Using click responses
Smart Guide

This Smart Guide shows how you can increase the success rate of your email campaigns by analysing the click responses of your recipients and using these specifically in your mailings.

Preparation: Make sure that access to personal recipient responses was activated in your client. If necessary, consult your Inxmail contact person.

Activate link tracking

In order to be able to use recipient responses, tracking links and tracked images or tracking bugs must be included in your mailings.

Open the required mailing.

1. In the ✏ *Editing* workflow step workflow step, click 🔗 *(Link management)*.

2. In the dialog box, open the link by double-clicking it under *Link type* [2].

3. Select *Unique count link (unique clicks)* as the link type.

4. Click *OK* to confirm and repeat the process for all the required links.

Newly added linked images and links can be provided immediately with tracking links in the relevant link dialog box.

Create target group

There are two types of target groups: Local target groups that are only available for a specific mailing list and global target groups that are available for all mailing lists. Target groups based on recipient responses can be created for mailings that have been sent.

1. To create a global target group, open the ⚙ *(Global settings)*. To create a local target group, open the respective mailing list. Click the 🔽 *Target groups* agent.

2. Click 🗋 *(Create new target group)*.

3. Enter a name for the target group and click *OK* to confirm.

4. Click 🔳 (Add condition).

5. In the dialog box, select the *Condition on recipient reaction* and *Has clicked a specific link in a specific mailing* options [3] and then click *Next*.

6. Select the *List*, *Mailing type*, *Mailing* and *Link* that the recipient response relates to, one after another.

7. Click *Finish* and 💾 *(Save)* [4].

8. Open the 🔍 *Check* workflow step to view the recipients in the new target group.

[1] MODIFY MULTIPLE LINKS

Press and hold down the CTRL or SHIFT key and click multiple links to select and then adapt all the links.

[2] POSSIBLE RESPONSES

The following recipient responses can be measured: The recipient has or has not…

› opened a specific mailing.

› clicked any link in a specific mailing.

› clicked a specific link in a specific mailing.

› opened a particular mailing (particular sending period).

› clicked any link in a particular mailing (particular sending period).

› opened any mailing from a particular list (particular sending period).

› clicked a link in a mailing from a particular list (particular sending period).

Set up follow-up mailing

Like all target groups, target groups based on recipient responses can also be used for an entire mailing or individual articles in a mailing.

1. Create and approve a new mailing in the usual way.

2. Open the 👥 *Recipients* workflow step.

3. Select '*Recipients who belong to each of these target groups*'.

4. Click ✚ *(Add target group)*, select the target group and click *Add* and *Close* to confirm.

Innovative campaigns with recipient responses

Successful email marketing is always guided by the individual interests and needs of recipients. Campaigns that are based on recipient responses are therefore particularly effective and accurate. As the content and sending times of these mailings are based directly on the clicks and openings of previous sent mailings, they are usually highly relevant and of interest to individual users. Automated campaigns to strengthen customer retention or 'reactivate' inactive customers are just two examples of what can be achieved.

The responses of a recipient open up numerous opportunities for email marketers. A recipient response occurs when a recipient opens a mailing or clicks a link. Conditions based on recipient responses also allow complex, multi-stage follow-up processes to be implemented easily and automatically. Example: A customer orders a product. A mailing with accessory items will be sent to the customer three days later as a cross-selling action for the purchased product. If the customer does not click on any of the items, another accessory mailing will be sent to the customer seven days later (that is, ten days after the original order date). If there is still no response within the next seven days (that is, 17 days after the order date), a mailing will be sent to a call centre that will then contact the customer by phone.

Conditions based on recipient responses can also be used to help implement a fully automated process for event invitations. For example, recipients who have opened an invitation but have not registered can be invited to participate again. As these recipients have already expressed an interest in the event by opening the invitation, it would be worth sending out a targeted special mailing. A reactivation campaign used as a customer retention measure can help to extend the customer lifecycle.