So, you're at a place where you want to start digging into your email performance and go *beyond* the KPIs of open, click, unsubscribes. Fantastic! As of September 2023, we don't yet have a way to pull the exact products/items purchased from a specific email. (This *is* calculated as part of our back-end revenue attribution algorithm, but not exposed to the front end just yet). <u>However</u>, there are a few things you can do to get a sense of how much revenue an email generated. We'll present a few ideas below. 😄

In this article:

- Tip #1: Leverage email tracking parameters
- Tip #2: Use audience builder to export a list of purchasers
- Tip #3: Use the subscriber report and customer lookup, together.

Tip #1: Leverage email tracking parameters

What are tracking parameters, you ask? They are values you can set to be appended to the click-through URL from your emails. This helps you boost the data that feeds into your site's Google Analytics (or equivalent). Found in the "view properties" of each email design, simply check the box that says "enable tracking parameters" and choose from the drop-down of available categories. Our recommendations? Always set **"Source" = Ascent360.** Then, add "Campaign" = [email or campaign name].

You can then view performance in your site analytics tool (not directly in Ascent360 in this case) according to the values you set.

How to Navigate to your Email Properties

Option 1: From within an email design
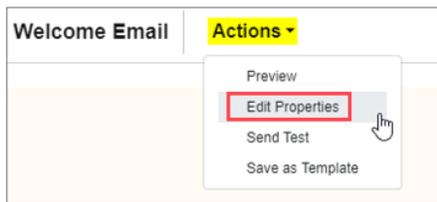
Option 2: From the All Designs page
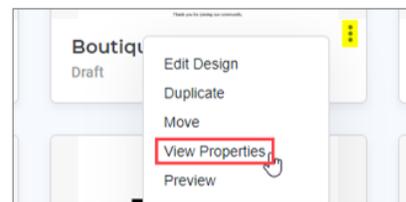
How to Set & Enable Tracking Parameters

Example parameters are below. Ensure the box is "checked" before saving.

Tip #2: Use audience builder to export a list of purchasers

There is a way to loosely see how many people purchased as a result of opening and/or clicking from an email. Of course it depends on how many other emails you're sending at the time, but the below audience "template" can be very helpful to run.

Note: to combine fields together in "brackets" (like 'email click date' OR 'email open date') please toggle ON the advanced query in the top right of the Audience Builder canvas. Then, click the "+" (plus) button between the two fields you'd like to combine.

If replicated as-is, with your own email name and date ranges selected, you'll be able to get a count of how many people meet this criteria. You can then export this to a file to view details on who made a purchase. Just click the "Export Contacts" button on the top row of the canvas, and select "File Export". Then, select the output fields you'd like to include (such as product or transaction fields).

Note: if someone purchased more 2+ items within the specified date range, the file will just include one item. This is because the CDP is built at the *individual* (person) level, not at a transactional level.

Tip #3: Use the subscriber report and customer lookup, together.

In email reports, select the specific email and click on the # of recipients (as shown below). This will take you to the Subscriber Report.

Labor Day Sale 2023
Data and trends across your 53.3k recipients

Audience:
All Customer

Click the number
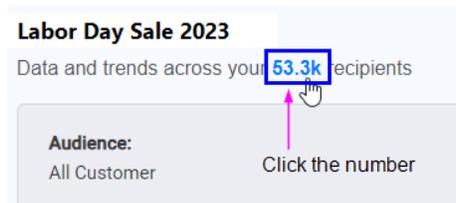
From here, you can see who received, opened, clicked through, etc. that email. If there is a specific person (or handful of people) who clicked through that you'd like to investigate, note down their information (email address + first/last name). Then, navigate to Customer Lookup and search for each person. You can click into a person's record and view transaction history, which includes product information such as item, transaction date, and price.

Customer Lookup > Nancy Smith

Ascent360 ID:

Nancy Smith
123 Main Street
Denver, CO

Customer Overview

Overview   Email History   Transaction History   Web History

Reservation History   Product Registration History
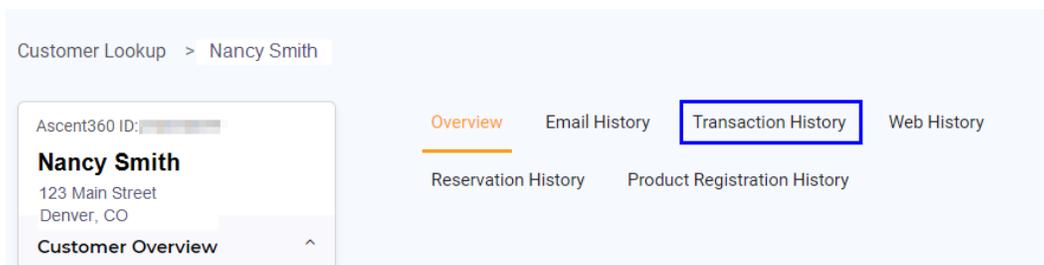
Questions? Let us know by emailing support@ascent360.com.