

Measuring Email List Growth Checklist

Print off this checklist and tick off each step as you go through the '[Clear-Cut Guide to Calculating Email List Wins for Non-Techies](#)' guide on our Talk About Digital Podcast website.

Why Measuring Your Email List's Success Matters

- Understand the importance of knowing your email marketing metrics
- Recognise how this guide will help grow your business

Setting the Stage: Understanding Your Email List Metrics

- Learn what email list metrics are
- Identify the key metrics you need to track: Subscriber Growth Rate, Open Rate, Click-Through Rate (CTR), Conversion Rate, ROI, Unsubscribe Rate, List Growth Rate, and Bounce Rate

Counting Subscribers - The First Measure of Success

- Calculate your Subscriber Growth Rate:
 - Choose a time period
 - Find the number of new subscribers
 - Determine your starting subscriber count

- Use the formula to calculate your growth rate
- Understand why subscriber quality matters more than quantity

Measuring Open Rates - Are Your Emails Being Seen?

- Understand what an Open Rate is and why it's important
- Calculate your Open Rate:
 - Find the number of emails delivered
 - Identify the number of emails opened
 - Use the formula to calculate your open rate
- Compare your Open Rate to industry benchmarks

Analysing Click-Through Rates - Are Your Emails Driving Action?

- Understand what Click-Through Rates (CTR) are
- Calculate your CTR:
 - Find the number of clicks
 - Determine the number of emails delivered
 - Use the formula to calculate your CTR
- Implement strategies to improve your CTR:
 - Enhance your Call-to-Action (CTA)
 - Optimise your content
 - Experiment with link placement
 - Segment your email list
 - Test different subject lines

Tracking Conversion Rates - Turning Readers into Customers

- Understand what a Conversion Rate is
- Measure the impact of your emails on sales:
 - Define your conversion goal
 - Track the number of conversions
 - Determine the number of clicks
 - Use the formula to calculate your conversion rate
 - Analyse the results
 - Optimise for better results

Calculating ROI - Are Your Emails Worth the Investment?

- Understand what Return on Investment (ROI) is
- Calculate your Email ROI:
 - Calculate your total revenue from emails
 - Determine your total email marketing costs
 - Use the formula to calculate your ROI
 - Analyse the results
 - Optimise for higher ROI

Reducing Unsubscribes - Keeping Your Audience Engaged

- Understand what the Unsubscribe Rate tells you
- Calculate your Unsubscribe Rate:
 - Identify the number of unsubscribes
 - Determine the number of emails delivered
 - Use the formula to calculate your unsubscribe rate
- Improve your Retention Rate:
 - Segment your list
 - Optimise your content
 - Monitor email frequency
 - Personalise your emails
 - Offer an opt-down option

Monitoring List Growth Rate - Expanding Your Reach

- Understand why List Growth Rate matters
- Track your List Growth Rate:
 - Determine your starting subscriber count
 - Count the new subscribers
 - Calculate the number of unsubscribes
 - Use the formula to calculate your list growth rate
 - Analyse and act on the results

Understanding Bounce Rates - Ensuring Your Emails Reach Inboxes

- Understand what a Bounce Rate is
- Calculate your Bounce Rate:
 - Identify the number of bounced emails
 - Determine the number of emails sent
 - Use the formula to calculate your bounce rate
- Minimise email bounces:
 - Regularly clean your email list
 - Use a double opt-in process
 - Monitor soft bounces
 - Send emails consistently
 - Avoid spammy content

Bringing It All Together

- Use the calculations to drive big results:
 - Identify what's working
 - Spot areas for improvement
 - Prioritise your efforts
 - Test and learn
- Regularly review and refine your approach:
 - Review your metrics regularly
 - Stay adaptable
 - Keep learning
 - Refine your list



By using this checklist and following the related guide on the TAD website you will understand how to calculate and measure the success and impact of your email list to ensure you are making the most out of it to help you to grow new customers.

If you found this checklist and guide helpful, subscribe to the Talk About Digital Podcast (available on our website and all major podcasting platforms) and give it a listen as we share even more actionable value in the form of the 'TAD Takeaway'.