Email Tracking: Opens, Clicks, and Views Explained

My Emails · https://coreel.ai/help/email-tracking-opens-clicks-and-views-explained/

Tracking helps you understand recipient engagement and prioritize follow-up.

Tracking Metrics

- **Opens**: Recipient opened the email
- **Clicks**: Recipient clicked tracked link/snippet
- **Views**: Recipient watched the video page/content

How to Use Tracking Data

- Prioritize leads with clicks/views
- Trigger follow-up soon after high-intent engagement
- Compare subject/snippet styles by engagement outcomes

Important Limitations

- Some mail privacy features can affect open accuracy
- Click/view signals are usually stronger intent indicators than opens alone
- Client-side blockers may reduce visible tracking events

Follow-Up Playbook (Simple)

1. **Opened only**: send short nudge
2. **Clicked but no reply**: send value-focused follow-up
3. **Viewed video**: ask direct scheduling question

Best Practice

Use tracking as decision support, not absolute truth. Combine it with context, reply signals, and account history.