



Client Exclusive Webinar:

Reporting & How to Measure Success

2/14/2023



Agenda

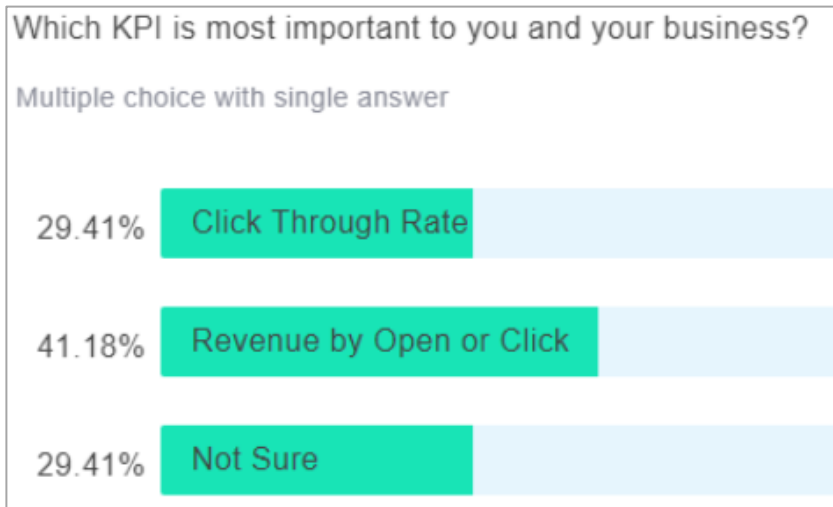
- Introductions/Quick Poll
- KPI Overview
- Platform Deep Dive - Reporting
- Best Practices
- Closing remarks
- Post-webinar survey

Housekeeping Items:

- All attendee lines will be muted.
- Please ask Q & A in the chat box and “questions” will be asked live on your behalf time permitting.
- We will be sending a link to the recording tomorrow...And
- There will be a brief survey once the webinar ends. Please fill out the one question to help us with future content.

Introduction + Poll

- Speaker Intros
 - Nicole
 - Cait
- Quick Poll



Cait Kooistra
Director, Client Success
Ascent360



Nicole Grierson
Client Activation Manager
Ascent360

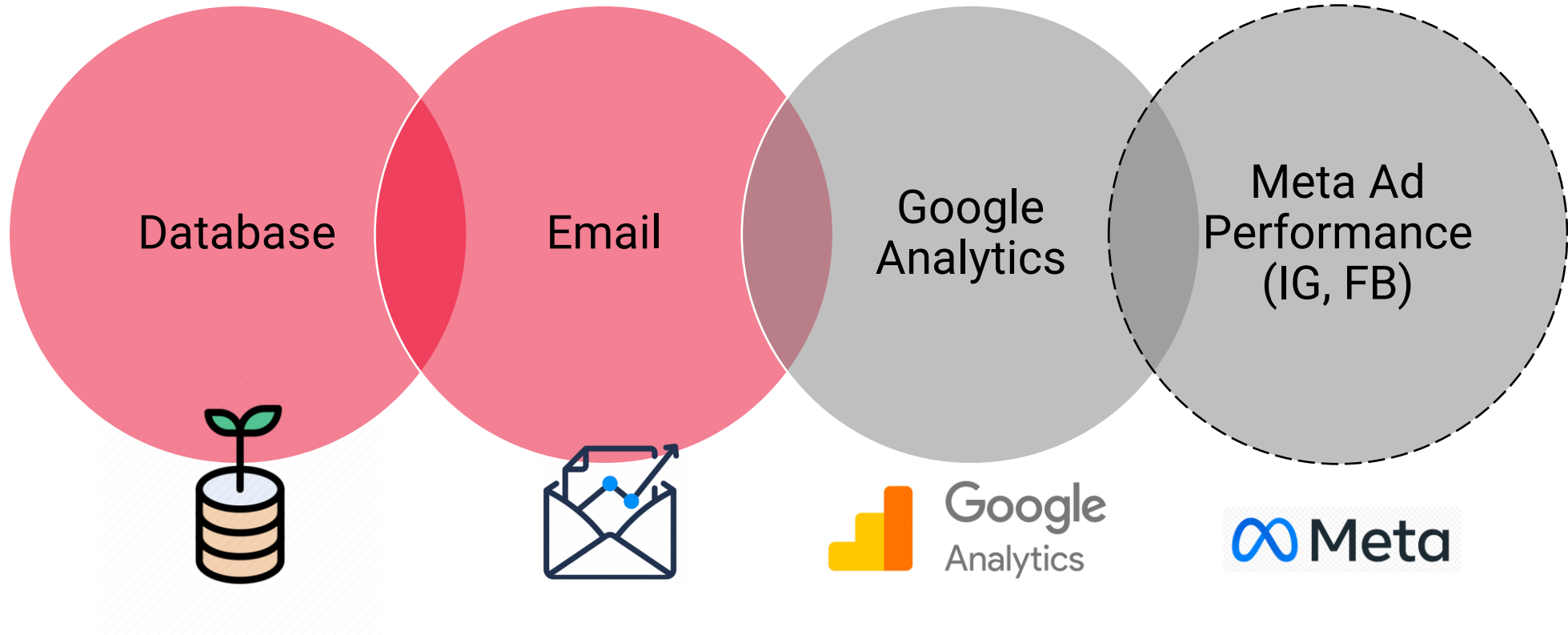
A scenic landscape featuring a church tower and a castle on a hill, set against a backdrop of mountains under a sunset sky. The quote is overlaid on a dark grey rectangular background.

You can't manage what
you don't measure.

Peter F. Drucker

“ quote fancy

Key Performance Indicators



Key Performance Indicators - Database

- **Email Capture Rate**
 - The percentage of customers and prospects you gather emails from.
- **Overall Database Growth**
 - The growth of your database year over year
- **Average Order Value**
 - The average order value of your business.
- **Number of purchases per customer**
 - How many of your customers have only made one transaction?



Key Performance Indicators - Email



- **Open Rate** - the percentage of email recipients that opened an email after receiving it.
- **Click Rate** - the percentage of email recipients that opened an email after receiving it.
- **Revenue Attribution** - attributes sales revenue to marketing campaigns such as an email campaign.
- **Unsubscribe Rate** - the percentage that measures the percentage of people who opt out from an email list. An unsubscribe rate that is less than 1% is considered within industry standard.
- **Bounce Rate** - percentage of email addresses in a mailing list that did not receive promotional messages because the recipients' mail servers returned them.

Key Performance Indicators – Industry Benchmarks

- **Reminder:** Industry standards are just that – averages
- You should ultimately see higher metrics when you *segment*
- Open Rate: 17%-28%
- Click Rate: 2.6% (2%-5%)
- Unsubscribe Rate: Less than 1%
- Bounce Rate: Less than 1%

Sample Click Rates by Industry

- Hobbies – 5%
- Retail – 2.25%
- Restaurants – 1.4%
- Music & Musicians -2.94%
- Home & Garden – 3.03%
- Media & Publishing – 4.62%



Ascent360 Platform Deep Dive

Ascent360 Platform

Summary of the pages we visited during the walk-through:

- Database KPIs
 - **Database Overview** report (Navigation hint: click **Data Overview** beside Measure Success on the welcome page)
 - **RFM Report** (Navigation hint: Left side bar > Database insights > Database Reports > RFM)
 - RFM = recency, frequency, monetary. It's a score.
- Email KPIs
 - **Email Reports** (Navigation hint: Left side bar > Email > Reports)
 - **Sends Page** (Navigation hint: Left side bar > Email > Sends)
 - Campaigns Page (Navigation hint: Left side bar > Campaigns > All Campaigns)
 - Revenue Detail Report (Navigation hint: Left side bar > View Results > Revenue Detail)



Best Practices

Best Practices - Database

- **Email Capture Rate / Overall Database Growth**
 - Forms/Landing Pages to collect Event Data
 - Ad hoc data loads
 - Collecting emails at POS
 - Incentivize customers/employees
- **Average Order Value**
 - Set up cross-selling automations
- **# of purchases per customer**
 - Set up Post Purchase automations
 - Set up Lapsed Customer automations



Best Practices - Email

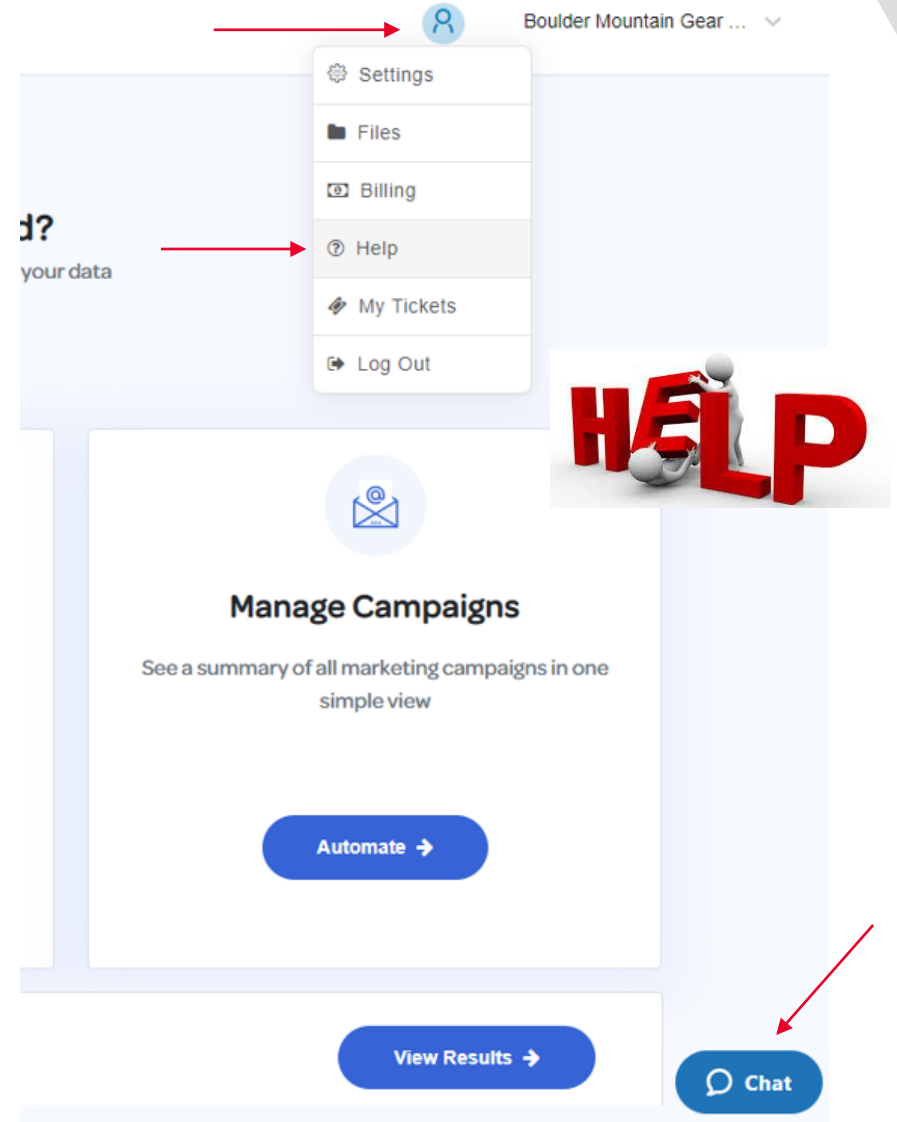
- Increase your Open & Click rate
 - Make sure your content is relevant
- Revenue
 - Make sure there are enough links to click through to your site
 - Include product or service information to encourage customers to purchase
- Unsubscribes
 - Segment your data
 - Provide value
- Bounces
 - Make sure your email address are "good"
 - Email validations via our Trusted Partner \$



Closing & Recap

Ascent360 Support Resources

- Dedicated CSM*
- Knowledge articles
- HelpDesk support
 - Tickets
 - Chat (real people)
- Time with a Specialist
- **COMING SOON...** Community Forum

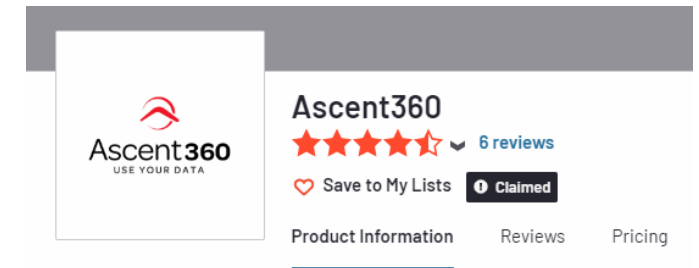


Review Slide

We'd love a review of our platform and support team on:

- G2
- Capterra
- App Store (for 1-click integrations)

A review = a Gift Card 😊





Thanks for joining!

Have a question, general feedback, or a topic suggestion for our next webinar?

Let us know in the chat.