Stitches together the best open source software to help campaigns and progressive communities communicate beautifully and change things for good.

Rich Lott (they/them)

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Session outline

How clicks and opens work
Which numbers to trust in Civi's reports
Mailing tracker extension
Bounces and holds
Segmentation
Question time
Hi {contact.first_name}

www.example.org

Hi Rich

crm.example.org/xxxxx

crm.example.org/special/xxxxx
Hi Rich

CRM.example.org/xxxx

Fetch images? Yes: request them

CiviCRM

xxxxx uniquely IDs Rich
Rich has opened!
Hi Rich

xxxx is Rich
Rich clicked this link!
The real link is: www.example.org

www.example.org
Hi Rich

CiviCRM

rich@mymail.uk
Hi Rich

Some logo

crm.example.org/xxxxx

Hi Rich

Some logo

crm.example.org/xxxxx

rich@mymail.uk

surveillance capitalism

anti-virus
anti-spam
corporate policy
privacy protection

your SMTP provider

"helpful" previewers

CiviCRM®

Rich has opened!
Rich has clicked!

an -virus
an -spam

corporate policy
privacy protection

your SMTP provider

"helpful" previewers

rich@mymail.uk
<table>
<thead>
<tr>
<th>Action</th>
<th>False positives</th>
<th>False negatives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open</td>
<td>![Question Mark] maybe ![Exclamation Mark] common</td>
<td></td>
</tr>
<tr>
<td>Click</td>
<td>![Question Mark] maybe</td>
<td>![Check Mark] No</td>
</tr>
</tbody>
</table>
Aggregate stats still useful comparing mailings

When you normalise some factors, e.g. newsletter sent to newsletter list
Hi Rich

**Looks like you aren't reading our emails!**

How DARE you, we thought you cared, you cold-hearted flake!

⚠️ Don't do this!

⚠️ You could be wrong

⚠️ Likely to just annoy supporters

⚠️ Exposes the creepiness of tracking...
Mailing tracker extension

Key rates, numbers, inc. chart, filters, fast.

Tip: code-name your mailings
Bounces

CiviCRM → Your SMTP → Their SMTP → Other? → Their inbox

Catch-all email account everything@crm.ex.org or specially integrated API handler
Out of office
Temporary error
Mailbox does not exist
Address suppressed
Spam report!
No mail server
Mailbox full
On hold email stays on hold until you unhold it.

Bounces do not lead to removals (unsubscribes) from group(s)

Watch for surges in bounces. Case for un-holding en-masse.

Sender reputation.

Not all SMTP services are equal.

Email Union extension to compare aggregate delivery stats

https://lab.civicrm.org/extensions/emailunion
Extension: Email Union

View your bounce performance by domain, compare with others using your provider.

1.8% of our 511,820 emails are on hold. This compares with avg 2.2% for Elastic Email shared IP and 2.1% across all providers.

<table>
<thead>
<tr>
<th>Domain</th>
<th>on hold local</th>
<th>total local</th>
<th>% on hold local</th>
<th>% on hold provider</th>
<th>% on hold all</th>
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<tbody>
<tr>
<td>btinternet.com</td>
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<td>20802</td>
<td>4.8</td>
<td>9.5</td>
<td>9.4</td>
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<td>hotmail.com</td>
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<td>71568</td>
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<td>1.6</td>
<td>1.6</td>
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<td>1.6</td>
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<tr>
<td>live.co.uk</td>
<td>265</td>
<td>12112</td>
<td>2.2</td>
<td>2.2</td>
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</tr>
</tbody>
</table>

https://lab.civicrm.org/extensions/emailunion
Unsubscribes and successful segmentation

Newsletter group

Unsubscribes → Newsletters

Time/mailings
How to do it safely

Create mailing from search

Some criteria

Mailing

Unsubscribe group: newsletter

Newsletter group

Unsubscribe group: newsletter

Newsletter group

Mailing group

Newsletter group

Newsletter group

Newsletter group
Extension: Refine Mailing

Segment a mailing

→ for different audiences
→ for IP warm-up

https://lab.civicrm.org/extensions/refinemailing
Extension: Resend Mailing

begin a previously sent mailing to new search results

Immediately send a previous mailing to a single contact. ex. if they weren't on the list before and missed something important ex. you could send to xxxx@xxx.mail-tester.com

https://github.com/artfulrobot/resendmailing
Extension: Group Growth

Counts over time:
- Contacts in group
- Mailable contacts
- Unsubscribes
- Holds
- Releases
- New members

(from date installed)