are icons for other integrations: Mailchimp, Square, Wix, Shopify, and BigCommerce. A call-to-action at the bottom right encourages users to 'Have more tools or want to expand?' and 'Connect all of your business tools to your account to see how your marketing drives sales.'

# Conversions

## Event attendance

If you're running an entire [Event campaign](#) through Constant Contact, you can see how many people registered for your event, paid the fee if you had one, and purchased any items for sale from your Event Dashboard.

Or if you simply wanted a quick count of how many people planned to attend your event by including an [RSVP block](#) in your email, you can track those responses from the Email Details page.

The screenshot shows the Constant Contact Event Dashboard. The left sidebar has a 'Create' button and links to Dashboard, Campaigns, Contacts, Channels (Emails, Social, SMS), Events (selected), and Landing pages. The main area has tabs for Overview, Reporting (selected), and Exports. The Event overview section shows 'Days until event' (23, start date Jul 12, 2025 at 2:00pm ET), 'Registrations' (9), and 'Tickets' (16). The Event tools section has icons for checkmark, envelope, website, calendar, and code. The Reporting section for 'Cook-off Contest' shows 'Email Performance' with 'Sent', 'Open Rate', and 'Click Rate' metrics. The RSVP RESPONSES section shows a report for 'Backyard Barbeque Cook-Off' with 'Total Responses: 40'. The report includes a pie chart with 'Yes! I will be there.' at 75% (30) and 'Nope. Maybe next time.' at 25% (10).

Event overview

A quick overview of how your event is doing.

Days until event

23

Start date Jul 12, 2025 at 2:00pm ET

Registrations

9

Tickets

16

Event tools

Set up your event for success with our built-in tools.

Cook-off Contest

Sent

Reporting

Heat Map

Email Performance

See how your emails are doing with your audience.

Sent

Open Rate

Click Rate

RSVP RESPONSES

Backyard Barbeque Cook-Off

Total Responses: 40

Yes! I will be there. - 75% (30)

Nope. Maybe next time. - 25% (10)

Hide Report



# More resources

No matter your business goals, tracking these important metrics can help you measure how successful your email marketing is and what you can do to improve your results in the future. Check out these additional resources to learn more about measuring and improving your email performance.

For even more how-to articles, video tutorials, and guides, visit our [Knowledge Base](#).

**Was this guide helpful?**

## Articles

- [View your email reporting](#)
- [Overview: The Email Details page](#)
- [Create more personalized emails to improve engagement](#)

## Blogs

- [Email Marketing Metrics: Measuring Success Beyond Open Rate](#)
- [How to Set Email Marketing Benchmarks](#)
- [How to Increase Revenue for Your Small Business](#)