Email Marketing Metrics

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Understand the measures that help explain how email campaigns perform, including opens, clicks, bounces and conversions. The collection brings together the book and practical resources for reviewing campaign data, testing ideas and planning improvements.

What’s included

- Main book (PDF)
- 1 checklist (PDF)
- 1 prompt pack (PDF)
- 1 toolstack (PDF)
- 1 workbook (PDF)

Download availability: After payment, download the complete ZIP package or any of the 5 included PDFs separately.