

# 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!

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# 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.

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**

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!](#)

Create

Dashboard

Campaigns

Contacts

Channels

Audience

Assets

Reporting

Automations

Integrations

Email campaigns

See how your campaigns performed during the selected time range.

6 Items

Export All

Compare Selected

	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	<a href="#">Weekend Dining Specials for Two</a>	80	66 82%	20 25%	1 17%	2 1%
Thu, May 5, 2022, 1:10 PM	<a href="#">New Menu Items Announcement</a>	68	44 68%	12 18%	4 6%	1 1%
Wed, Oct 28, 2020, 4:00 PM	<a href="#">Labor Day Menu Reminder</a>	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, 202	



## 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](#).

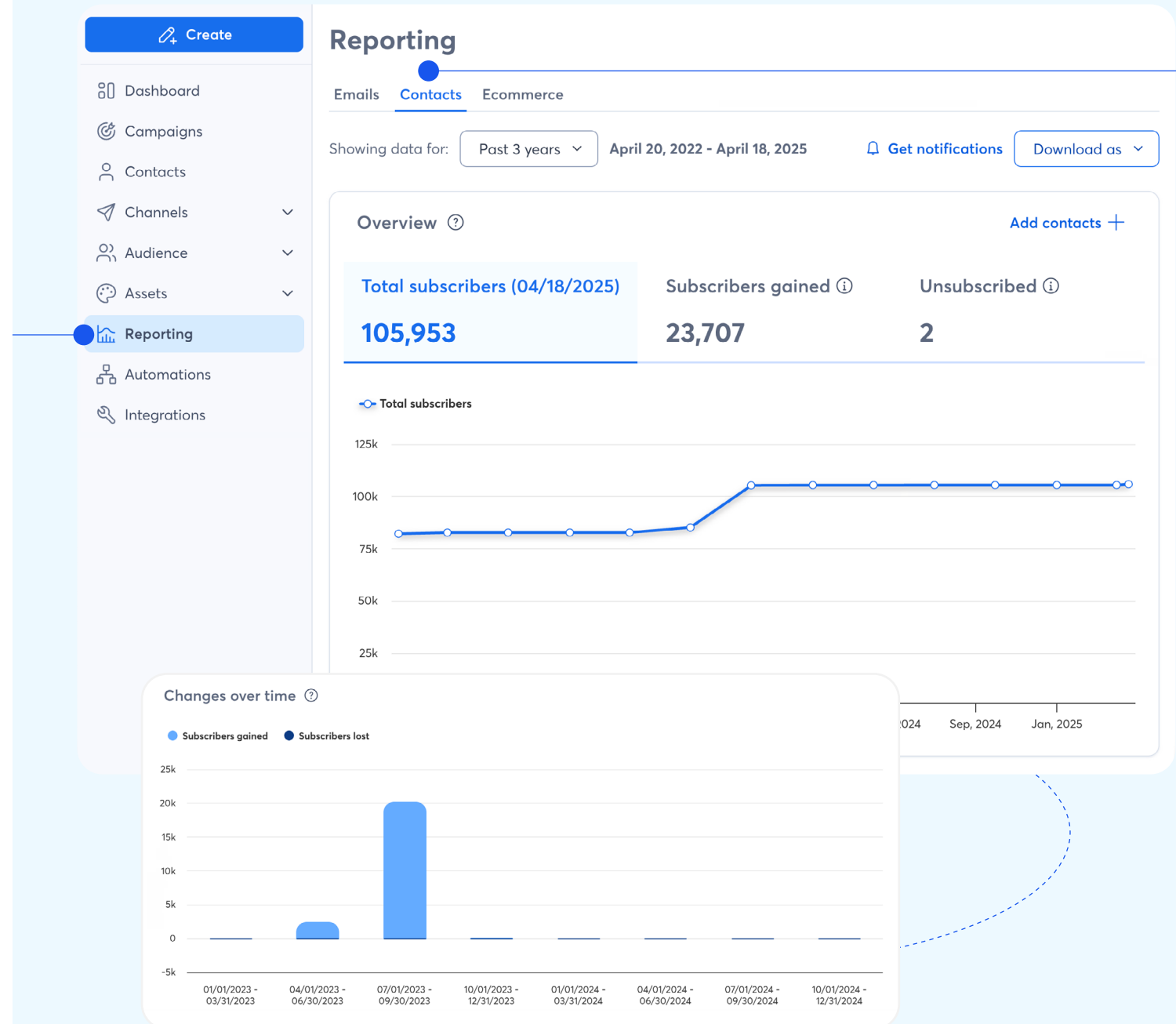
# List growth

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 displays the Constant Contact user interface for the 'Reporting' section, specifically the 'Revenue' tab. On the left is a sidebar with navigation options: Dashboard, Campaigns, Contacts, Channels, Audience, Assets, Reporting (highlighted with a blue dot and line), Automations, and Integrations. Above the sidebar is a blue 'Create' button. The main content area is titled 'Reporting' and includes tabs for 'Emails', 'Contacts', and 'Revenue' (the active tab). Below the tabs is a date range selector set to 'Past 30 Days' and 'September 29, 2025 - October 28, 2025'. An 'Overview' section follows, stating 'Your attributed orders and sales across all integrations during the selected time range.' Below this is a summary table with four columns: Total Revenue (\$267.77), Total Orders (10), Total Impressions (15), and Conversion Rate (25%). Each cell has an information icon. Underneath is a 'Shopify' integration card showing 'Key metrics' (Emails sent: 75, Opens: 40, Orders: 10) and a 'View full report' link. To the right is a 'Have more tools or want to expand?' section with icons for various integrations (Mailchimp, HubSpot, Wix, etc.) and text encouraging users to connect their business tools to see how marketing drives sales.

**Reporting**

Emails Contacts **Revenue**

Past 30 Days September 29, 2025 - October 28, 2025

**Overview**

Your attributed orders and sales across all integrations during the selected time range.

Total Revenue ⓘ	Total Orders ⓘ	Total Impressions ⓘ	Conversion Rate ⓘ
\$267.77	10	15	25%

**Shopify**

Key metrics [View full report](#)

Emails sent	75
Opens	40
Orders	10

**Have more tools or want to expand?**

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 displays the Constant Contact interface. On the left is a sidebar with navigation options: Dashboard, Campaigns, Contacts, Channels, Emails, Social, SMS, **Events** (highlighted with a blue dot and a line pointing to the text 'you can see how many people registered for your event'), and Landing pages. The main content area is titled 'Event overview' and includes a 'Create' button. It shows 'Days until event' as 23 (with start date Jul 12, 2025 at 2:00pm ET), 'Registrations' as 9, and 'Tickets' as 16. Below this is the 'Event tools' section. A second section shows an email titled 'Cook-off Contest' with tabs for Details, **Reporting** (highlighted with a blue dot and a line pointing to the text 'you can track those responses'), and Heat Map. The 'Email Performance' section shows metrics for Sent, Open Rate, and Click Rate. The 'RSVP RESPONSES' section features a bar chart for the 'Backyard Barbeque Cook-Off' event, showing 'Total Responses: 40'. The chart indicates that 75% (30) of respondents said 'Yes! I will be there.' and 25% (10) said 'Nope. Maybe next time.' A 'Hide Report' link is visible.

**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) [Copy] [Share on Social] [More]

Details **Reporting** Heat Map

**Email Performance**

See how your emails are doing with your audience.

Sent Open Rate Click Rate [Info]

**RSVP RESPONSES**

**Backyard Barbeque Cook-Off** Total Responses: 40 [Hide Report]

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

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



# 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](#)