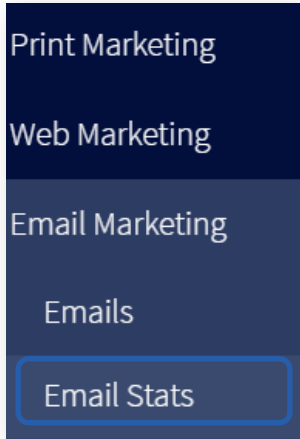


Getting Started



1. Login to Total Expert Now.
2. Access **Email Marketing** at the bottom left in the main menu.
3. Select **Email Stats**.

Note: A dashboard of all applicable emails will populate on the canvas once you have selected **Email Stats**.

Email Stats

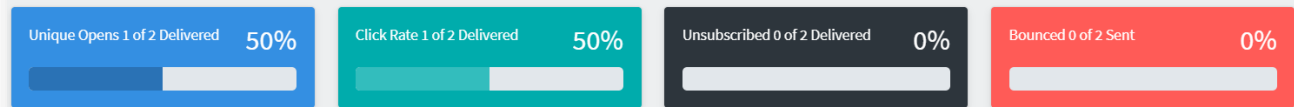
<input type="checkbox"/>	Name	Type	Send Date	Total
<input type="checkbox"/>	PCP-SA Email 3	Journey Campaign	04/06/2020 2:15pm	1
<input type="checkbox"/>	Spring 2020 Refi Campaign Email 3	Direct Message	04/06/2020 9:40am	1
<input type="checkbox"/>	PCP-SA Email 3	Journey Campaign	03/28/2020 2:07pm	1
<input checked="" type="checkbox"/>	Credit Issues or Concerns - What's holding you back? - SB - email #1 - 0027.01	Direct Message	03/25/2020 12:30pm	2
<input type="checkbox"/>	Monthly Newsletters 2018 March - Welcome Home - SB - email #2 - 0135.02	Multi-Channel Campaign	03/23/2020 12:00pm	1
<input type="checkbox"/>	PCP-SA Email 2	Journey Campaign	03/19/2020 2:06pm	1
<input type="checkbox"/>	Happy Hour	Direct Message	03/19/2020 10:31am	1

1. Select the email for which you would like to review statistics.


Note: The email name, type, send date, total, canceled, sent, delivered, open rate, click rate, bounces, unsubscribes, and spam complaints will display on the expanded canvas.




Email Stats (Continued)





Credit Issues or Concerns - What's holding you back? - SB - email #1 - 0027.01 - 2 Delivered of 2 Sent



Contacts

Selected: 

<input type="checkbox"/>	Actions	First Name	Last Name	Sent	Send Date	Delivered Count	Opened	Open Date	Open Count	Clicked Link
<input type="checkbox"/>	 	Lori	Randall	✓	3/25/2020 12:30 PM	✓			0	
<input type="checkbox"/>	 	Lori	Jancsek	✓	3/25/2020 12:30 PM	✓	✓	3/25/2020 12:38 PM	2	✓

Note:

Bounces. These provide the opportunity to reach out to clients to have a brief life check-in. Did they change jobs? Change last name? Did something else change? Collect that information along with their updated email to continue marketing to them.

Open and Click Rates. Industry standard click rates for real estate are around 2%. Open rates are around 38%. Standard marketing click and open rates are less than that. Utilize this data to see what may be working for your database, grabbing attention, and giving you more opportunities to close loans.