LeadBoxer

7 THINGS TO CONSIDER IN AN EMAIL TRACKING APP

FREE E-BOOK

Finding out when an email has been opened, how many people have opened it, and the location of the reader is nothing new.

Salespeople have been using tools like MailChimp and Constant Contact to find out which emails have been read, when, and by who for years now.

But, as marketers and sales professionals, we need to know more about our customers than simply when they opened, shared, or ignored an email.

These metrics miss the big picture. Instead, we need information that will help us answer questions like:

- What does the online behavior of the lead look like?
- What part of the buyer's journey is the lead in?
- Most importantly, what type of actions can you take?

These days, technology has made it easier for companies to build a profile of their potential customers and transform their website into a lead generating machine just by using a more sophisticated version of older email trackers.

If you want to find out how a modern email tracker can help you and what features you should look for in an email tracker, we have you covered. We put together a list of 7 things you should look for in an email tracker:

- Who Opened Your Email and When Did They Open It?
- The Complexity of Tracking
- Buyer Journey Tracking – CDPs vs CRM
- Compatibility
- Segmentation
- Cost
- Is the Email Tracker GDPR Compliant?

If you already know the must-haves of an email tracker, feel free to check out our email tracking guide for B2B sales teams. If not, read on to learn more!

Who Opened Your Email and When Did They Open It?

One of the core features of an email tracker is finding out who opened the email, what device they used, and what pages they clicked on after reading the email.

However, you have to keep in mind that there are also limitations to this service as well, which is why it's so important to have the bigger picture (web behavior and the level of engagement with your company) in mind.

The Complexity of Tracking

Salespeople have been using software to find out when emails have been opened for years now.

However, the information has always been limited.

For example, a salesperson could find out open rates, how many times an email has been read, when, and by who.

But now, top email tracking apps can:

- Provide insight on web activity and what type of device is being used
- Provide a single person's email history, chat history, and website visit history
- Track any interactions between the lead and the company
- Come up with a score on the health of the lead based on the lead behavior

Buyer Journey Tracking – CDPs vs CRM

With an email tracker, you should be able to track email opens and clicks within emails as well as find out where your leads are in the buyer's journey.

Another can't-miss feature is a leaderboard where website visits, overall web behavior, and level of engagement is saved and a profile is created for each lead.

Buyer Journey Tracking – CDPs vs CRM

With LeadBoxer, we have what's called a "LeadBoard". Our platform takes all of this information (email opens, clicks, visits on your website, etc.) and compiles it for each of your different potential customers. These individuals are then given a lead score to gauge how engaged they are with your company.

Each of these customers or leads can be viewed on a micro level to see every bit of that person's activity:

You might ask yourself, "Don't CRM platforms already do this"?

A CRM can keep track of the buyer's journey, but the data is limited to basic information, like email addresses, names, location, etc.

A customer data platform, or CDP, is better at creating a single view of your customer based on more meaningful data such as online activity, email open rates, clicks, interactions with your company.
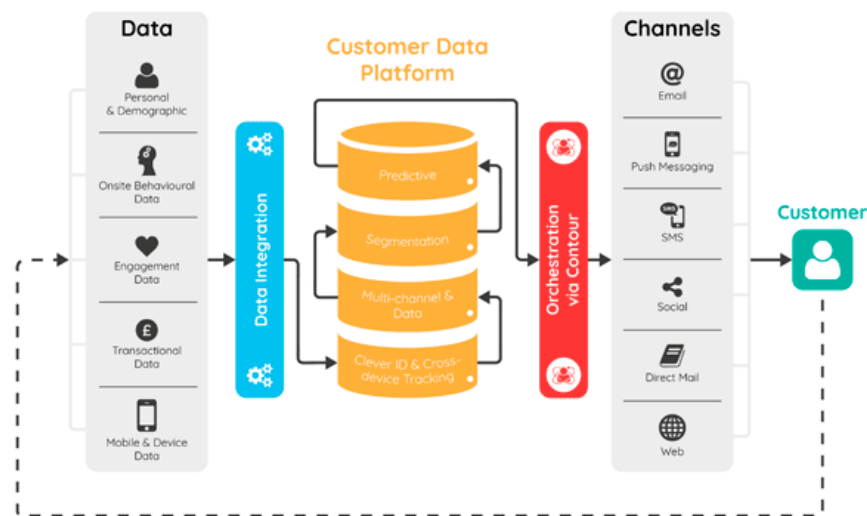
Image Source

For example, LeadBoxer is a CDP that also offers an email tracking service, but unlike your typical CRM or email tracker, LeadBoxer tells you where your leads are in the buyer's journey using the following criteria:

- The type of content the lead consumes on your website (e.g., blog posts, ebooks, webinars, and information about packages or products)
- What your leads are clicking on inside your email
- Basic information (e.g., location, name, where they work, etc.)

For more information on CDPs, check out our article "Customer Data Platforms: Everything You Need to Know".

Compatibility

Another factor to consider when purchasing an email tracker is how it can be integrated into your current systems.

For example, you may have a CRM that you still want to use, a website that you want the email tracker to connect with, or an email service.

A high-quality email tracker should be easy to integrate with the following:

» *Gmail and Outlook*

» *MailChimp*

» *Wordpress*

» *Magento*

» *Drupal*

» *Your CRM of choice*

» *Slack*

Segmentation

According to the Direct Marketing Association (DMA), over 70% of email marketing return on investment comes from targeted and segmented emails.

An email tracker that can't provide a holistic view of who the lead is and what they do online won't help you in your segmentation efforts at all.

But if you can get your hands on software that tracks down the location, age, gender, organization the lead works for, and their interests, you become better at creating customized content.

Also, the more you know about your ideal customers, the easier it is for you to make a sale in the future, especially if you document what worked in the past and in what context.

Let's take a look at a few examples of how you can use segmentation to move your leads further along in the buyer's journey

- Based on the location, you can send them offers on days when big holidays are celebrated.
- Based on age, you can either eliminate the people in your list who aren't a good fit for you. For example, anyone above 13 years old can have an email address, but that doesn't mean this specific age group fits your target audience.
- Based on their organization, you can research what kind of solutions they need and customize your emails.
- Based on email opens, you can figure out what kind of content they are interested in.

You can also segment your database based on risk factors such as loss of interest in your emails and poor engagement rates with your website.

Depending on how good your email tracker is at acquiring data about your leads and their behavior, you can figure out if some leads are at risk of being lost or ready to be sold a premium package.

Is the email tracker GDPR compliant?

If you're active in the EU market, you could be risking up to 4% of your yearly turnover if you don't make sure your data is secure and that your users are aware of what's happening with their personal information.

But what makes an email tracker GDPR Compliant?

Image Source

The email tracker has to make it clear how they're collecting personal data and why. This means that any cluster of data that can be used to identify an individual—including web activity, emails, names, IP address, and photos—requires the user to agree with the usage of the data.

To get an idea of what a GDPR compliant privacy statement looks like, you can take a look at our privacy statement here.

You also have to make sure that users have the ability to control the data collected by the email tracker. This means that there should be an option for filing a complaint to have their data deleted and stop the tracking process.

Having someone who is trained, such as Data Protection Officer, to answer questions of users regarding their data is also a must-have. For example, someone might ask about what type of information the email tracker stores.

Security of personal data is a big concern as well, so you have to make sure that everything is encrypted and in a format that can't be exported.

Cost

The cost on an email tracker depends on what you want to do with your database and how you intend to use email marketing.

If you just want to find out who opened your emails and when they opened that email, there are plenty of free email trackers out there. But if you want to find out more about customer behavior and transform your website into a lead generation machine, most email trackers charge based on value.

Also, many email trackers that do more than just measure vanity metrics offer advantageous packages for big businesses.

How Can an Email Tracker Help Your Business Grow?

In an age where the focus of marketers is shifted towards social media, how can an email tracker help your business grow?

While it's true that targeted advertising on social media works, there is also a reason why inboxes are packed.

Email marketing is 40% more effective at acquiring customers than social media platforms like Facebook and Twitter.
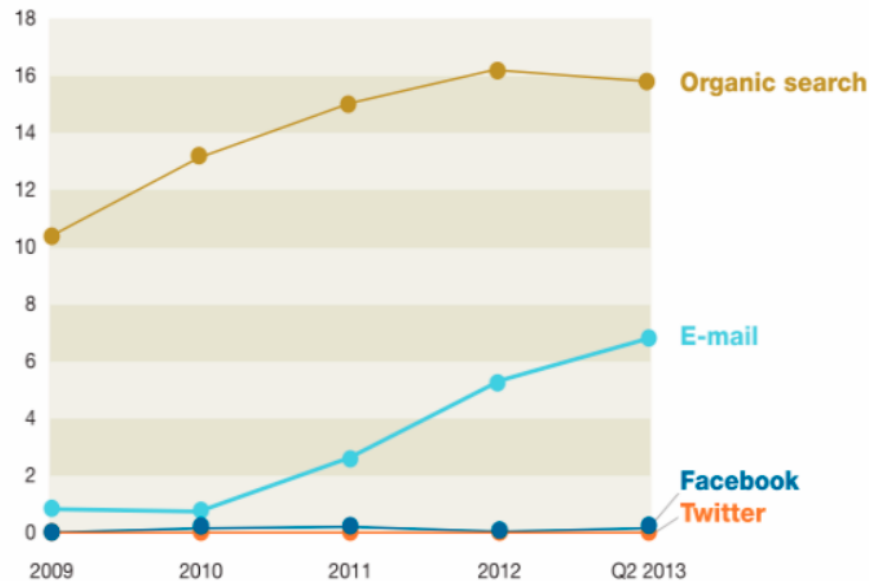
[Image Source](#)

But what role does an email tracker play in email marketing?

First of all, it provides you with context.

If you receive a notification that someone has opened your email several times, you can safely assume they're interested in finding out more. Also, finding out what links they click on can help you determine where they are in the buyer journey as well as what their pain points happen to be.

With an email tracker, you can see their problems from their perspective based on the content they consume.

If you want to find out more about how an email tracker can help you become better at generating leads, segmenting them, and creating personalized solutions for your customers, check out our case study [here](#).