



You can also measure the effectiveness of the email content as well:

- Opens and Clicks
- Opens – Unopened
- Opens Overtime
- Clicks Over Time
- Clicks By Link
- Clicks By Email Address
- Opens By Time
- Opened By Email Address
- Unopened
- OPT-OUTS

Reports are very important to help you analyse results for your future campaigns. This is a very important feature for marketers as it allows them to reassess their marketing strategies.

Marketers can also compare their e-Marketing campaigns and select the most efficient and effective one. No longer do you need to be clueless on how well your campaign is working!

E-Marketing helps you to speed up the process of moving your customers from prospects to leads by using the 'click



by email address' feature. You also have an overview on where customers have clicked on and what they are interested in.

As a marketer, you have now the possibility to send relevant information to the right customer. This means that your communication becomes unique and customised.

Also, LeadMaster e-Marketing enables you to determine your campaign ROI and Customer Acquisition Cost (CAC).

E-Marketing is one of the most cost effective methods of marketing. Now it's easy with LeadMaster.

For more information, please visit our website at www.leadmaster.com.au and www.leadmaster.asia or give us a call on +61 1 300 852 599

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