ENTERGROUP LIST MANAGEMENT SERVICE

In this tutorial you will learn how to use reports made available for you to view the statistics of engagement by contacts and their rating

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Reporting: Contact Engagement Score & Contact Rating

What is an Engagement Score?

An Engagement Score is a measurement used to determine the activity, or engagement, levels of individual contacts within your account. A contact's Engagement Score reflects how often that contact is opening, clicking, sharing, and forwarding your e-mail campaigns.

How Engagement Scores are Calculated

We've developed an internal algorithm for determining individual Engagement Scores and comparing them amongst other contacts within your account. Using the resulting score, you can review and analyze the overall performance for a given contact or for all contacts within your account.

A contact's Engagement Score can range from no score at all to 100; determined internally by how often you send e-mail campaigns and how often people open, click, share, and forward your messages. Each contact in your account that has been sent at least one e-mail has a contact score. We determine the individual score by examining the engagement of a contact. The report is run each night and the score is based on the activity from 7 days prior to that night going all the way back to the original campaign sent to that contact. A complete lack of engagement will eventually cause the score to decrease to 0.

Viewing a Contact's Engagement Score

To view a contact's Engagement Score, you can search for the contact by going to **Contacts > Search** and entering a contact's e-mail address. Click on "View" for a given contact and navigate to the Engagement tab.

You will see a breakdown of the contact's Engagement Score and a table with their recent activity detailing the number of Clicks, Opens, Shares, and Forwards. Each contact will also have a star-based Contact Rating beneath the Engagement Score, indicating how this contact is performing within your account using a 5 star scale. Each Engagement Score profile also displays a graph showing how that contact's Engagement Score has

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changed over time. The graph also allows you to compare a contact's Engagement Score to your account's overall average Engagement Score.

Engagement Score and Contact Rating

Engagement Scores follow a number-based rating system that corresponds to a star-based rating system-- also called the contact's Contact Rating.

0	☆☆☆☆☆
1-20	★☆☆☆☆
21-39	★★☆☆☆
40-59	★★★☆☆
60-79	★★★★☆
80+	★★★★★

- *Over 80 (5 stars) is a great score.* Contacts with scores over 80 are performing exceptionally well. These are your 5 star contacts. These contacts are the most engaged with your e-mail messages, either through opening, clicking, sharing, forwarding, or all of the above.
- *40-79 (3 and 4 stars) is a good score.* Contacts who fall into the range of 50-100 are top performers, but they're not quite as active as your top tier of contacts.
- *1-39 (1 and 2 stars) is a score ripe for improvement. These contacts are engaged, but they need attention.* These are your 1 and 2 star contacts. You can tailor special campaigns to these lower performing contacts and work to improve their engagement and activity levels.
- *0 is a bad score.* This contact has received at least one campaign from you, but has never clicked, opened, shared, or forwarded your messages. You may want to send out a special offer to all of your contacts with scores of 0 to try to engage them.
- *No score is not a bad score...* But any contact without a score has not been sent any campaigns within the last six months. This could be for several reasons. This contact might be new to your list and just has not received any campaigns yet. Or this contact may be active in your contact database but has unsubscribed from all lists or groups to which you are sending.

Send To Contacts Based On Engagement Score and Contact Rating

Maybe you want to send an email campaign to your top performing contacts to let them know how much you appreciate their attention. Alternatively, maybe you want to send to your lowest performing contacts to try to capture their attention and re-engage them. To pursue either of these options, you will want to use our powerful Saved Search feature, easily accessed by going to **Contacts->Search** or **Contacts->Saved Searches->Create Search**.

The Saved Search below will allow you to send to all contacts with a Contact Rating of 5 stars-- your top tier of engaged subscribers. This search, like all Saved Searches, will dynamically update. As a contact's Contact Rating rises or drops above or below 5 stars, they will be added or removed from this search automatically.

Contact Rating Search Example:
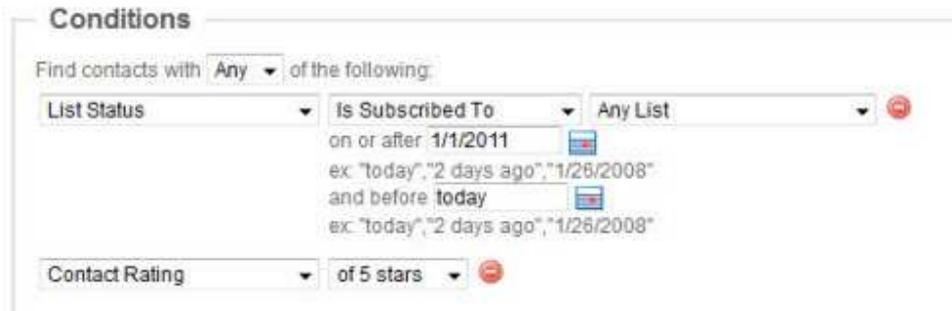
The **Contact Engagement Report** tracks how engaged your contacts are across your account as a whole. While the Engagement Score looks at the activity of an individual (how often that contact is opening, clicking, sharing, and forwarding your e-mail campaigns), the Contact Engagement Report is combining that data from everyone on your account to better spot overall trends. This tracks activity from the last six months.

To access your Contact Engagement Report, you will navigate to **Reports > Contact Engagement**.

Contact Engagement Report Graphs

- **Overall Contact Engagement** - This graph will show you the breakdown of contacts who have received e-mails in the last six months and have shown engagement (green), contacts who have received e-mails in the last six months and have not shown any engagement (blue), and contacts who have not been sent any campaigns in the last six months (red). Ideally, you want this graph to show as much green as possible, indicating that your contacts in your account are being sent to regularly and are engaged with your campaigns.
- **Current Contact Engagement Scores** - This graph indicated the breakdown of your engaged contacts. This graph is showing a breakdown of your engaged contacts, and what score ranges, or contact rating, they fall into. You can even click on the bars for the bar graph to be transferred to a Contact Search populated with contacts who fall into a given score range. Contacts that have not been sent campaigns or have not been engaged are not included in this breakdown.

- **Average Contact Engagement Score** – This graph takes the Contact Engagement Score from each contact on your account and averages them out. The higher the point on the graph, the higher your average engagement score is. This can also help you track trends over the last 6 months. Maybe you did a special deal in April that caused your engagement to go up by 10 points and, based on that data, you decide to rerun the special in September.

- **Contact Engagement Conversion** – This graph looks at the percent of your contacts that have engagement activity on your account (green) versus those who have no engagement across your campaigns (blue).