



Tracking Your Results

The Stats That Count!

When You Know the Stats That Count, It Is Easy to Spot Real Value

MC Press knows that list size is an important factor for a newsletter sponsorship or email list rental. However, the real value of either can only be established by knowing “the stats that count.”

That means you need to know not only the size of the list but the number of bounced, delivered, and opened emails as well as the number of click-throughs from the email to the full content of that newsletter or your Website.

For your advertisement in newsletters, you need to know the number of impressions and how many of those ad impressions resulted in clicks to your site.

MC Press uses MailChimp and AdButler to track these statistics.

Upon request, we will provide you with a PDF report from the MailChimp system detailing the email distribution results for any email we have sent out on your behalf.

For ad impressions and clicks, the AdButler system can be set up to provide you with the results of your campaign on either a weekly or monthly basis in CSV format delivered directly to your email inbox for analysis.

MC Press believes that only by tracking the results of every campaign you run with us can we help you refine your marketing message to our readership. We know that providing you with these results is the first step in creating a successful long-term relationship.

