

TailoredMail Integrates Analytics to Successfully Measure Email Marketing Effectiveness

November 20, 2008 -- Bellevue, WA -- TailoredMail, a user-friendly permission based online email service provider that dramatically simplifies email content creation and management to over 1000 businesses worldwide, integrates Google Analytics into the application allowing clients to effectively see the impact email marketing has on subscribers. TailoredMail has designed the integration to be used with most web analytics systems (Google Analytics, Omniture, Yahoo! Web Analytics, Piwik, WebTrends, Coremetrics, NetStat and Site Stats), and allows clients (for free) to seamlessly track clicks from TailoredMail email marketing campaigns all the way to conversions on their website.

Most email marketers are challenged with being able to successfully create effective campaigns that deliver optimal ROI due to a lack of user information once the email recipient leaves a tracked broadcast. Designed for today's marketer in mind, TailoredMail's analytics integration tool provides clients with the insight they need, giving them the intelligence to carry out key marketing decisions and set them up for tangible email marketing success.

Web analytics systems provide detailed reports on website click stream activity, and allow users to collect and analyze data based on visitor website behavior. In the past, TailoredMail clients received detailed campaign performance reporting for their email campaigns. Now, TailoredMail clients can turn on the analytics integration in just one step, and effectively measure and manage campaign performance and behavior from email campaigns through to their website and all subsequent activity on that site. Within hours of the delivered campaign, clients are able to log into their web analytics tool and discover what links in their email campaign returned a measurable action once the subscriber reaches their website. This in-turn helps clients to react to their email marketing campaigns and easily test and redesign their campaigns to what delivers the highest ROI. Clients who really want to understand their readers can segment subscribers in TailoredMail by interest area, company, and prospect/customer type, then send out the email newsletter with links to stories and products on their company website. With TailoredMail's analytics integration, clients can then view those users entire website visit (including a purchase, if applicable) and be able to sort it by what campaign/broadcast they were included in, what company they are from, and what type of customer/prospect they are.

In order to assist clients, TailoredMail has created a simple how-to start-up kit for setting up a Google Analytics account that contains information on how to set up a free account in Google, how to pass the correct values in TailoredMail broadcasts, and how to read the read the email campaign results in Google Analytics.

About TailoredMail: Email marketing solutions for newsletter, campaign and lead-lifecycle management. TailoredMail dramatically simplifies email content creation and management. Empower your email audiences like never before by giving them the choice and control of information they receive, and develop stronger, more-engaging email relationships. TailoredMail's streamlined web-based application makes authoring, broadcasting and generating reports, straight forward – and AUTOMATED. Take advantage of TailoredMail's delivery reputation, and PICK AND CHOOSE from an immense feature set. Partner with TailoredMail, and you'll attain more opens, higher click and conversion rates (often by more than 50%), and the flexibility to go beyond basic newsletters or one-off email blasts.

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