

Does your email marketing jump? Score your company below to find out.

	Your score is 1 if:	Your score is 3 if:	Your score is 5 if:	Score
Business Value	Your email metrics consist primarily of open and click-through rates	You're able to connect subscribers' email activity to their other online and offline activities	You regularly report on the value of your subscriber segments and sales attributed to campaigns	
Content Relevancy	You send most of your emails to your entire subscription base	You target based on subscriber preferences, customer analytics, and engagement with previous emails	You create multiple versions of an email and tailor each to an audience segment	
Audience Engagement	Following opt-in best practices, you allow subscribers to select when and what they hear from you	You introduce your services to new subscribers and learn about them through a welcome series	Through multistep campaigns and triggered emails, you respond to subscriber actions with relevance	
Message Effectiveness	You simply replicate offline marketing materials into your marketing emails	Your email templates are tested in various browsers, email systems and devices (smart phones)	You improve email results through routine A/B testing of subject lines, content, and calls to action	
List Maintenance	Inbox delivery is managed and reported upon	You continually grow your opt-in subscription lists through a multifaceted program	You practice regular hygiene on your lists and run win-back programs for silent unsubscribers	
Integrated Marketing Campaigns	Emails are an element in most marketing campaigns	You create custom landing pages for key email campaigns and track conversion rates	Successful emails are integral to your multi-channel lead generation program	

Add to find your e**Mi**

If your e**Mi** is

Under 15

Though you've implemented the basics, you need real improvement to realize benefits from your email program.

Between 15 and 25

You're on the way. With additional commitment your email program can build and cement subscriber relationships.

Over 25

You're doing great! Just keep doing what you're doing now.