

Email Engagement Evaluator

Do You Know the 'Why, What and How' of Your Customer?

Why customers join email lists?

What customer expect from business emails?

How customers treat emails that are not readable on their mobile phones?

Try out this simple checklist, the 'Email Engagement Evaluator' to find out how much you know your customers.

		Yes	No
1	Do you know Why customers join email lists?	<input type="checkbox"/>	<input type="checkbox"/>
2	Do you know What customer expect from business emails?	<input type="checkbox"/>	<input type="checkbox"/>
3	Do you know What makes your customers tick and click?	<input type="checkbox"/>	<input type="checkbox"/>
4	Do you know When customers read emails the most?	<input type="checkbox"/>	<input type="checkbox"/>
5	Do you know Why customers delete emails without reading?	<input type="checkbox"/>	<input type="checkbox"/>
6	Do you know How customers look at poorly designed emails?	<input type="checkbox"/>	<input type="checkbox"/>
7	Do you know How customers read their email, through which device the most?	<input type="checkbox"/>	<input type="checkbox"/>
8	Do you know How customers treat emails that are not readable on mobile phones?	<input type="checkbox"/>	<input type="checkbox"/>
9	Do you know Your customers' touch points and is your email campaign integrated?	<input type="checkbox"/>	<input type="checkbox"/>
10	Do you know Your target audience and different segments they fall under?	<input type="checkbox"/>	<input type="checkbox"/>

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