

ZOOMIO Analytics



Email marketing is an activity that can give you great results for very few costs. ZOOMIO Analytics now enables you to optimize your results even further. The solution gives you useful information that enables you not only to optimize your campaigns to improve your ROI – Return-on-investment but also to evaluate and optimize across campaigns instead of on basis of the single campaigns. ZOOMIO Analytics gives you special solution to optimize and improve your campaigns so you get the most value out of your marketing money.

What works and what needs improvement?

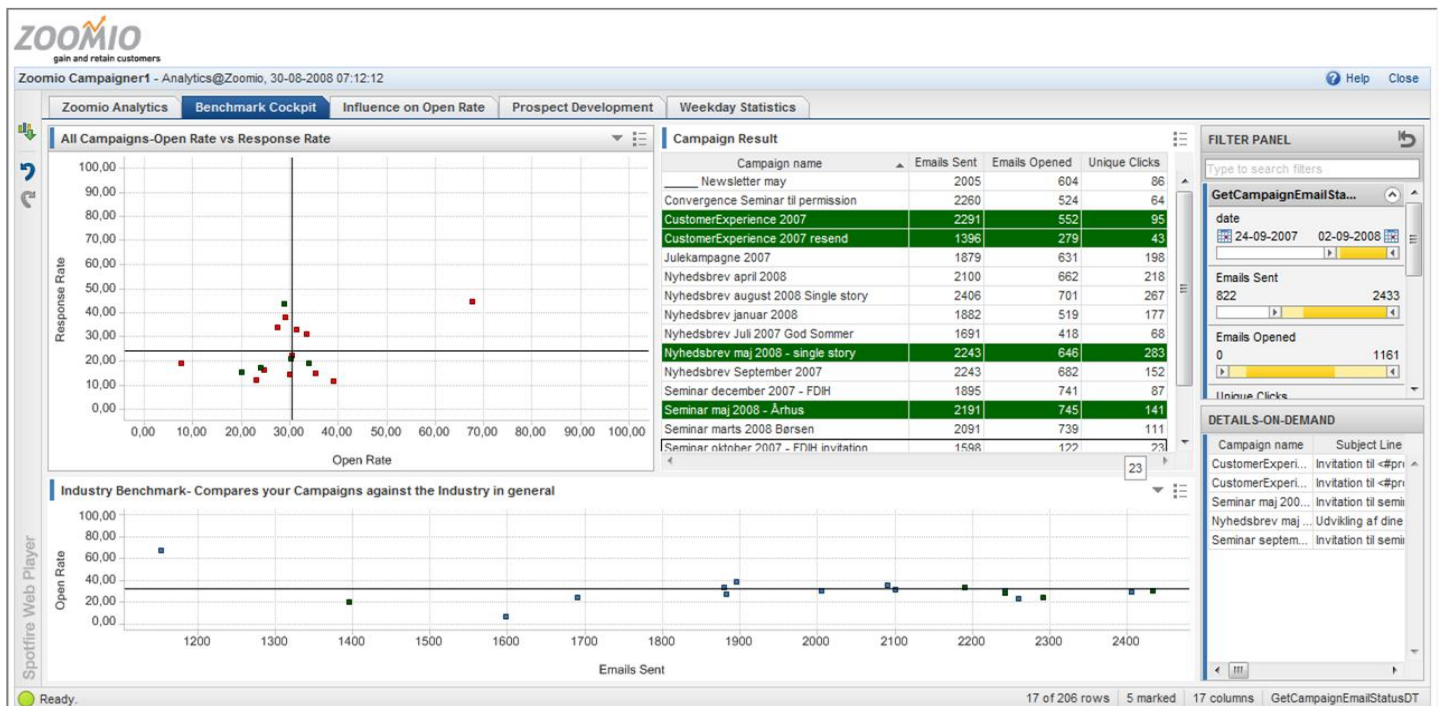
ZOOMIO Analytics gives you a quick overview of your campaigns compared to your previous campaigns. With filters you can analyze the manner you find relevant. You can benchmark your campaigns with the general tendency within your business compared to open rate. Open rate is the percentage of the emails sent that has been opened.

Does your subject line work?

The subject line is an important factor that has major effect on your open rates. In ZOOMIO Analytics a matrix shows you where your campaigns are placed in relation to open and response rate. The response rate is the part of

Optimize your campaigns with ZOOMIO Analytics and improve your ROI?

- What are the most effective subject lines in your campaigns?
- When is the most efficient time to send out your campaigns?
- What content have the best effect on your campaigns?
- How well does your segmentation of the recipients work?



Above a screen shot from ZOOMIO Analytics. What are the factors on open and response rate highs and lows and how is the size of the email affecting the open rates.

the recipients that not only open the email but also click on a link. By a single click you can see which subject lines work the best so you can optimize your campaigns simple and easy with ZOOMIO Analytics.

How well is your campaign received?

The successes of your campaign also depend on the message and content. ZOOMIO Analytics gain you an insight into your campaigns where you not only can see what campaigns work the best but with the use of filters you can analyze even deeper and you can use your experiences in future campaigns to empower your email marketing activities.

What time is the best to send out?

What day is the best to send out your campaigns? In email marketing there are some general guidelines but it will vary from business to business and segment to segment. ZOOMIO Analytics gives you a quick overview of the effect in relation to the various send out days of your own campaigns allowing you to optimize your send out patterns.

Is there development in your database?

Your database with permissions must be nursed and new prospects must be added to the database. ZOOMIO Analytics enables you to get this information instantly so you can get updated on the development in your

database month for month and totally. ZOOMIO Analytics clearly shows the segmentations of the recipients as they are. See what effect the size of the segments has on the open rate and find out what segmentation has the best effect. Your opportunity to segment your campaigns to better open rates.

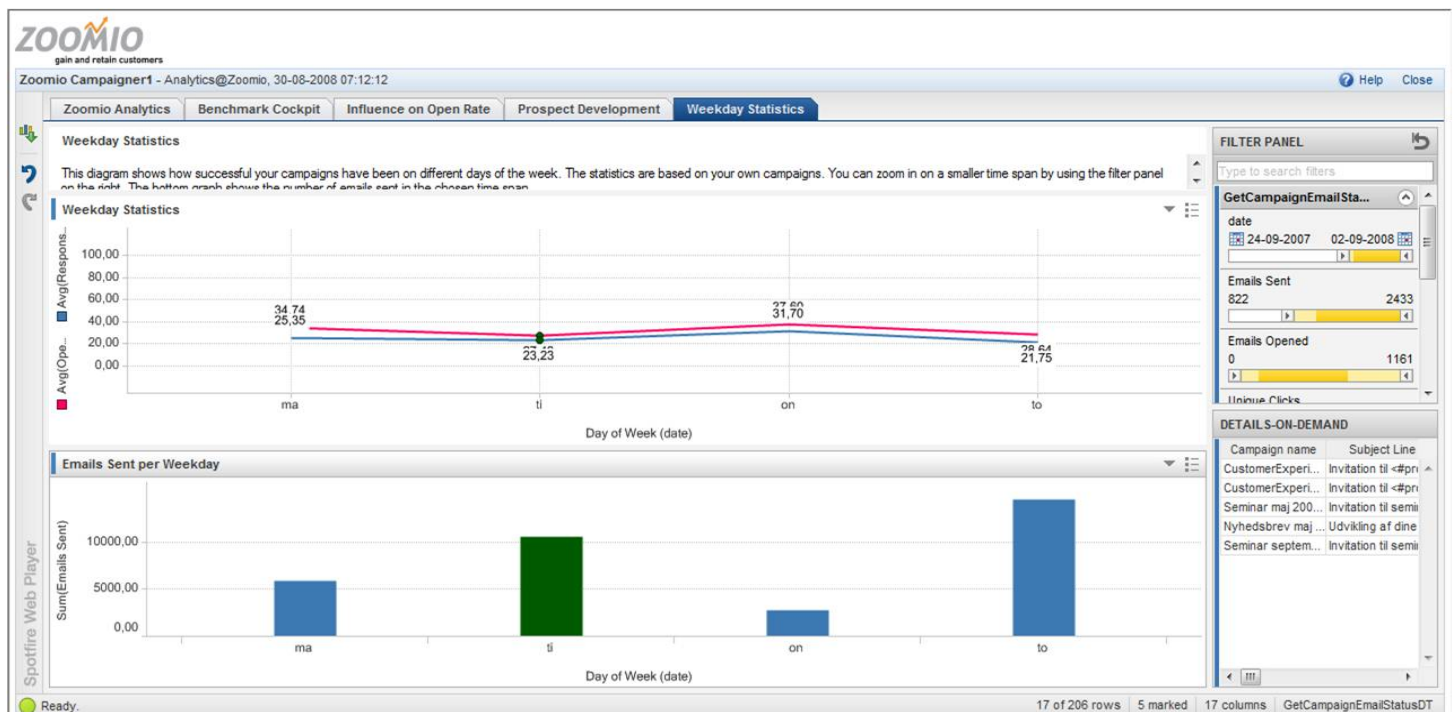
TIP: Use the interactive filters!

Use interactive filters that lets you focus and adapt your analysis in relation to the parameters that you think are relevant right now. It might be that the send out time e.g. data only is from 2008. ZOOMIO Analytics offers you these unique filters for improving and optimizing your campaigns. Based on the filters that you choose the diagrams and analysis changes automatically and you will get the specific data that you have request.

ZOOMIO Analytics - Empowering you email marketing. The effective solution for improving ROI on your email marketing activities

Contact us

If you wish to learn more about your opportunities with ZOOMIO Analytics, please contact VP International Sales Ingo Marggraf +45 70 23 44 06.



What are the open and response rates over the days and how are these results built up from data of the individual campaigns? Find your answers in ZOOMIO Analytics. Your solution to empower your email marketing.