Monitor Campaign Stats & Follow Up On Warm Leads

Promo Social Post's custom tool integrates seamlessly with ActiveCampaign to help us manage our monthly email newsletter. One of the easiest ways to drive sales is by prospecting within your existing client base. Sending regular email campaigns not only keeps you top of mind with clients and prospects but also helps identify warm leads for follow-up.

When recipients open an email multiple times or click on links, it often indicates interest—either in the content of the email or in promotional products. For example, a client may leave your email open as a reminder to reach out about their needs.

ActiveCampaign simplifies tracking key campaign metrics like open rates, click rates, and recipient activity. To maximize results, it's highly recommended to follow up with leads who open an email more than twice or click on it at least once.

When reaching out, avoid mentioning their specific activity (e.g., "I noticed you opened the email five times"). While most people understand their online activity is tracked, they generally prefer not to be reminded of it. Instead, use a friendly and professional approach like:

"Hi [Name], it's been a while since we last connected. I hope all is well! I wanted to check in and see if you have any promotional projects I can assist with."

This approach feels natural and maintains trust while opening the door for further conversation.

Follow the steps below to learn how to view the campaign stats.

1. Log into your ActiceCampaign (AC) account. Your login page will start with your company name with no spaces or special characters followed by ".activehosted.com". For example, Ad Plus, LLC's login web address is "adplusllc.activehosted.com"
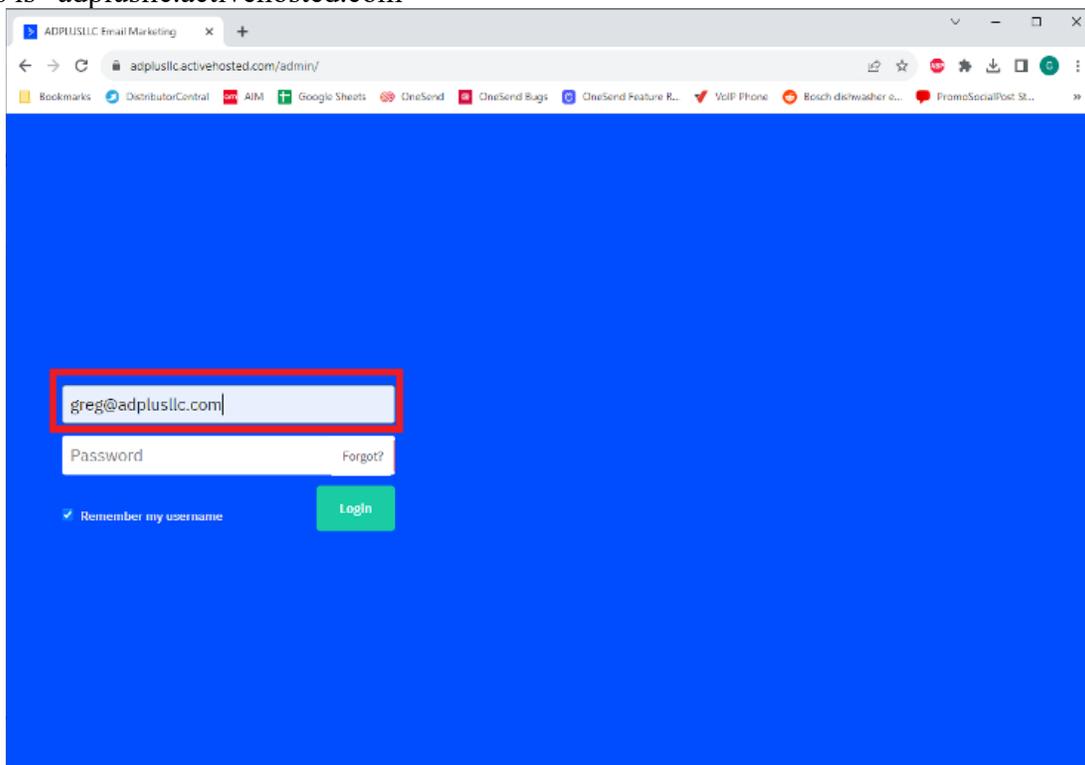
2. On the dashboard page, click the "Reports" in the blue vertical bar on the left in the middle.
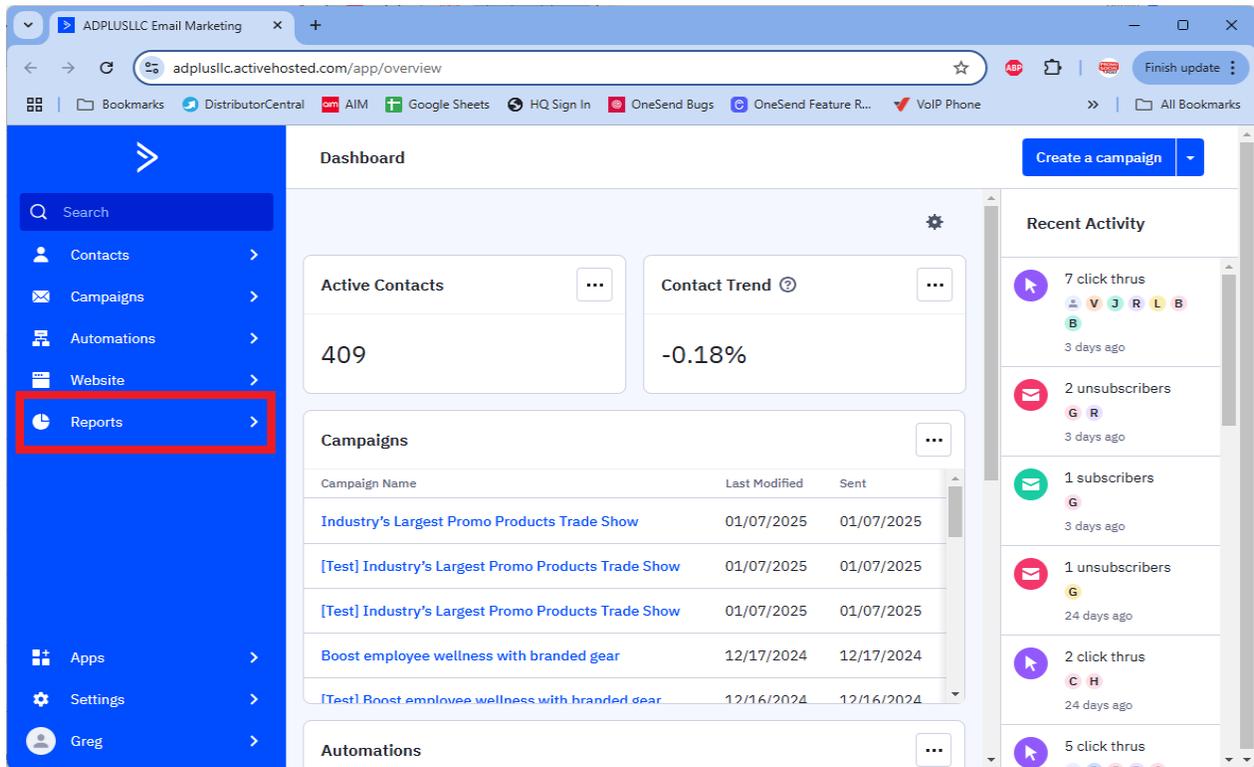
3. The reports page opens. In the main area of the page, you can see all of the campaigns that have run. You will notice that every campaign run has two previous "Test" campaigns. Ignore the test campaigns. To the right of each campaign, a quick summary of the campaign stats is displayed showing the open and click rates. If you hover over the bar, a popup will show you the rate. The industry average open rate is 21% and the click rate is 2%. If your stats exceed these averages, your campaigns are very successful. To see more detail of the campaign, click on the campaign name.
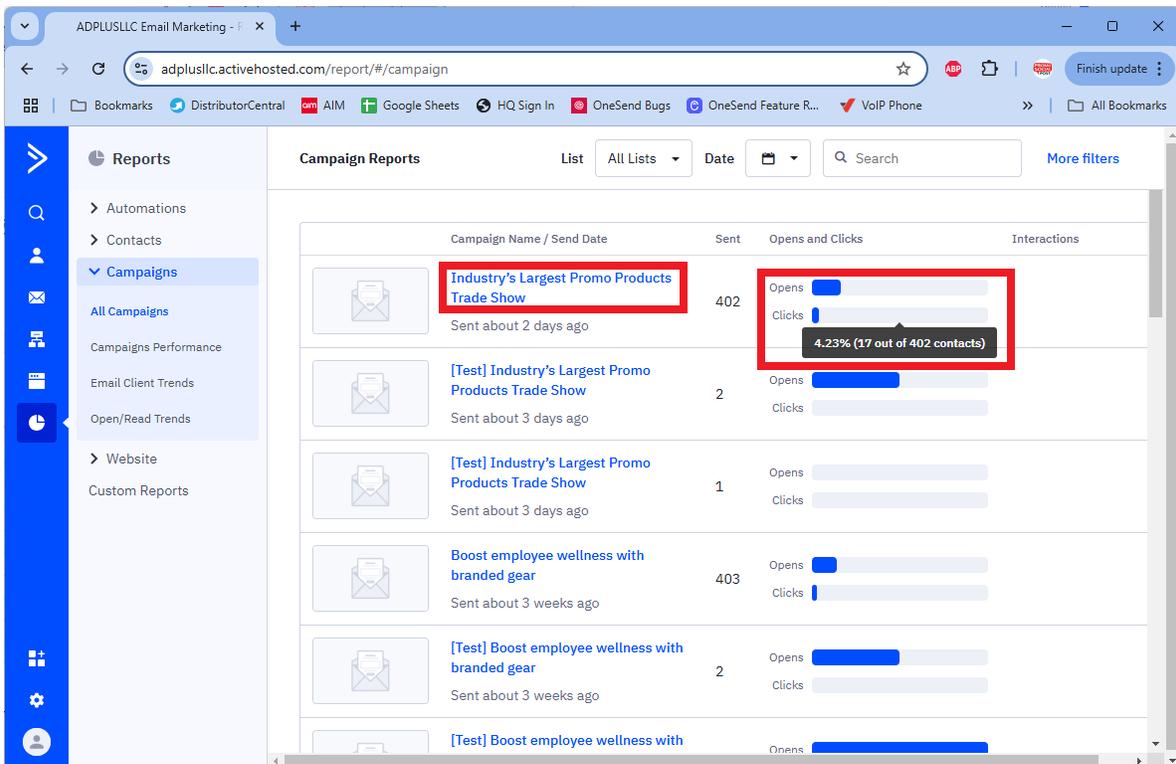
4. The Campaign Reports details page opens. You will notice in the bar charts at the bottom of the page show high level stats. Click on "Open" to see who opened the email and how many times.

5. In the stats details page, you will see all of the recipients who opened the email. An open is triggered when the recipient clicks on the "Show images in the email" link or they click on one of the links that are displayed even if the images are not display. On the right hand side, click the column header "# Times" once, wait a second and then a second time to reverse sort this list. It is recommended to call any recipient who has clicked on the email three times or more calling the recipients who opened it the most first. You can export this file by clicking on the "Export" link on the top righ corner of the page.