artfulrobot

Like CiviCRM!

Stitches together the best open source software to help campaigns and progressive communities communicate beautifully and change things for good.

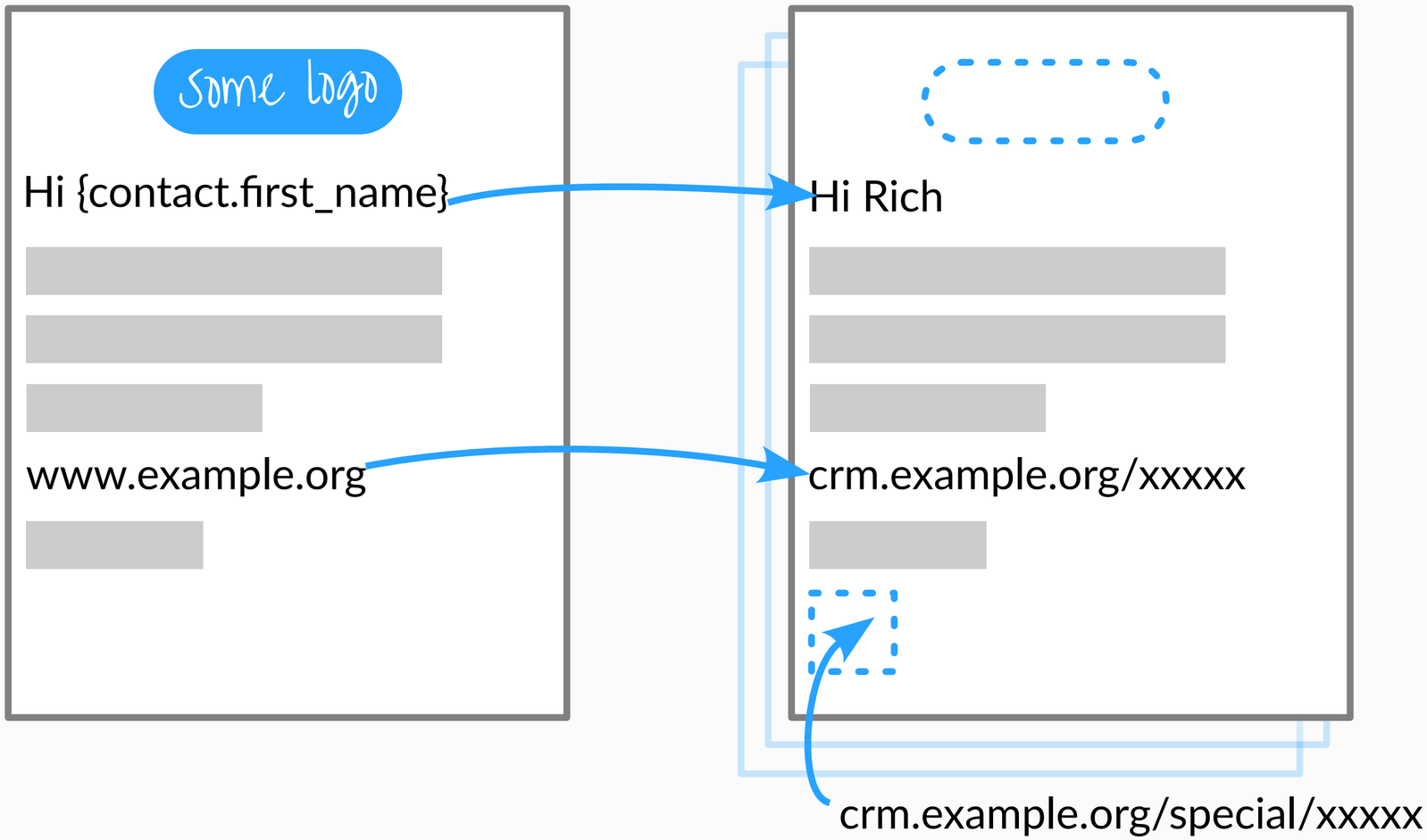
Rich Lott (they/them)

@artfulrobot@fosstodon.org

artfulrobot.uk

Session outline

How clicks and opens work
Which numbers to trust in Civi's reports
Mailing tracker extension
Bounces and holds
Segmentation
Question time


Some logo
Hi {contact.first_name}
www.example.org
Hi Rich
crm.example.org/xxxxx
crm.example.org/special/xxxxx

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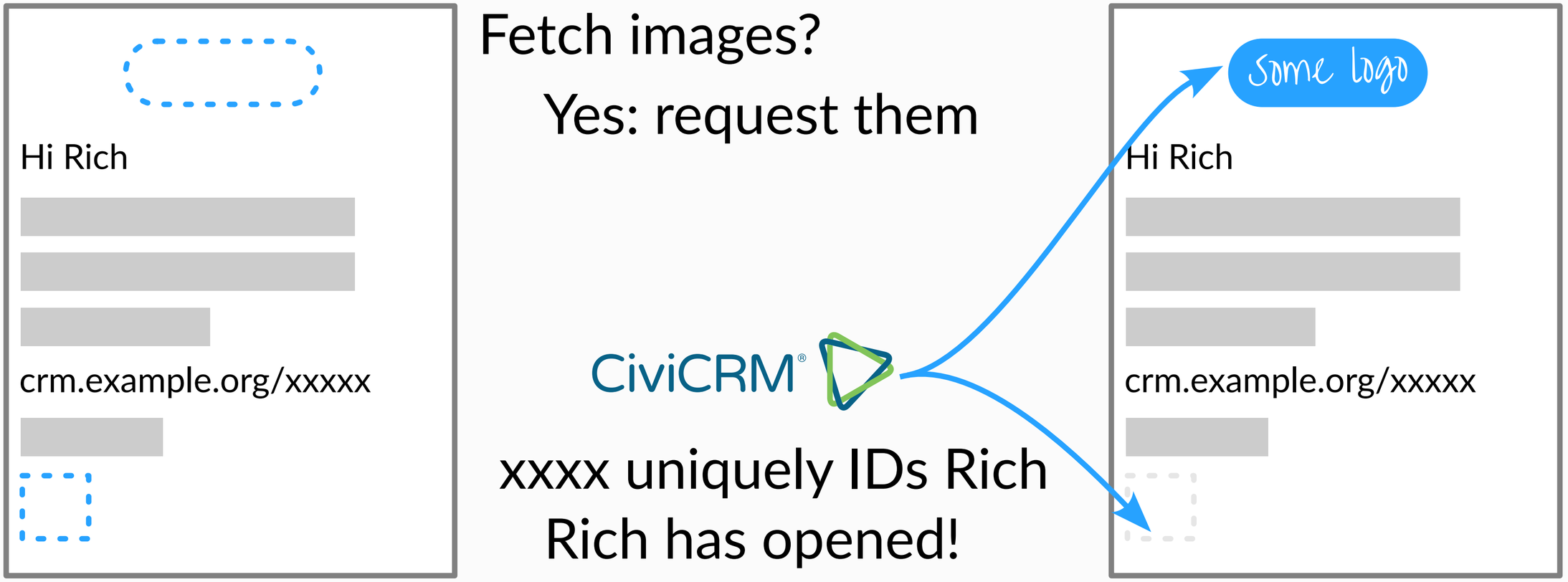

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Some logo

Hi Rich

crm.example.org/xxxxx

Click!

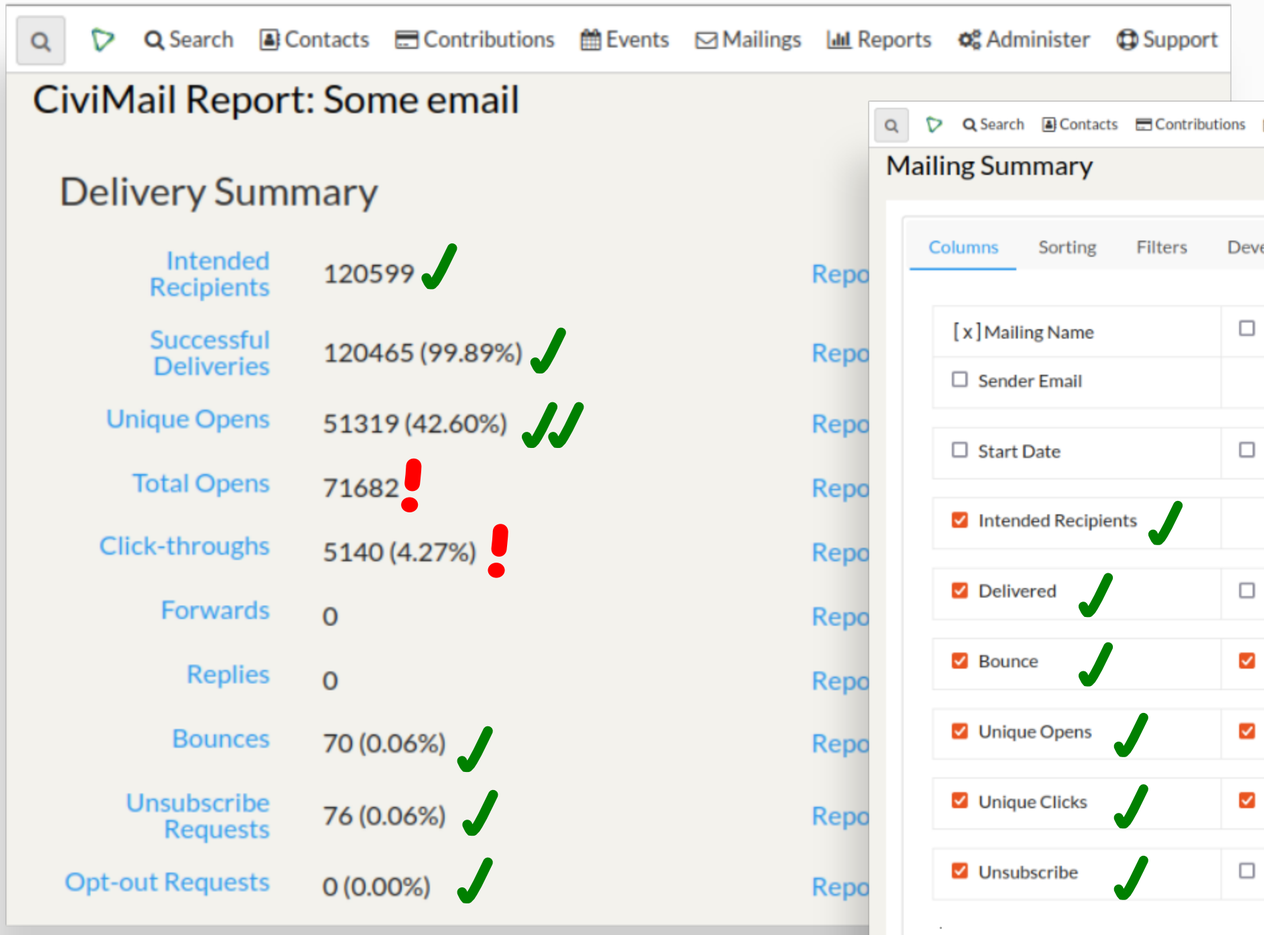
CiviCRM

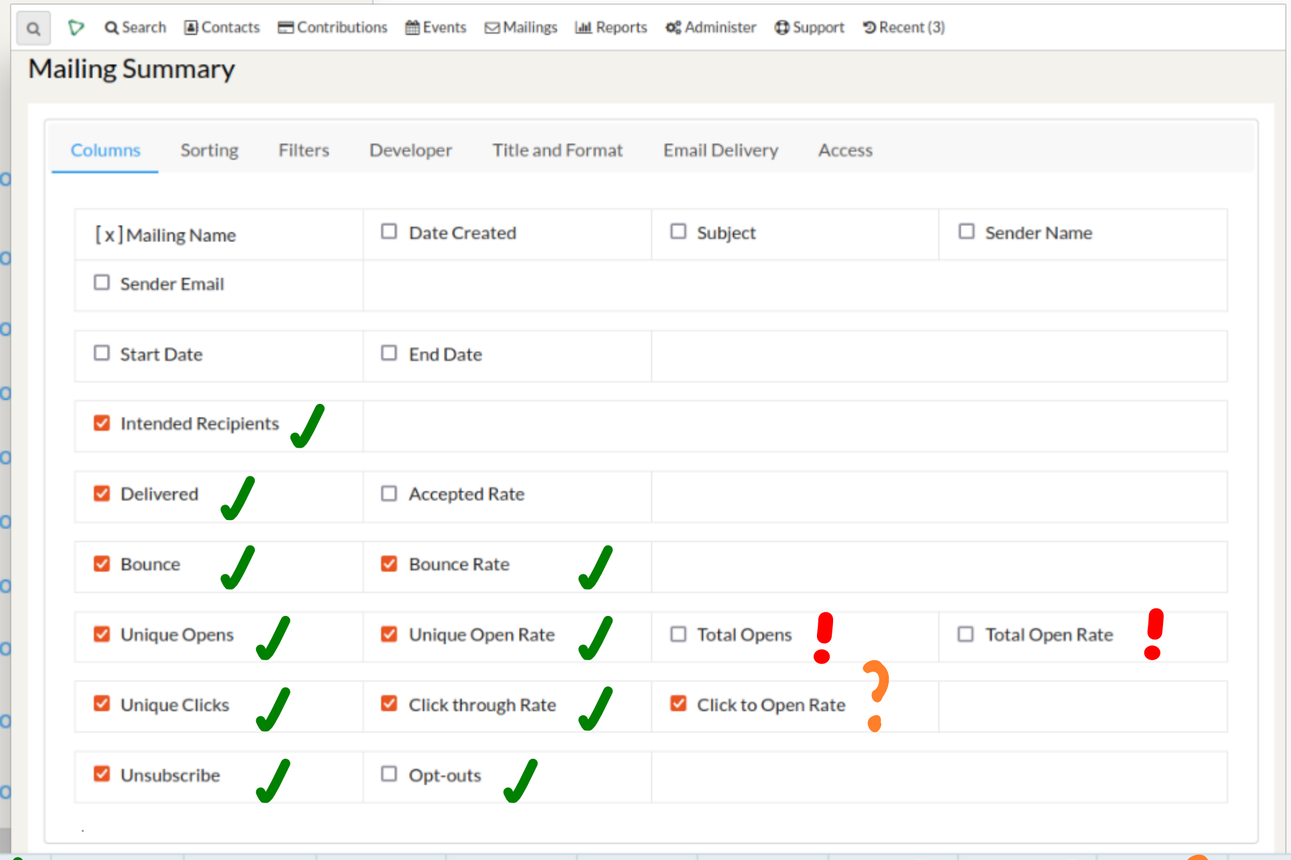
xxxx is Rich

Rich clicked this link!

The real link is: www.example.org

www.example.org





Mailing Name	Intended Recipients	Delivered	Bounce	Bounce Rate	Unique Opens	Unique Open Rate	Total Opens	Total Open Rate	Unique Clicks	Click through Rate	Click to Open Rate	Unsubscribe
Some mailing	120535	120465	70	0.06%	51324	42.60%	71689	42.60%	3709	3.08%	7.23%	76

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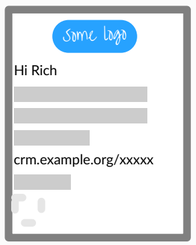
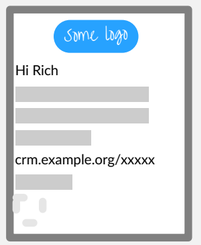
CiviCRM®



rich@mymail.uk



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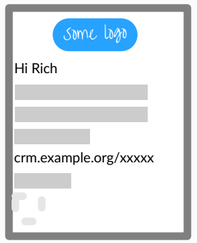
anti-virus
anti-spam
corporate policy
privacy protection

surveillance
capitalism

your SMTP
provider

"helpful"
previewers

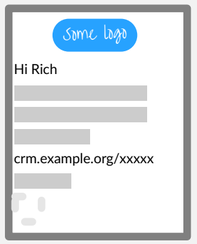
CiviCRM®



Rich has opened!

Rich has clicked!

rich@mymail.uk



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	False positives	False negatives
Open	? maybe	! common
Click	? maybe	✓ No

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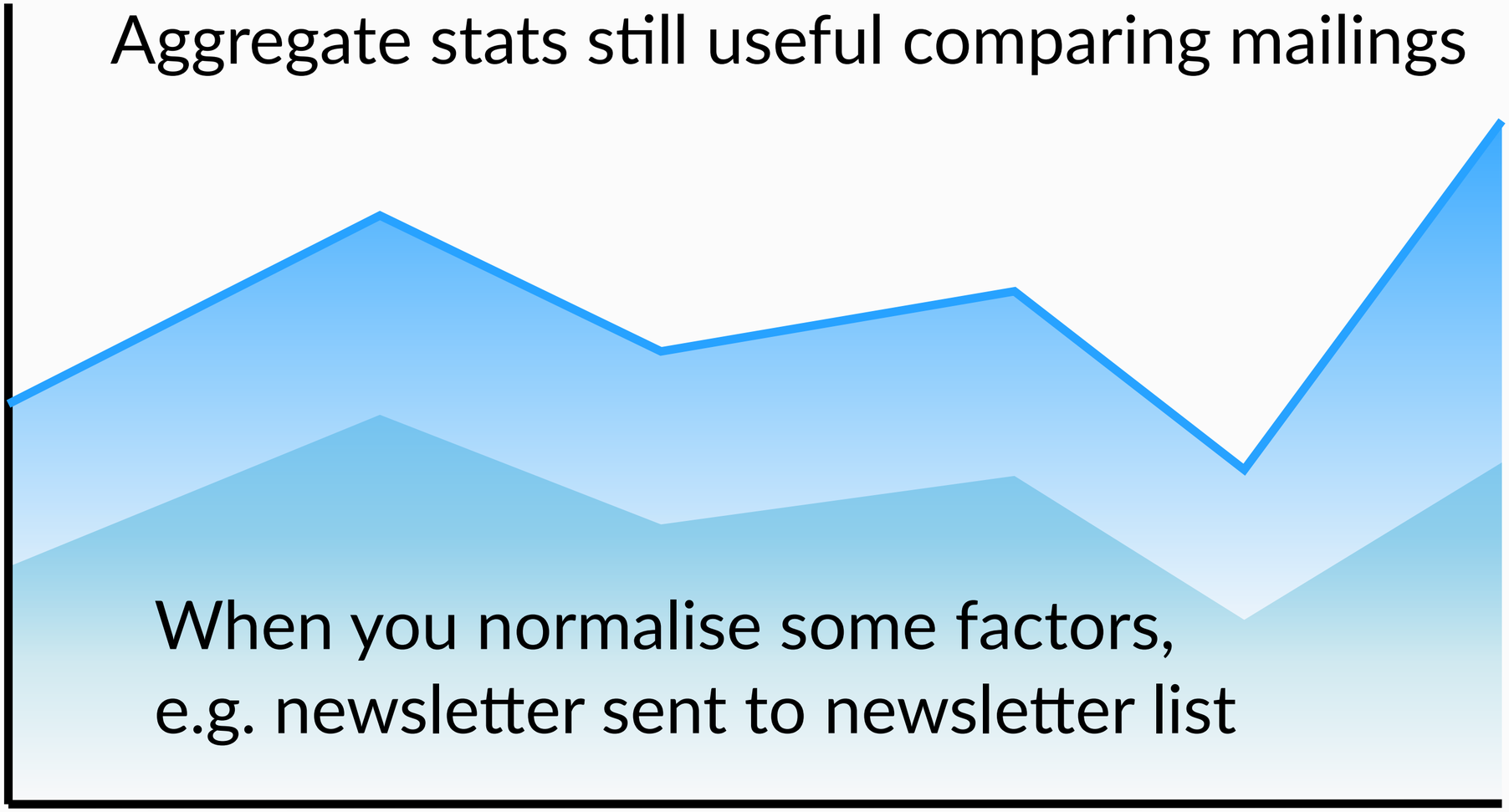
Aggregate stats still useful comparing mailings



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Some logo

Hi Rich

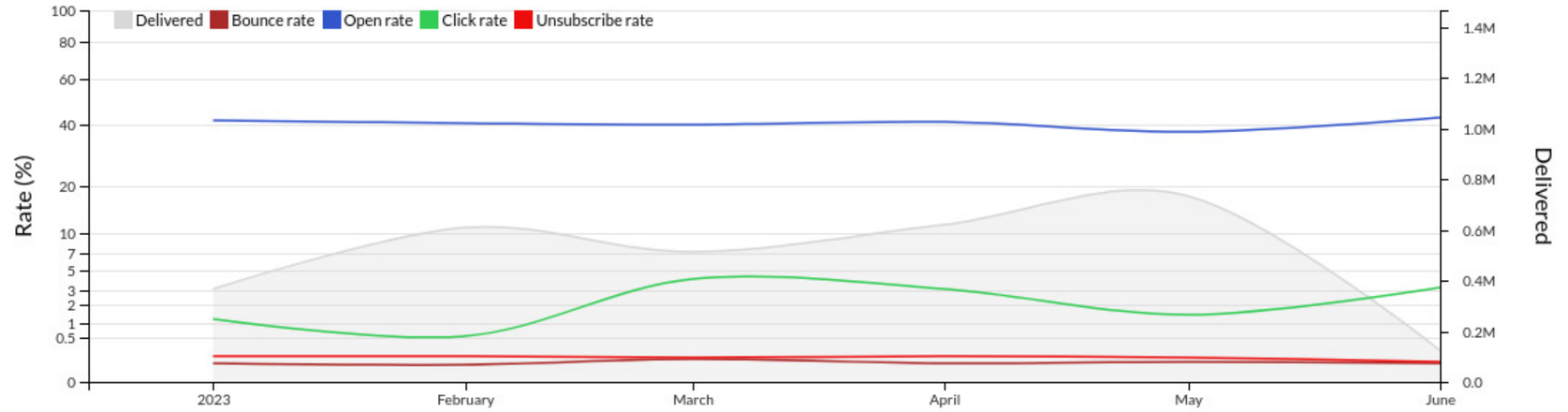
Looks like you aren't reading our emails!

How DARE you, we thought you cared, you cold-hearted flake!

- ! Don't do this!
- ! You could be wrong
- ! Likely to just annoy supporters
- ! Exposes the creepiness of tracking...

Search | Contacts | Contributions | Events | Mailings | Reports | Administer | Support | Recent (3)

Mailings Tracker



Filter mailings by name or subject

Only mailings to more than

Mailings in last: 6 months

Month | Week | Day

Sent	Mailing	Delivered	Bounced	Opened	Clicked	Unsubscribes
14 Jun 2023	Copy of Webinar Wednesday AM Reminder [07.06.23] You're invited to lunch with [redacted] tomorrow!	456	0.0%	44.1%	5.0%	0.0%
13 Jun 2023	[redacted]	120,465	0.1%	41.6%	3.1%	0.1%
13 Jun 2023	[redacted]	10	0.0%	60.0%	30.0%	0.0%
12 Jun 2023	[redacted]	456	0.0%	41.0%	6.1%	0.0%

51,320

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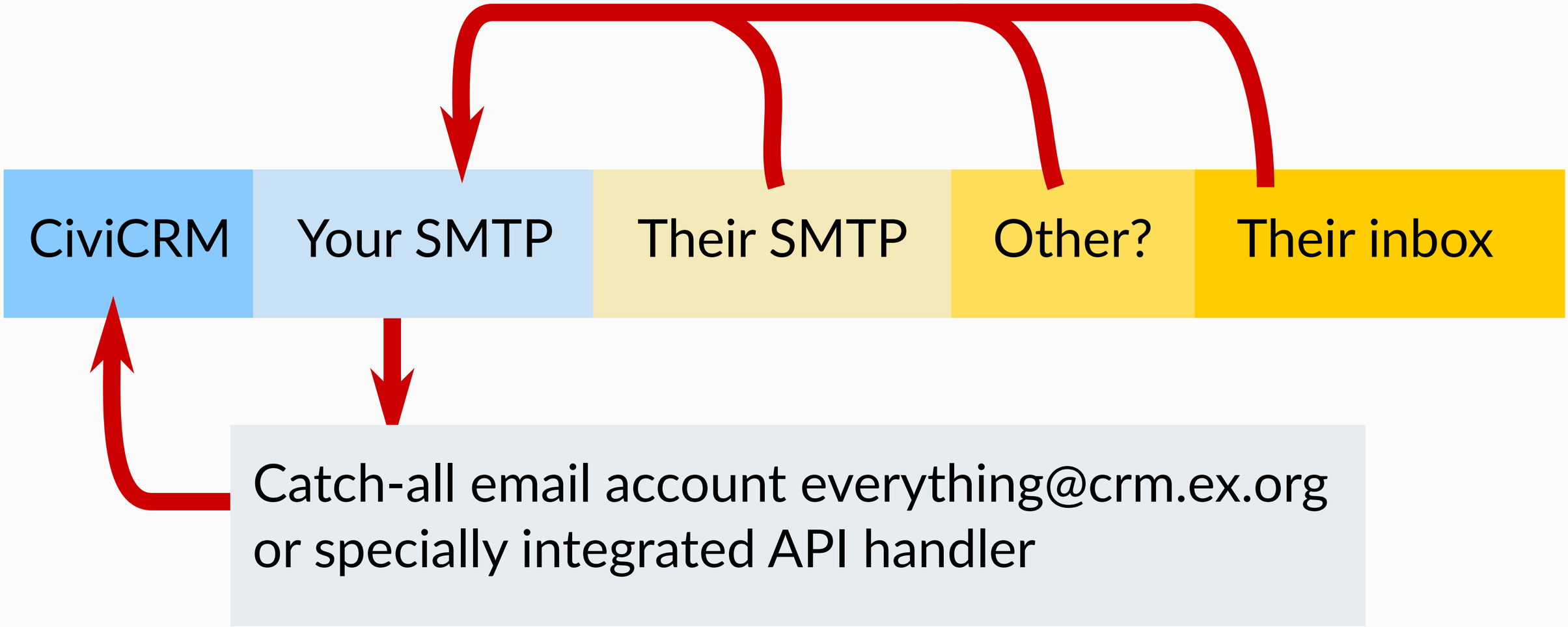
Mailing tracker extension

Key rates, numbers, inc. chart, filters, fast.

Tip: code-name your mailings

Bounces


CiviCRM
Your SMTP
Their SMTP
Other?
Their inbox
Catch-all email account everything@crm.ex.org
or specially integrated API handler

Out of office

Temporary error

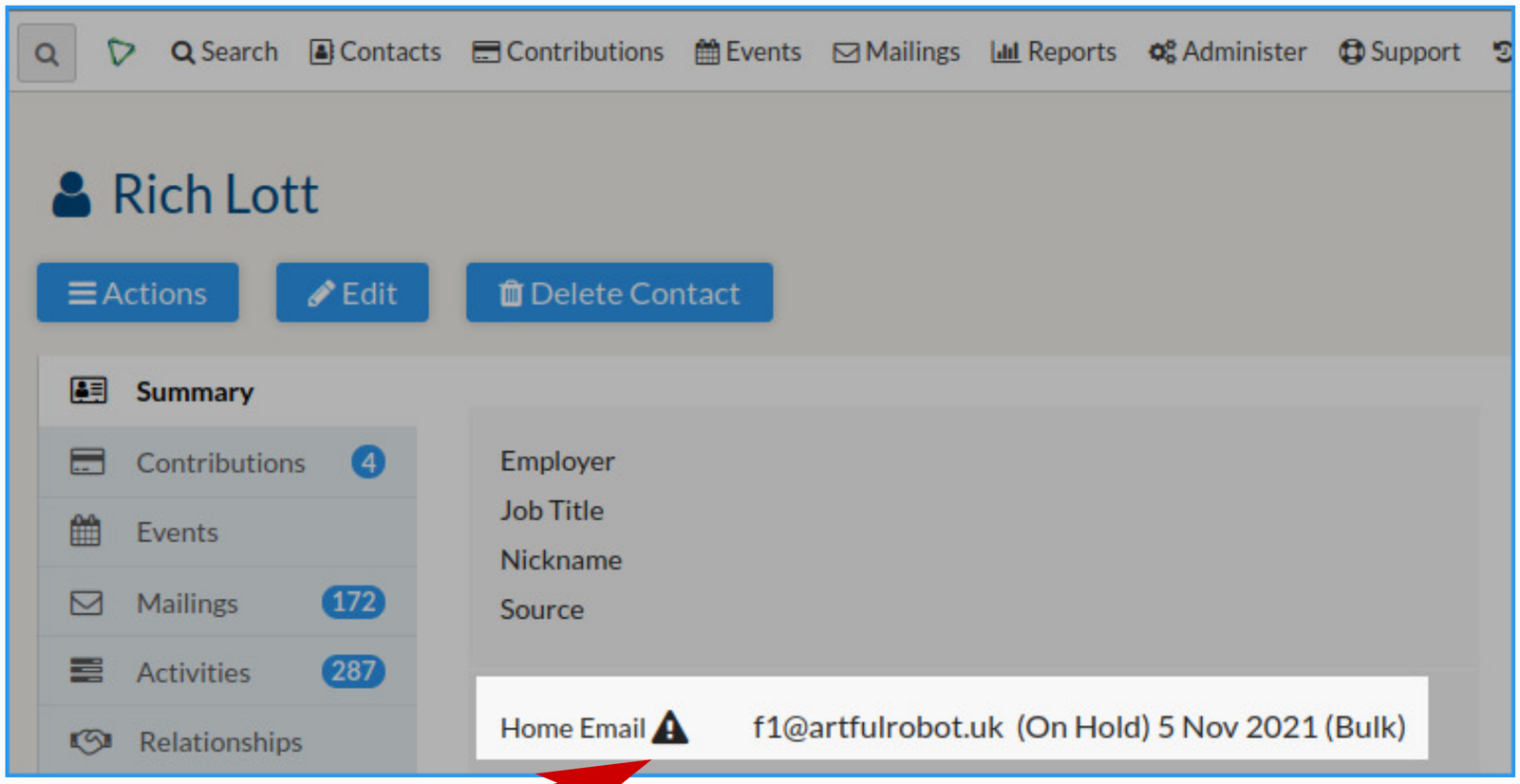
Mailbox does not exist

Address suppressed

Spam report!

No mail server

Mailbox full



On hold email stays on hold until you unhold it.

Bounces do not lead to removals (unsubscribes) from group(s)

Watch for surges in bounces. Case for un-holding en-masse.

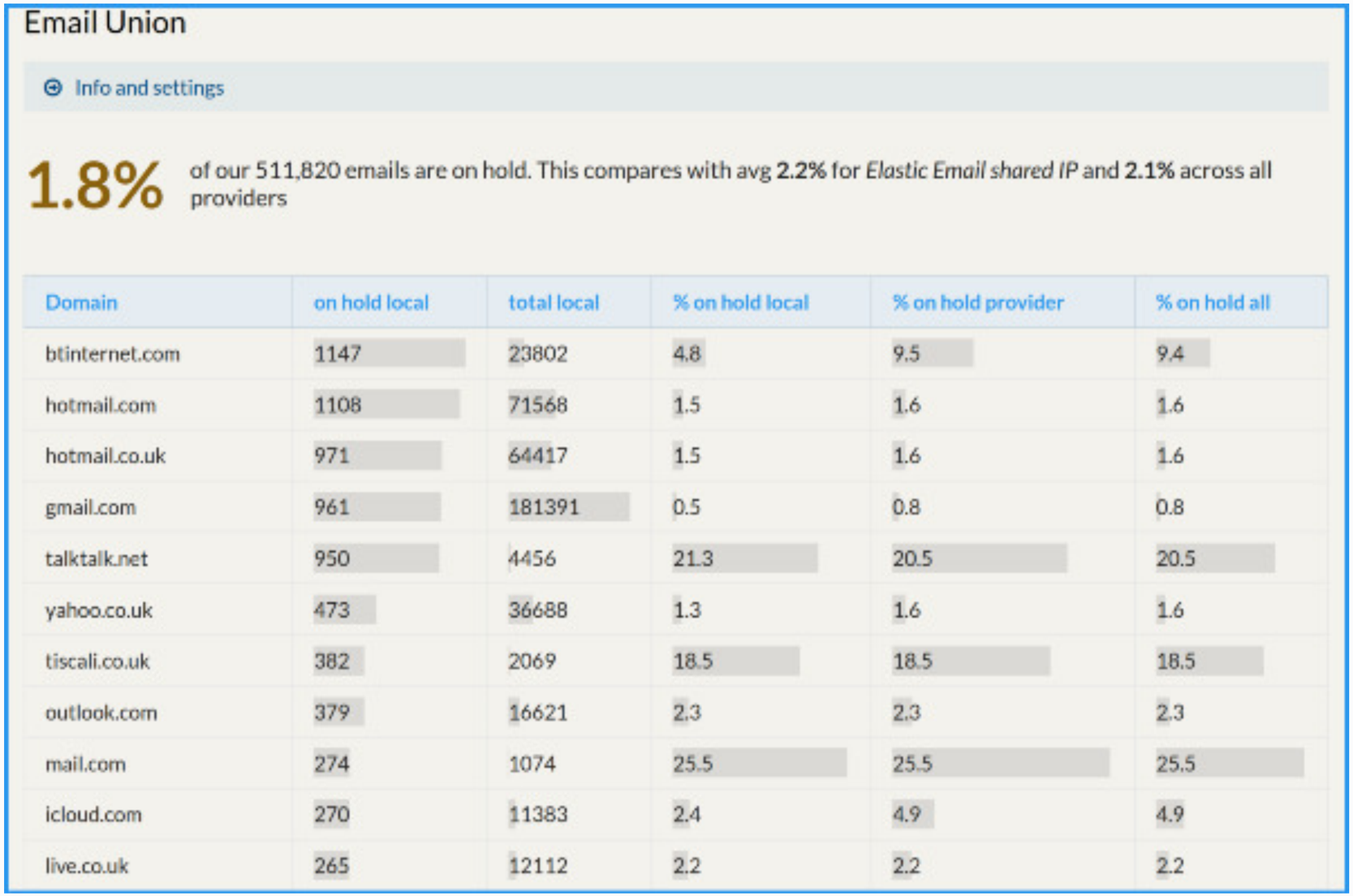
Sender reputation.

Not all SMTP services are equal.

Email Union extension to compare aggregate delivery stats
https://lab.civicrm.org/extensions/emailunion

Extension: Email Union

View your bounce performance by domain, compare with others using your provider.



Email Union

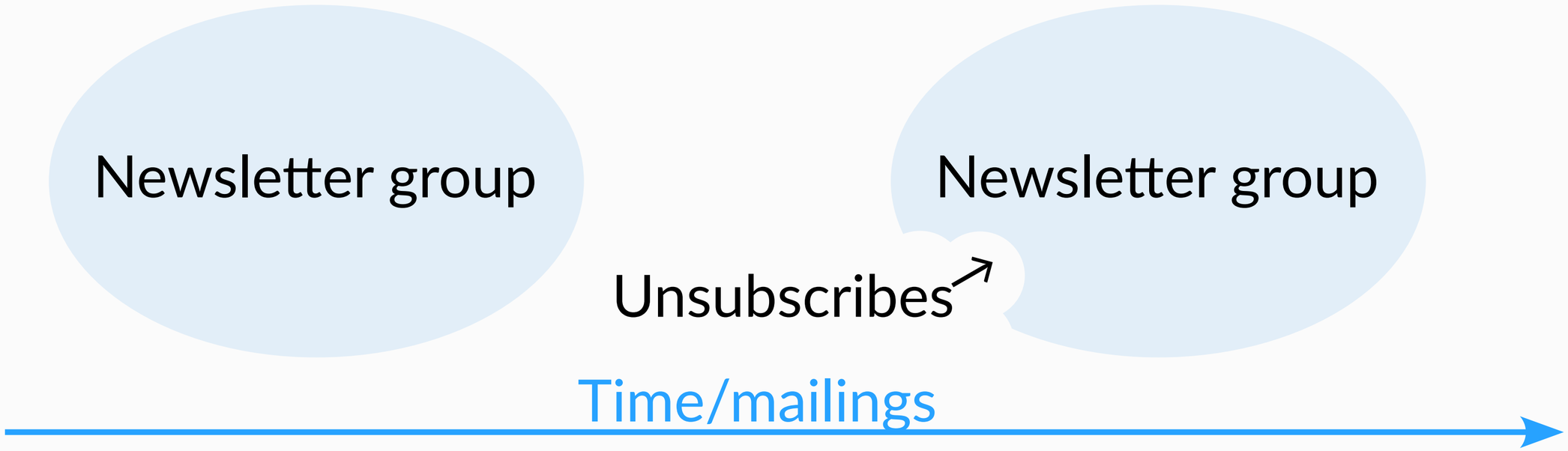
Info and settings

1.8% of our 511,820 emails are on hold. This compares with avg **2.2%** for *Elastic Email shared IP* and **2.1%** across all providers

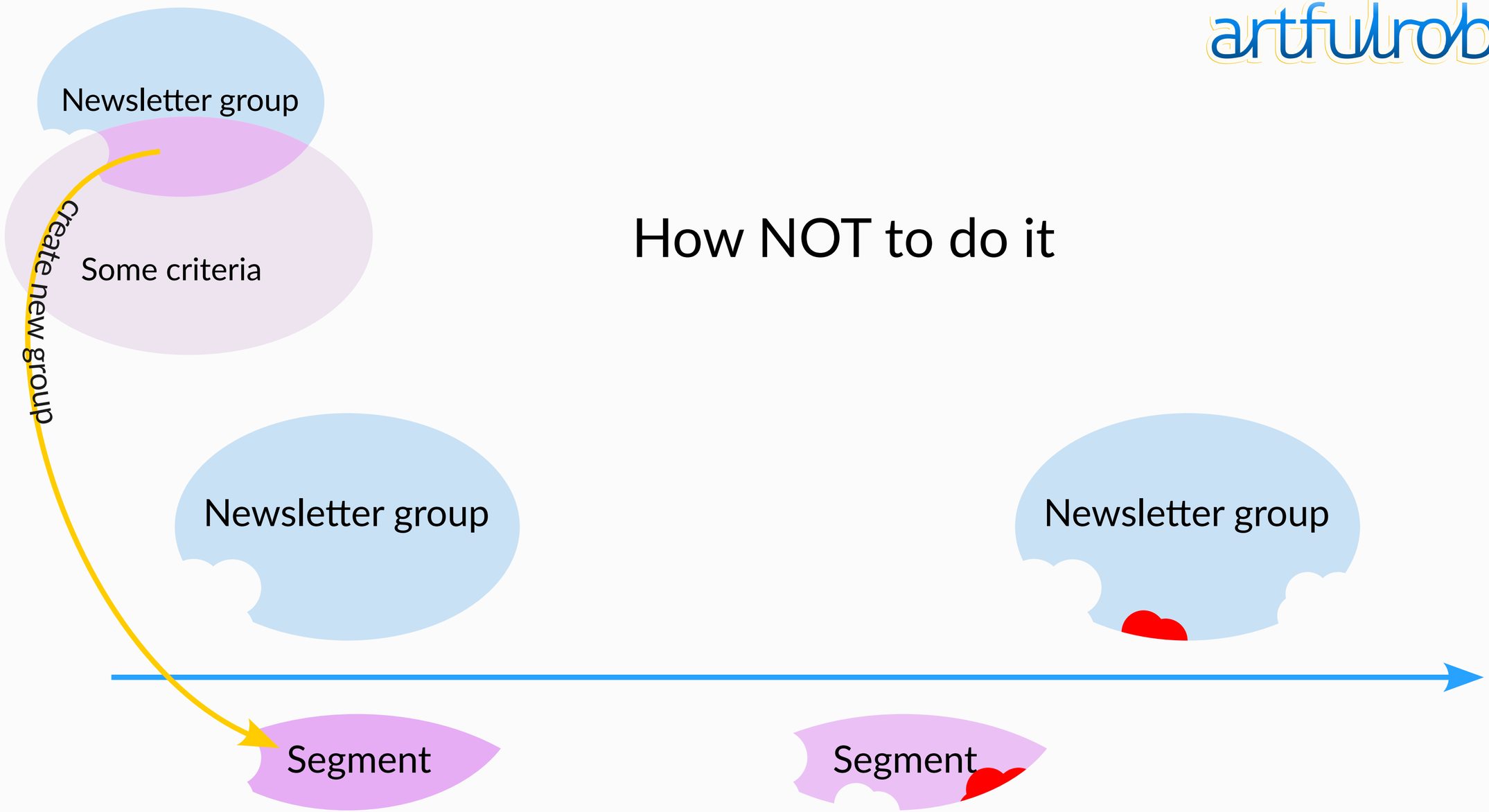
Domain	on hold local	total local	% on hold local	% on hold provider	% on hold all
btinternet.com	1147	23802	4.8	9.5	9.4
hotmail.com	1108	71568	1.5	1.6	1.6
hotmail.co.uk	971	64417	1.5	1.6	1.6
gmail.com	961	181391	0.5	0.8	0.8
talktalk.net	950	4456	21.3	20.5	20.5
yahoo.co.uk	473	36688	1.3	1.6	1.6
tiscali.co.uk	382	2069	18.5	18.5	18.5
outlook.com	379	16621	2.3	2.3	2.3
mail.com	274	1074	25.5	25.5	25.5
icloud.com	270	11383	2.4	4.9	4.9
live.co.uk	265	12112	2.2	2.2	2.2

https://lab.civicrm.org/extensions/emailunion

Unsubscribes and successful segmentation



How NOT to do it

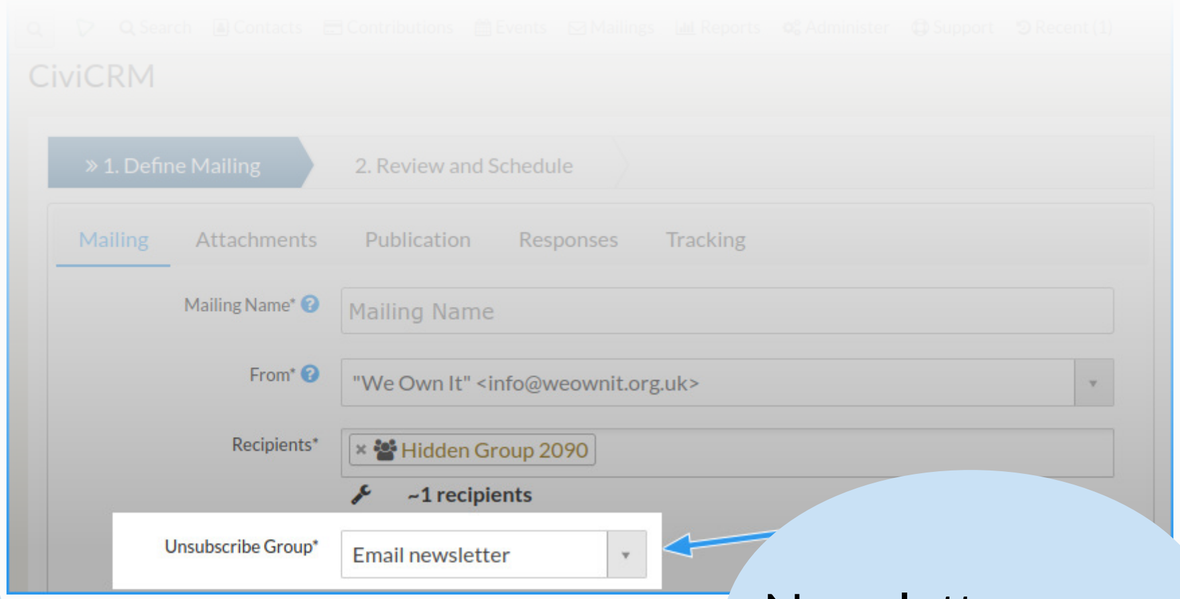


How to do it safely

Newsletter group

Some criteria

create mailing from search



Newsletter group

Newsletter group

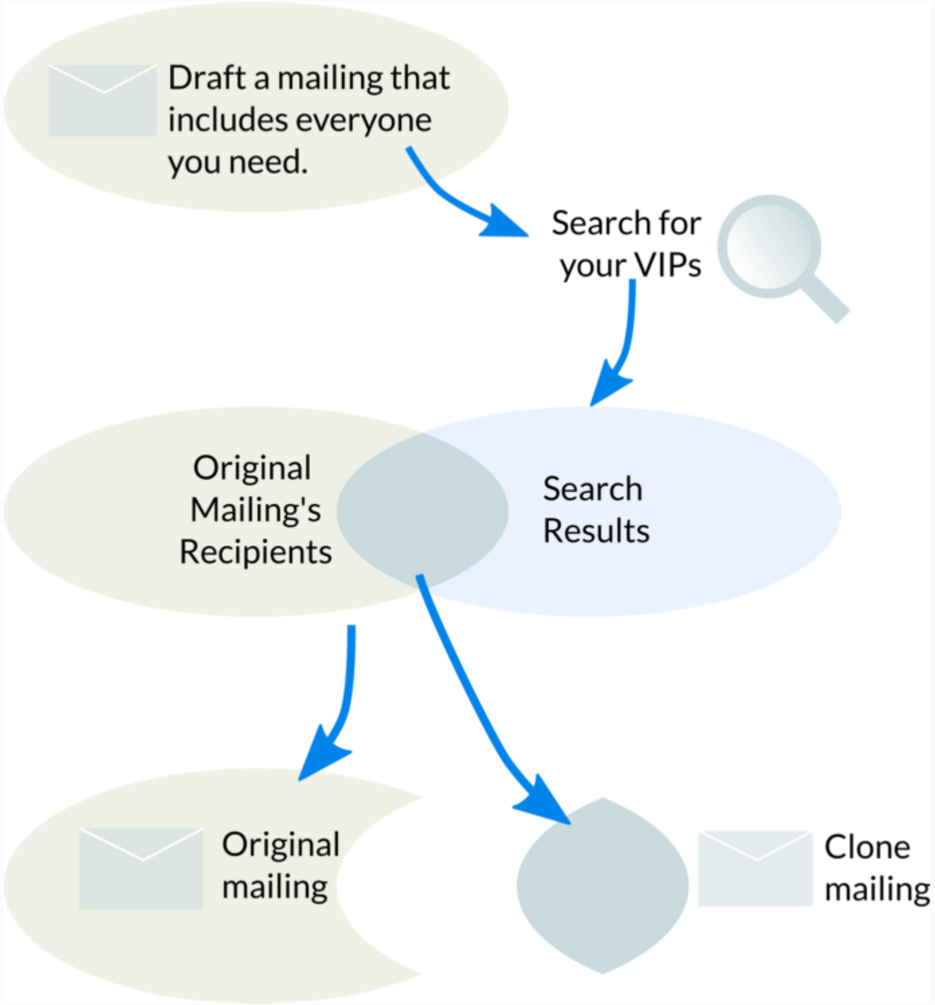
Mailing

Unsubscribe group: newsletter

Extension: Refine Mailing

Segment a mailing

→ for different audiences
→ for IP warm-up



https://lab.civicrm.org/extensions/refinemailing

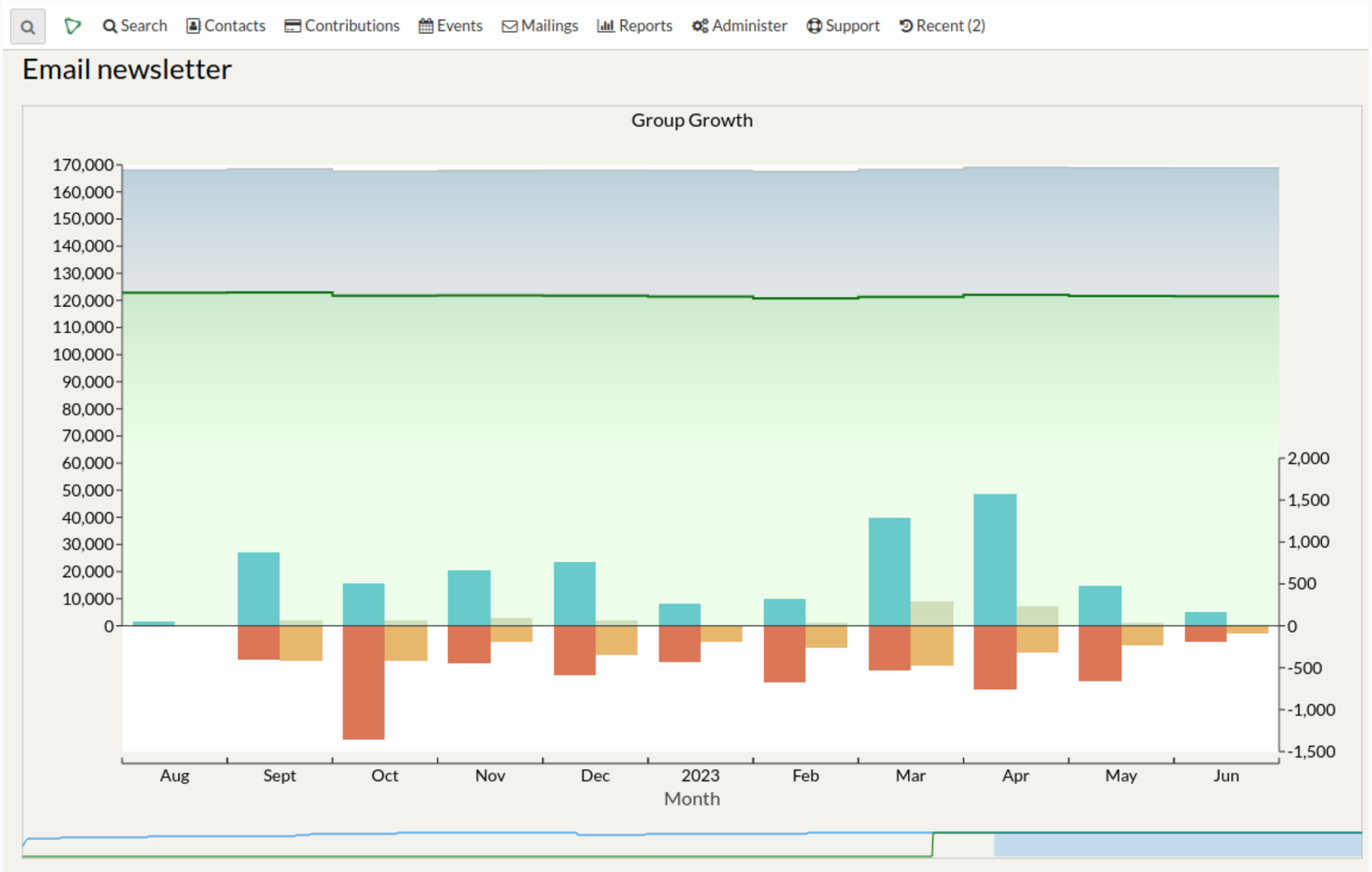
Extension: Resend Mailing

begin a previously sent mailing to new search results

Immediately send a previous mailing to a single contact.
ex. if they weren't on the list before and missed something important
ex. you could send to xxxx@xxx.mail-tester.com

https://github.com/artfulrobot/resendmailing

Extension: Group Growth

Counts over time:
Contacts in group
Mailable contacts
Unsubscribes
Holds
Releases
New members

(from date installed)