



# Post-click analysis: Web analytics and ROI

Measure the Return On Investment of your  
e-mail marketing campaigns

*What do recipients do after clicking on your newsletter?  
How much time do they spend on your landing page and web site?  
Which pages do they visit?*

*Would you like to know the turnover per euro spent on your e-mail marketing campaign?*

ContactLab measures the return on investment of your e-mail marketing activities thanks to clear key performance indicators. By simply adding a javascript code to website pages you want to track, or via the integration with Web analytics systems, the platform will supply the conversion rate, and therefore profitability, of each e-mail campaign, giving detailed information on each metric.

## Beyond clicks and opens

The fact that two e-mail campaigns reach the same click-through results is not necessarily relevant. The most relevant metric is the behaviour of recipients from a newsletter to a web site: contacts may look for more specific information on a given topic or bounce back from the web site after a few seconds.

Thanks to ContactLab you can drill down this behaviour. For example, in an e-commerce site you can find out who reached the conversion page (i.e. the checkout page) and how much they spent. You can actually see the total amount invoiced to customers from e-mail campaigns, the currency, the payment method (credit card, PayPal, bank transfer, etc.) and other customisable parameters.

Through further processing and aggregations, this data will give you a complete reporting dashboard to support your behavioural and ROI analysis.

ContactLab can be easily integrated with the most widely used web analytics platforms, thanks to user-friendly interfaces and protocols for data exchange.

