

Optimizing and Troubleshooting Guide

This guide provides a checklist that you can use to optimize your program, and gives guidance on what action to take if you see issues with program performance.

Analytical Output	Benchmarks	Action
Low Deliverability	<ul style="list-style-type: none"> As a guide anything below 80% is concerning. 	<ul style="list-style-type: none"> Check that the key icon is green in the From Address field (From domain matches configured domains) Check to see if your 'From' and 'Reply To' email addresses are named <ul style="list-style-type: none"> i.e. John.Smith@ or use personalization Token Check for known spam content/terms (this can help) To ensure that your email is built to HTML best practice, you should use the modular templates provided in the Marketo Centre of Excellence. You can also ask the Marketing Automation team to help validate the code, by creating a service request in Salesforce. Check the data hygiene of your target list - in particular look for invalid email addresses - and also check that all leads in the target list are relevant for the content being sent If you have done all of the above, then please seek advice from the SSGA Marketing Automation team by creating a service request in Salesforce.
Opens	<ul style="list-style-type: none"> As a guide good open rate is 20% and above. Low open rate is anything below 10%. 	<ul style="list-style-type: none"> Check the data hygiene of your target list - in particular look for invalid email addresses - and also check that all leads in the target list are relevant for the content being sent Make sure the email subject line looks as you intended and there are no errors. Check what the email looks like with images disabled Check that the HTML Alt tags used on your images are relevant to the content - as the

		<p>Alt tags will provide context to people with images disabled, as well as screen readers for blind or visually impaired individuals.</p> <ul style="list-style-type: none"> If you have done all of the above, then please seek advice from the SSGA Marketing Automation team by creating a service request in Salesforce.
<p>Low Clicks</p>	<ul style="list-style-type: none"> As a guide good click through rate is about 3%. Low click through rate is about 1%. 	<ul style="list-style-type: none"> Check data hygiene in your target list - in particular look for invalid email addresses - and also check that all leads in the target list are relevant for the content being sent Send the email to yourself. Make sure all the content is visible when you receive it, and that there are no obvious issues. Check that all the links are functioning. Check click through images Check buttons Check for any obvious visual issues Check the email on a mobile device If you have done all of the above, then please seek advice from the SSGA Marketing Automation team by creating a service request in Salesforce.
<p>Visits to form pages but low conversions</p>	<ul style="list-style-type: none"> As a guide good form conversion rate is about 20%. Low form conversion rate is 10%. 	<ul style="list-style-type: none"> Check data hygiene in your target list - in particular look for invalid email addresses - and also check that all leads in the target list are relevant for the content being sent Check the form. Make sure it submits Check that your form contains all the fields you expect to see and that the fields are clearly labelled Check validation rules. E.g. make sure it's not blocking people from submitting because they aren't entering enough characters. Check landing page or web page content (including the link to the page)

		<ul style="list-style-type: none"> If you have done all of the above, then please seek advice from the SSGA Marketing Automation team by creating a service request in Salesforce.
<p>Low registrations for events</p>	<ul style="list-style-type: none"> Abnormally low registration rate for event versus similar events hosted in the past. 	<ul style="list-style-type: none"> Check links to landing page or webpage Check that your form contains all the fields you expect to see and that the fields are clearly labelled Check that all of the form fields are appropriate and relevant to the recipients Check validation rules. E.g. make sure they're not blocking people from submitting because they aren't entering enough characters. Check landing page or web page content Check if content is relevant to target list and that the quality of the target list is good If you have done all of the above, then please seek advice from the SSGA Marketing Automation team by creating a service request in Salesforce.

You can find the email benchmark report for financial industry here:

[Ultimate Email Marketing Benchmarks for 2021: By Industry and Day](#)