

# 5 MOSHI-TOSHI QUICK-TRAINING

## Moshi-Toshi Web statistics

**Result** : You can work out and analyze the statistics in order to use them as marketing tools.

**Duration** : < 10 minutes 🕒



Would you like to know if anybody is actually reading your newsletters? Which contacts actually clicked on links? Which email addresses gave error messages? The clear statistics of Moshi-Toshi will provide you with the overview you have been searching for!

### 1 SELECT 'STATISTICS' IN THE MAIN MENU

Here you will find an overview of all the email newsletters you have sent out with Moshi-Toshi.

### 2 CLICK ON A SPECIFIC MAILING

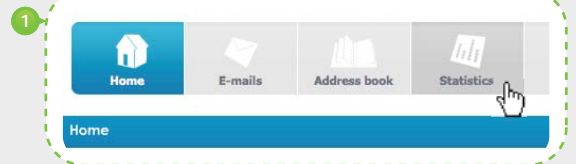
The overview screen will open up. Here you will find the following data: the name of the e-mailing, the date of the mailing, the number of recipients, the number of undelivered mails and the number of opened mails. This data is also represented graphically. There may be different causes for mails not being delivered. Maybe the email address is not (or no longer) valid, or the mailbox might be full. By clicking on 'mailing list' you can see exactly which addresses caused problems.

### 3 CLICK ON THE SHEET 'MAILING LIST'

Here you will find detailed information on the mailing classified per recipient. Has the mail been delivered? Has the newsletter been opened? And which recipients have clicked on the links within your newsletter? Especially that last one is exceptionally important: from this data you will be able to figure out who reads your newsletters and who is interested in the information concerning your offers!

### REMARKS CONCERNING THE STATISTICS

Even though we try to do everything we can to create reliable, clear statistics we have to admit that the data is not always 100% accurate. This is especially the case with data relating to the delivered and opened mails. Deviations are created by technical problems. If the mail server of a recipient has not been properly configured for example, then this can cause an error message to come up even if the message has been (correctly) delivered. Organizations that send out many B2B newsletters within the MKB segment can experience this. Smaller companies do not always keep their mail servers up to date.



### TIP!

Download the mailing list as an Excel file (this is the option available on the top right hand side of the screen) so that you always have them at close hand! The overview provided within the Excel file is expansive and also contains contact data such as the telephone number of your contact. So, you have the possibility to directly call up one of your contacts, which have taken a look at your offer (information you can deduce from the clicks) in order to 'drag them across the threshold'! Moshi-Toshi has received feedback from customers that applied this method and have in this way achieved explosive turnover growth!