

## Email Campaign Management

You understand the complexities involved in running successful email campaigns. However, when you're understaffed and struggling to balance budget cuts with increased performance metrics, it's difficult to focus on the details that can turn a good campaign into a great one.

Listrak's Professional Services team can handle every detail of your subscriber and campaign management, optimizing the performance of your emails and increasing deliverability, engagement, conversions, and ROI. We begin with analysis of data and review your most successful email campaigns as well as those that did not perform well to identify trends and areas for improvement, and ensure your campaigns follow industry best practices.

# Increase Campaign Performance and ROI

## Elements of Email Campaign Management

- **Subscriber Acquisition and Management** - detailed approach maximizing subscriptions across every customer touch-point and enhancing profile data that is a critical element of engaging and relevant messages
- **Email Development** - strategy, schedule, and creative planning for single campaigns and campaign series for peak seasons
- **Creative Design** - dynamic creation of HTML and plain text messages, including copywriting, offers, calls-to-action, graphical elements, layout, and templates
- **Optimization** - A/B split testing, multivariate testing, spam score, and inbox renderability tests can be performed prior to deployment
- **Post-Deployment Analysis** - measurement of campaign performance, including engagement, conversions, bounces, unsubscribes, and complaints

## About Listrak

Listrak is an email marketing firm providing the solutions, software, and services to optimize the value of email. Listrak works with clients to develop engaging email marketing to deliver the extra percent in effectiveness and ROI.