

# So your Campaign Didn't Perform...What Now?!

---

8-31-22

Client Roundtable



# Prevent bad performance

## Set expectations based on...

- Campaign Type
- What you are asking
  - ◆ Indirect vs. Direct
- Who your audience is

### **PRO TIP:**

Looking to past campaign performance in other systems as a starting benchmark is a great way to get your whole team on the same page.



# Prevent bad performance

## Determine your audience

- Target your contact list
- Listen to your members
- Honor the “no”



### **PRO TIP:**

If you don't have enough information to target your audience, use the campaign to learn more about those individuals so that you can better communicate with them in the future.

# Prevent bad performance

## Make it conversational

- When in doubt, talk it out!
- Take a step back
- What's in it for the member
- Email formatting tips

### **PRO TIP:**

The purpose of the check-in is to ask a question. That is the call to action. Don't distract them with extra links in the email.



# Is it actually bad?

Sometimes, it's about **looking at the data the right way**. Most of the time, a campaign didn't actually perform poorly, and a couple simple considerations will help put it all into perspective.

## Considerations...

- Numbers v. percentages
- Clicks v. opens

### **PRO TIP:**

The “Show Workflows” button in the “History” tab is a great place to glean more insight on which links are actually being clicked on so you can make changes for future campaigns or check-ins.



# Is it actually bad? How to Look at your Data continued...



- Inbox
- Insights
- Contacts
- Lists
- Campaigns
- Settings
- My Profile
- Super Admin

Design **History** Enrolled Contacts Workflows Settings

Export All Results...

### Step 1

Summary

957 249 1  
Check-ins Answered Questions

Question

Are you planning to renew?

250

Answers

Show Responses Hide Workflows

If Question Answered matches Selection = Yes, I'd like to renew right now  
Then Show Text on Landing Page

Fires	100
Total Clicks	81
http://www.aacd.com/renew	81

and Send Email

Fires	90
Opens	224
Total Clicks	51
http://www.aacd.com/renew	51

If Question Answered matches Selection = Yes (but I need some time)  
Then Show Text on Landing Page

Fires	118
Total Clicks	18
http://www.aacd.com/renew	18

and Send Email

Fires	114
Opens	148
Total Clicks	5



# I planned ahead but it's still underperforming. Now what?!

1. Get a fresh set of eyes
2. Check on the contacts list
3. Find opportunities to be more relevant/targeted
4. Nurture responses to increase conversion
5. Consider outside circumstances impacting performance

## **PRO TIP:**

Make edits during and even after the campaign has ended so you're one step closer to an improved effort next time!

