

UNLOCK EMAIL ROI WITH MDR's

Email Campaign Analyzer



EXCLUSIVE EDUCATION MARKET INSIGHT TO DRIVE

improved results



A D&B Company

learn more

FROM YOUR E-MARKETING...

With MDR's exclusive, new **Campaign Analyzer!**
Market smarter with powerful new analytics.
It's easy and it's **FREE.**

More insight and more OPPORTUNITY!

Click-throughs and open rates are just the beginning. Email marketing offers the unique capability to track a recipient's behavior and tie that to detailed profile information. MDR's Campaign Analyzer gives you a deep understanding of the people you are reaching with campaign results across key individual, institution, and geographic demographics. You get answers to questions like:

- Do first-year teachers open my emails more often than more seasoned teachers?
- What links do K-3 grade teachers click vs. Grades 2-4 teachers?
- Do large schools respond to my email campaign the same way as smaller schools?
- What day of the week works best for my messages?

Marketing professionals love email for the ease and speed it offers to test messaging, offers, and audiences. Campaign Analyzer gives you real-time feedback so you can identify your best prospects and opportunities...and improve ROI!

Know who is responding to your email messaging—
and what they look like!



Someone opened your email.

VS.



A 4th grade English teacher from Virginia in a small enrollment school opened and responded to your email offer on a Tuesday afternoon.

Exclusive and FREE!

Only MDR offers the power and depth of Campaign Analyzer reports to turbo-charge your email marketing. And, it's a free, standard feature of MDR's market-leading email products and services.

deep and detailed

REPORTING

MDR—the experts in e-marketing to the education market—offers a portfolio of standard reports to help you harness the power of your campaign. View results:

- Over time
- Against institution-level demographics
- By job title or course taught
- With customized campaign segments

Measure What Matters to You

Use the power of the MDR database to create customized segments to track the audience characteristics that matter most to you. Benchmark your campaign performance against those segments to identify your most responsive audiences and improve results. Campaign Analyzer helps you evaluate each campaign for continuous improvement with every message.

- Customize your reports. Get basic or detailed behavior results and view the outcome of your campaign against your customized, segmented list...you choose what to track.
- Assess the effectiveness of your campaigns—where you should be emailing, who is more likely to respond, open and click behavior over time, and more.
- Follow behavior over the life of your email campaign—from launch through completion to a historical view of campaigns over time.

Campaign Summary

Get a high-level summary of your campaign with results by:

- E@quire Addresses, the total number of MDR-supplied email addresses
- Total Email Addresses, includes customer and MDR-supplied email addresses
- Undeliverable and Opt-Out stats
- Total and Unique Opened emails
- Total, Unique by URL, and Unique by recipient clicks



MDR Campaign Analyzer Report: E@quire

Campaign: ECM Demo Report
Order Reference: 1349570
Deployment Date: 9/5/2008

Prepared For: Market Data Retrieval
Campaign Number: 115863
Last Updated: 9/21/2008

Campaign Synopsis

E@quire Addresses	1,502	100.00%
Total Email Addresses	1,502	100.00%

Campaign Results

Total Deliverable Messages	1,502	100.00%
Full Mailbox - Not Delivered	0	0.00%
Blocked	3	0.20%
Opt-Outs from this campaign	2	0.13%

Response Tracking

Total Opened Emails	564	37.63%
Unique Opened Emails	286	19.08%
Total Clicked	143	9.54%
Unique Clicked - Per Url	130	8.67%
Unique Clicked - Per Recipient	89	5.94%

Tracked Links

Use the individual links within your message to assess your campaign results by tracking click behavior in multiple ways:

Total Opens and Clicks by Day
[Click here for help](#)

	Total	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Day 14	Day 21	Day 30
Total Opens	564	230	24	12	56	15	32	9	48	127	11
Total Clicks	143	69	11	2	19	5	1	8	24	1	3
http://www.yourwebsite.com/link3.html	2	1	0	0	1	0	0	0	0	0	0
http://www.yourwebsite.com/link4.html	7	3	0	0	1	0	0	1	2	0	0
http://www.yourwebsite.com/link5.html	7	3	1	0	2	0	0	0	1	0	0
http://www.yourwebsite.com/link6.html	4	1	0	0	0	1	0	0	0	0	2
http://www.yourwebsite.com/link7.html	4	2	0	0	0	0	1	0	1	0	0
http://www.yourwebsite.com/link8.html	1	1	0	0	0	0	0	0	0	0	0
http://www.yourwebsite.com/link9.html	2	0	1	0	0	0	0	1	0	0	0
http://www.yourwebsite.com/link10.html	1	0	0	0	0	0	0	0	1	0	0
http://www.yourwebsite.com/link11.html	3	0	0	0	0	0	0	1	2	0	0
http://www.yourwebsite.com/link12.html	7	7	0	0	0	0	0	0	0	0	0
http://www.yourwebsite.com/link13.html	53	29	6	0	8	1	0	1	8	0	0
http://www.yourwebsite.com/link14.html	3	3	0	0	0	0	0	0	0	0	0
http://www.yourwebsite.com/link15.html	2	0	0	0	2	0	0	0	0	0	0
http://www.yourwebsite.com/link16.html	17	11	1	0	1	0	0	2	1	0	1
http://www.yourwebsite.com/link17.html	3	2	0	0	0	0	0	1	0	0	0
http://www.yourwebsite.com/link18.html	9	5	1	1	0	2	0	0	0	0	0
http://www.yourwebsite.com/link19.html	12	8	0	1	2	0	0	0	1	0	0
http://www.yourwebsite.com/link20.html	3	1	0	0	0	0	0	0	2	0	0
http://www.yourwebsite.com/link21.html	2	2	0	0	0	0	0	0	0	0	0
http://www.yourwebsite.com/link23.html	1	0	0	0	0	0	0	0	0	1	0

- See total and unique clicks for each individual link in the message to see which elements of your creative sparked the most interest.
- Watch your total open and click results per day; see the first seven days of activity, then 14-, 21-, and 30-day results.
- Or see your open and click results as cumulative totals daily for seven days and then tracked weekly for the next three weeks.

Visual Click Report

Visually see your tracked links; see where people are clicking in your message with color-coded boxes next to each link. You will be able to quickly see where people are focusing on your message. Are they clicking above or below the fold? Are they being driven to the call-to-action link or are they wandering? The Visual Click Report will tell you in a glance!



MDR's
Webinar Series

Metrics That Matter:
What You Need to Know to Improve Your Email ROI

Thursday, September 18, 2008
1 to 2 p.m. EST, 10 to 11 a.m. PST

+36 Clicks

[Click here to Register](#)

Join us for the latest of **MDR's free education market webinars** for new insights into making your campaigns more effective. In this one-hour session, you'll hear from two seasoned emarketing professionals who will share their expertise on email metrics and the conclusions you can draw from these numbers to increase your ROI. You'll also learn what you can do to improve open rates, click-through rates, and conversion rates for better results.

This webinar will include:

- Examples of **what is working** for education marketers as well as in other industries
- Advice on using campaign metrics for **segmentation strategies** and **responder profiling**
- A discussion about **link tracking** to understand where your audience is clicking

Presenters:

Stephanie Tyburski	Christopher Ziemnicki
Director of Agency Services <i>BlackSheep Marketing</i>	Leader, E-Marketing Products <i>MDR</i>

Questions about the webinar? Contact your MDR Representative today! 800-333-8802

The basics every marketer needs to know about **Email Analytics:**

[Enroll Now](#)

50 Clicks

SPACE IS LIMITED, SO REGISTER TODAY!

Who should attend?

All email marketers-- from those just starting to test to those who use it as an established part of their marketing mix.

MDR | 6 Armstrong Road, Shelton, CT 06484 | www.schooldata.com 6 Clicks

Institution-Level Results

Campaign Analyzer will break out the results of the campaign based on the different institutions in your campaign so you can identify best-responders by size, grade level, and location. Campaign results are displayed by:

- Institution Type – Districts; Public, Private, and Catholic Schools; Colleges; Libraries; and Day Care Centers
- Results are compared by Universe Coverage, Open Rates, and Click Rates for a variety of institution demographics, such as:
 - Enrollment Size
 - School Type
 - Metro Status
- Opens and Clicks – Tracked daily for seven days and then tracked weekly for the next three weeks

Public Districts	
Total Public District Universe: 334	Percent of Total: 22.24%
Public Schools	
Total Public School Universe: 1,000	Percent of Total: 67.11%
Private Schools	
Total Private Universe: 34	Percent of Total: 2.26%
Catholic Schools	
Total Catholic Universe: 92	Percent of Total: 6.13%

Public Districts											
Total Public District Universe: 334										Percent of Total: 22.24%	
Click here for help											
Districts by Enrollment	Total	1-599	600-1,199	1,200-2,499	2,500-4,999	5,000-9,999	10,000-24,999	25,000 or more	Unclassified		
Universe Coverage	334	18	38	334	80	79	65	47	7	0	
Universe Coverage %	100	5.39	11.38	23.95	23.65	23.65	19.46	14.07	2.10	0	
Total Opens	142	3	4	37	28	52	14	14	4	0	
Open Rate	42.51	16.67	10.53	46.25	35.44	80.0	29.79	57.14	57.14	0	
Total Clicks	38	1	1	15	7	7	6	4	4	0	
Click Rate	11.38	5.56	2.63	18.75	8.86	8.86	9.23	8.51	57.14	0	
Districts by Metro	Total	Rural/Non-Metro	Suburban	Urban							
Universe Coverage	334	34	271	29							
Universe Coverage %	100	10.18	81.14	8.68							
Total Opens	142	15	114	13							
Open Rate	42.51	44.12	42.07	44.83							
Total Clicks	38	2	34	2							
Click Rate	11.38	5.88	12.55	6.90							
District By Day	Total	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Day 14	Day 21	Day 30
Total Opens	142	47	12	1	16	5	11	1	13	36	0
Total Clicks	38	22	6	1	2	3	0	0	4	0	0
http://www.yourwebsite.com/link4.html	1	0	0	0	0	0	0	0	1	0	0
http://www.yourwebsite.com/link5.html	1	0	1	0	0	0	0	0	0	0	0
http://www.yourwebsite.com/link9.html	1	0	1	0	0	0	0	0	0	0	0
http://www.yourwebsite.com/link12.html	1	1	0	0	0	0	0	0	0	0	0
http://www.yourwebsite.com/link13.html	20	14	3	0	2	1	0	0	0	0	0
http://www.yourwebsite.com/link14.html	1	1	0	0	0	0	0	0	0	0	0
http://www.yourwebsite.com/link16.html	4	4	0	0	0	0	0	0	0	0	0
http://www.yourwebsite.com/link18.html	6	2	1	1	0	2	0	0	0	0	0
http://www.yourwebsite.com/link19.html	1	0	0	0	0	0	0	0	1	0	0
http://www.yourwebsite.com/link20.html	2	0	0	0	0	0	0	0	2	0	0

Institution Level results are available on all MDR email campaigns, with the exception of Educators at Home and InfoBuyers emails.

Job Titles and/or the Courses Taught

Pinpoint your best-responding prospects using job titles for K-12 educators or courses taught by college faculty. Assess which educators are more likely to be interested in your products when you analyze click behavior by job function.

- View messages deliverable, open, and click results by each job title or course code in your campaign list.
- Opens and Clicks are tracked daily for seven days and then tracked weekly for the next three weeks.

Total Opens and Clicks by JobCodes

Click here for help

Description	Deliverables	Total Opens	Total Open %	Total Clicks	Total Click %
ESL Teacher	4,809	871	18.11	244	5.07
Bilingual Education Teacher	4,008	512	12.77	229	5.71
Grade 2 Teacher	2,616	364	13.91	88	3.36
Principal	3,592	361	10.05	33	0.92
Kindergarten Teacher	2,549	347	13.61	54	2.12
Grade 1 Teacher	2,616	336	12.84	81	3.10
Grade 3 Teacher	2,615	289	11.05	54	2.07
Assistant Principal	1,954	194	9.93	22	1.13
Curriculum Coordinator	214	31	14.49	5	2.34
Title I Teacher	121	19	15.70	2	1.65
Science Teacher	127	12	9.45	3	2.36
Reading/Literacy Coach	119	10	8.40	0	0.00
Elementary Principal	29	5	17.24	2	6.90
Reading First Coordinator	26	2	7.69	0	0.00
Literacy Coordinator	17	0	0.00	0	0.00
Middle/Junior High Principal	14	0	0.00	0	0.00
Secondary Principal	16	0	0.00	0	0.00

Total Opens and Clicks by College Course Codes

Click here for help

Description	Deliverables	Total Opens	Total Open %	Total Clicks	Total Click %
Assoc Student Affairs Officer	2	1	50.00	1	50.00
Campus Ministry/Chaplain	2	2	100.00	1	50.00
Elementary Spanish	20	3	15.00	0	0.00
Intermediate Spanish	11	1	9.09	0	0.00
Elementary Italian	8	1	12.50	0	0.00
President	6	0	0.00	0	0.00
Chief Academic Officer/Provost	5	0	0.00	0	0.00
Chief Information Systems Officer	5	0	0.00	0	0.00
Institutional Research	5	0	0.00	0	0.00
Security/Safety/Campus Police	5	0	0.00	0	0.00
Chief Financial/Business Officer	5	1	20.00	0	0.00
Financial Aid	5	1	20.00	0	0.00

Segment-Level Reporting

Segment-level reporting offers an unparalleled level of customization and analysis. Work with your MDR Representative to completely customize your email campaign by defining your reporting objectives and using list segments to identify specific groups to analyze. Track your best-performing targeted groups.

- View messages deliverable, open, and click results for each segment defined in your campaign list.
- Opens and Clicks are tracked daily for seven days and then tracked weekly for the next three weeks for each list segment.

Total Opens and Clicks by Segment

[Click here for help](#)

Segment	Deliverables	Total Opens	Total Open %	Total Clicks	Total Click %						
[-] Segment 008	1	1	100.00	1	100.00						
[-] Segment 010	71	42	59.15	13	18.31						
	Total	Day 1 Fri	Day 2 Sat	Day 3 Sun	Day 4 Mon	Day 5 Tue	Day 6 Wed	Day 7 9/11-	Day 14 9/18-	Day 21 9/25-	Day 30 10/04-
[-] Total Opens	42	11	2	1	1	1	0	0	4	22	0
[-] Total Clicks	13	4	2	1	0	2	0	0	4	0	0
[-] http://www.yourwebsite.com/link4.html	1	0	0	0	0	0	0	0	1	0	0
[-] http://www.yourwebsite.com/link5.html	1	0	1	0	0	0	0	0	0	0	0
[-] http://www.yourwebsite.com/link13.html	5	3	1	0	0	1	0	0	0	0	0
[-] http://www.yourwebsite.com/link16.html	1	1	0	0	0	0	0	0	0	0	0
[-] http://www.yourwebsite.com/link18.html	2	0	0	1	0	1	0	0	0	0	0
[-] http://www.yourwebsite.com/link19.html	1	0	0	0	0	0	0	0	1	0	0
[-] http://www.yourwebsite.com/link20.html	2	0	0	0	0	0	0	0	2	0	0
[-] Segment 011	74		42			56.76			10		13.51
[-] Segment 001	130		56			43.08			14		10.77
[-] Segment 005	28		12			42.86			3		10.71
[-] Segment 006	5		2			40.00			0		0.00
[-] Segment 002	935		352			37.65			85		9.09
[-] Segment 004	140		40			28.57			11		7.86
[-] Segment 007	11		2			18.18			2		18.18
[-] Segment 003	46		7			15.22			3		6.52
[-] Segment 009	61		8			13.11			1		1.64

Keycode List Segmentation

Harness the power of the MDR database with built-in reporting on dozens of key building- and title-level demographics by utilizing key codes to track results. Get an even deeper level of customization when you use keycodes to label specific segments of your list.

- View messages deliverable, open, and click results for each segment defined in your campaign list.
- Opens and Clicks are tracked daily for seven days and then tracked weekly for the next three weeks for each list segment.

Total Opens and Clicks by KeyCodes

[Click here for help](#)

KeyCode	Deliverables	Total Opens	Total Open %	Total Clicks	Total Click %	
[-] Computer Intensity	232	5	2.16	1	0.43	
	Description	Deliverables	Total Opens	Total Open %	Total Clicks	Total Click %
[-] 1-3	1	0	0.00	0	0.00	
[-] 4-6	30	1	3.33	1	0.00	
[-] 7-9	47	2	4.26	2	2.13	
[-] 10-14	60	0	0.00	0	0.00	
[-] 15-19	67	2	2.99	2	0.00	
[-] 20-29	27	0	0.00	0	0.00	

Speak to your MDR Representative for a full list of keycodes and how best to put this feature to work for you.

Fully interactive reports allow you to sort and expand menus to customize your view—giving you the information you want to see, when you want to see it!

improve

PERFORMANCE AND RESULTS

Set goals, measure results, and deliver sales with
MDR's E-Marketing Solutions!

Exclusive Campaign Analyzer Reporting

- 24/7, Real-time access to email campaign results
- Expand email campaign insight with deep and detailed reporting
- Profile your audience for targeted messaging, offers, and follow-up
- Available EXCLUSIVELY from MDR and is FREE on all MDR email campaigns

Act on Your Hottest Leads

Quickly and effectively follow up on qualified leads—people who are responding to your email campaign while it's going on. Hot Leads gives you key contact and demographic information for those who are opening your messages and clicking on links so you can immediately follow up via phone, fax, or direct mail—use one or all three. Plus, five free Hot Leads are available for every eligible email campaign.

Make Your Next Email Campaign a Success With MDR

- Largest, most comprehensive educator email database available
- FREE campaign reporting
- Hot Leads for EASY, immediate lead follow-up
- Multichannel marketing with DM-Optimizer

MDR is constantly working to enhance our suite of email products by adding new features to help you make your campaigns more powerful. Be sure to visit schooldata.com for new announcements, and contact your MDR Representative to learn more about **Campaign Analyzer** and how you can optimize your next email campaign.



Grow with us

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