



## REALMAGNET.COM

Visit [www.realmagnet.com](http://www.realmagnet.com) to learn more about how MagnetMail can help you create emails with both form and function.

**“MAGNETMAIL HAS HELPED US INCREASE OUR BOTTOM LINE.”**

Craig Cussimano, Director, Online Services, American Gas Association

## TRACK EMAILS

### Track and compare your message results.

Not only can you get comprehensive results for every email that you send, but you can compare multiple messages to gauge the relative effectiveness of each.

For each message, MagnetMail tracks and aggregates recipient actions (or inactions) across multiple data points. Among the items that you can analyze:

- Sent
- Delivered
- Opened
- Clicked
- Unsubscribed
- Bounced

Comparative tracking generates insightful reports that contrast key metrics of multiple messages. You can select up to 15 messages for comparison. This will help you determine which messages performed best and analyze what factors went into varying results.

Combined with MagnetMail's A/B testing feature, comparative tracking is a powerful tool for improving ROI.

Request a demo to get a first-hand look at how MagnetMail's detailed message tracking can improve your results.

**MAGNETMAIL = EMAIL + EVENTS/SURVEYS/MOBILE/RSS/FAX**