# Post Campaign Checklist

# Evaluate your stats after every single email campaign you send and determine "What's normal for us?" Use your MailChimp campaign reports to find the answers, and track trends over time.

***Questions to consider***

* **How many emails were successfully delivered?**  
  If an abnormally high number of emails bounced, [read through some email headers](http://kb.mailchimp.com/delivery/deliverability-research/read-smtp-replies-for-bounces) to find out why.
* **Did people click on the links I wanted them to click?**  
  If so, did my ecommerce activity reflect that or did I lose my sales somewhere in the website? If people didn't click on what I wanted them to, how can I change my next campaign to improve my click rates?
* **How many people normally unsubscribe from each of my campaigns?**  
  Did this campaign result in more or less unsubscribes than usual? Do I know [why people are unsubscribing](http://kb.mailchimp.com/lists/managing-subscribers/find-out-why-someone-unsubscribed)?
* **What was my open rate for this particular campaign?**  
  How does this compare to my [normal open rate](http://www.mailchimp.com/resources/charts/email-marketing-benchmarks-by-industry/)? Did anything change? Why?
* **Is there any particular day or time that seems to work best for my campaigns?**
* **Do people still open and click my campaign, or has activity decreased?**
* **How much money did this campaign cost me? Did/will it pay off?**