

A blurred background image showing a person in a dark jacket walking on a modern, glass-enclosed walkway or bridge. The background is a mix of blue and green, suggesting an outdoor or urban setting with motion blur.

eNewsletter Measurement

Business Intelligence

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Summary: With a subscriber base in the millions, our client's newsletters were their number one contact point with a broad customer base, and there was very little visibility to performance, tracking of content pull, or even identification of issues. In two months Piraeus was able to deliver a dashboard which enabled automated reporting on a wide variety of key metrics on the performance of their global newsletters.

PROJECT GOAL

Provide timely and detailed visibility into relevant metrics for each of three global newsletters.

BACKGROUND

Our client has a trio of high profile, broad reach newsletters delivered monthly to dozens of countries across the globe. This series consists of newsletters targeted to Developers, IT Professionals, and Designers, with at least some overlap between subscribers.

Together, these newsletters go out to well over 2 million unique users per month globally, making them a key focus of our client's audience management and customer engagement strategy.

WHAT WAS THE BUSINESS PROBLEM?

While the newsletters are one of their most important marketing tools, our client had no readily accessible way to gain insight into their performance, gauge who liked what aspects of the content, and identify potential problems such as bad links or mistranslated content.

As a result, they didn't know who was opening the newsletter e-mails, who was reading them, who was clicking on them, and how many were deliverable and undeliverable. They couldn't tell which content was compelling because they weren't tracking who was clicking on which links and, even if they had, they lacked the means to map those clicks back to key demographic data.

In addition, the localized version of the content had different owners across the globe, each responsible for the performance of their translated content and the relevant website material. Without a single view of the data, there was no single, agreed upon definition of a successful newsletter issue.

WHAT WERE THE SOURCES OF THIS PROBLEM?

The raw information the client wanted was available in a variety of systems and could be compiled manually, but there was no centralized way to access it, nor an agreed up definition of key performance metrics. To get the information necessary, each individual content owner had to open up various manual spreadsheets and define the parameters of what they were looking for, ensuring that no two reports measured the same data, creating apples to oranges comparisons.

WHAT WAS THE PROPOSED SOLUTION?

To solve the problem, Piraeus proposed to go directly to the enterprise level data sources and create automated tools that could extract the information on a regular basis and load it into a database. Piraeus would then create a reporting tool with an online dashboard providing easy access to the information, with agreed upon KPIs.

DETAILS OF THE APPROACH TAKEN

Piraeus started with a concept and delivered a finished product.

We went through a comprehensive discovery process with the client to figure out what they wanted to know about their newsletter. What information would help them make data-driven decisions on what content to include and not include in the newsletters? What were problems they'd discovered in the past, and how did they discover them?

Following that, Piraeus took a deep look at the available systems to see what was being tracked versus what information was unavailable. They provided recommendations to the client on which elements of the requested information it was possible to deliver, and outlined additional information they could offer that hadn't originally been requested.

Once our client looked at what was available, Piraeus worked with them to define key metrics, pulling data from a variety of systems that contained the click-through data, demographic data, as well as opens and page visits. The process design and resultant system extracted the information from all the different data sources automatically, transformed the data into the format needed for reporting, and loaded it into the newly designed reporting database.

Using Agile development, Piraeus rapidly produced a draft of the dashboard, showing a version to the client within only a few weeks to get feedback on how well it matched their needs and guidance on how to refine it. The process was an interactive and iterative one, ensuring Piraeus was able to depict the data and dynamic charts in such a way that was immediately intuitive to them.

WHAT WAS THE OVERALL OUTCOME?

A single, agreed upon definition of success for the newsletters—and a way to measure it consistently.

By creating a one-stop dashboard that gave access to easily consumable reports, Piraeus was able to provide at-a-glance insight into how each of these newsletters was doing month-to-month.

Audience owners in each global region now use the dashboard to track newsletter performance in near real-time.

FUNCTIONALITY

With the new reporting tool, rapid reports give an immediate view of who is clicking through on what content and where they're landing on the site, allowing our client to pull the best content to the front as well as identify and resolve issues.

When the user goes to the URL of the reporting tool, they find a page with an executive, all-up view. It's a summary snapshot of the data found throughout the rest of the site.

The user then has eight different parameters they can use to drill down further, such as geography and newsletter. With each new view, they detail gets more granular. The information is presented in easily-understood graphs, charts and tables, showing information such as monthly click-throughs over time or top ten clicks per newsletter.

BENEFIT

The online analytics platform immediately identified for our client which newsletters were doing well, which copy was doing well, and which copy was doing well per subsidiary, which helped them quickly identify issues and opportunities.

For example, each region manages much of their own content and the dashboard allows a customized view into how the newsletters perform in comparison to each other within each specific region. Why is France's click-through rate suddenly 90% lower than the average for Europe? An investigation shows that the localized French hyperlink points to a content URL who's publish was missed. They immediately publish the content and the click-through begins to rise.

Results cont.

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Now they have immediate feedback on what aspects of the newsletters the customers like which enables them to dramatically increase the value of the content, perform A/B testing, and in general surface good ideas.

In addition to providing new insights, an agreed upon definition of success, and a single version of the truth, the platform also created efficiencies, saving many manual work-hours in report production. Lastly, this scalable platform is next slated to integrate additional data from other sources, expanding on the level of intelligence available, which wouldn't be otherwise possible.