



# Beyond Clicks & Opens: Email Marketing Insights for the Next Generation

---



**Brandon Walton**  
Cypress Learning Solutions,  
President & Founder

# Thanks To Our Incredible Sponsors

**SERCANTE**  
A Trilliad Company



**TRILLIAD**  
A Growth Services Provider

**stensul**

**storylane**

  
**Trailblazer**  
COMMUNITY

 **AuctusIQ**

**JU  
ST**

**SANDLER**

# Agenda

- State of current email Marketing Reporting & Analytics
- Current Technical Challenges for Email Marketers
- Impactful Reporting & Actionable Engagement
- Tools for Email Marketers



The background features a soft-focus illustration of mountains in shades of blue, purple, and pink. In the foreground, a hand is shown holding a smartphone, with a cursor arrow pointing at the screen. The overall aesthetic is clean and modern.

# **Beyond Clicks & Opens**

## **Email Marketing Insights for the next Generation**



# Current State of Email Marketing Automation

Leads  
added to  
MAP

- Segment
- Email

Action/  
Automation  
(Clicks & Opens)

# The Challenges

## Top Technical Challenges for Email Marketers

- More Competition, More 'Noise', More Filters
- Bot Clicks & Opens Impact Reporting
- Greater Demand for 'Proof of ROI'
- Increased Security Browsers & Email Clients
- More Devices Per user



# The Response

## Overcoming Technical Challenges

- Deeper Personalization & Targeting (Right Message, Right Time)
- Improve inbound experiences
- Establish trust/value and consent
- Drive more insights/buying signals to Sales/Stakeholders





# Lead Generation

- Forms
- Landing Pages
- Imports
- User Generated

# BUT WHAT IF...?

We use engagement across more channels to create engaging experiences.





# Reporting

- Open Rates
- Clicks
- Page Views
- Form Submissions

## BUT WHAT IF...?

We attribute more inbound engagement to Marketing.



# Automation

- Automation Rules
- Completion Actions
- Page Actions
- Forms/LP's
- Email Preferences
- Unsubscribe Page
- Data Loading
- Manual

## BUT WHAT IF...?

Connected data updates records automatically

# Reply Intelligence for Email Marketers

## Connect sales & marketing inboxes to your Email Marketing Platform!

- Create Automations from Email Replies
- Lead Generation: Email-to-Lead
- Track Out of Office & Left Company
- Automate Unsubscribes & Opt-outs
- Attribute Engagement to email Replies



# Reply Intelligence for Email Marketers

**DEMO**





**TRY IT OUT!**

12 Months Free for MarDreamin Participants

**USE CODE: MARDREAMIN24**

**Thank You!**

