

## Time for an Email Performance Audit?

- Always caught up in execution with no time to analyze the results?
- Think your “average” response rates are industry standard?
- Been a while since you examined the overall health of your program?
- No idea how your performance compares to the competition’s?
- Still making decisions based on gut instinct instead of actual data?

## Do you know how your email metrics can lead to optimized ROI?

If you’re like most busy marketers, you have barely enough time to execute email campaigns let alone evaluate their success. Going on gut instinct, you continue using similar strategies and tactics, without really knowing what’s working and what’s not. As a result, you experience flat or declining response rates and miss opportunities to generate truly outstanding ROI.

### Let us help you pinpoint improvement breakthroughs and accelerate your success

By engaging Responsys Professional Services you can ensure this essential analysis gets done – expertly and efficiently. With minimal time and effort, you get an objective, thorough assessment of your email efforts performed by seasoned marketing experts who help you:

- Improve your understanding of program performance metrics
- Enhance your ability to justify enhancements
- Develop specific strategic and tactical recommendations
- Provide competitive insights for benchmarking best practices

### Get a reality check on your email marketing performance

The Responsys Email Performance Audit is a comprehensive, 360-degree diagnostic of your email and lifecycle marketing programs. Responsys analyzes five quarters of your data (to adjust for seasonality), providing a detailed trend analysis and a performance scorecard across dozens of metrics.

We also benchmark your performance and provide insight into the makeup of your database (by domains, ISPs, and formats), highlighting response trends among specific segments. Responsys presents all findings along with strategic recommendations, tailored to your specific areas of concern.

### Learn what’s working well and where you can improve

The Responsys Performance Audit transforms volumes of data into an actionable picture of what’s working well and where you can improve. It gives you the information you need to assess your success and optimize your ROI in the email channel.

You’ll receive:

- Email Performance Audit Analysis: a deep dive into your metrics
- Email Performance Audit Report: specific strategic and tactical recommendations, priorities, and best practices

**Contact your Responsys account manager or call (650) 801-7400 to learn more about the Email Performance Audit from Responsys Professional Services.**

