

# ADDED VALUE

PHYSICS TODAY

AMPLIFYING YOUR SALES EFFORTS WITH MARKETING RESEARCH AND TIPS

SUMMER 2017

## IN THIS ISSUE

- Click-Through Rate, Open Rate & Conversion Rate Defined
- Lock Out Your Competitors with New Ad Offer



## NEW Ad Offering Locks Out Your Competitors

The power of an email blast within *Physics Today's* highly valued TOC alerts.

LIMITED TIME OFFER!

For a limited time, you can completely lock out the competition from *Physics Today's* Table of Contents (TOC) email

alerts. This offer gives you every ad slot in the alert, showcasing your messages exclusively to the recipient list of more than 82,000 STEM professionals. You can combine classic banner ads with sponsored content ads to create a bold, branded feel. This new offer is valued up to \$4,500, but it is available to you right now for just \$1,900. Contact your ad sales consultant (see last page) to get started!

## NEW DESIGN FOR PHYSICS TODAY'S EMAIL ALERTS

FIND OUT HOW THE NEW LAYOUT EFFECTS YOUR ADS

### The rationale behind the redesign

*Physics Today* reworked the look of its alerts to update the appearance of its highly valued email content, more closely aligning this digital medium with the newly launched website. The enhancements to the alerts also serve to increase readability and improve the reader experience.

### The 'neat' behind the new features

*Physics Today* has two email alerts: The Week in Physics (TWIP is issued weekly) and the Table of Contents (TOC is issued monthly). For the TWIP alerts, the new look presents a wider body that allows space for larger images and story headlines, as well as a featured story block. A clearer separation between advertisements and editorial content reduces clutter and allows each piece to stand out on its own. In the TOC alerts, the same wider body was adopted to keep a consistent feel among *Physics Today* media and give text more room to breathe among newly added images.

### The advantage behind the advertising

For the readers (the audience interacting with your alert ads), the new layout provides an easier-to-read, more aesthetically pleasing and inviting email that offers direct access to the *Physics Today* content they want — including your ads. The increased body width means that you, the advertiser, have more space for the display of your content, so your ads appear larger, fill more of the email, and stand out better, avoiding a need for smaller font sizes. *N*

Opened this email View in your browser

# PHYSICS TODAY

June 2017

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Advertisement

An up to 60 character headline goes here

I am the very model of a 2017 Physics Today sponsored content ad. The body text can be no more than 300 characters or 5 lines (at 75 characters per line) long. The image is 146x146 pixels at 72 dpi. Both the text and the image are linked. To match the non-ad content, the image will be hidden on mobile devices. If you have any questions email Christina Ramos at [cgruber@wip.org](mailto:cgruber@wip.org).



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## FEATURES

### The new Moon

Brett Denevi

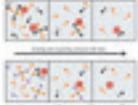
Recent findings are challenging much of what we thought we knew about Earth's nearest neighbor.



### Hidden worlds of fundamental particles

David Curtin and Raman Sundrum

Spectacular bursts of particles that seem to appear out of nowhere may shed light on some of nature's most profound mysteries.



### The secret search for uranium in Cold War Morocco

Matthew Adamson

In the 1950s, as Cold War tensions rise, France and the US entered a secret alliance to search for uranium in the French protectorate of Morocco.



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Advertisement

An up to 60 character headline goes here

I am the very model of a 2017 Physics Today sponsored content ad. The body text can be no more than 300 characters or 5 lines (at 75 characters per line) long. The image is 146x146 pixels at 72 dpi. Both the text and the image are linked. To match the non-ad content, the image will be hidden on mobile devices. If you have any questions email Christina Ramos at [cgruber@wip.org](mailto:cgruber@wip.org).



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## DEPARTMENTS

### From the editor

- Where's my flying car?

### Readers' forum

- Commentary: Pursuing science across nationalities and disciplines — Anshav Dant
- More details on Israel's water story

# CLICK-THROUGH RATE VS. OPEN RATE

By Beth Kereszturi, Proximity Marketing

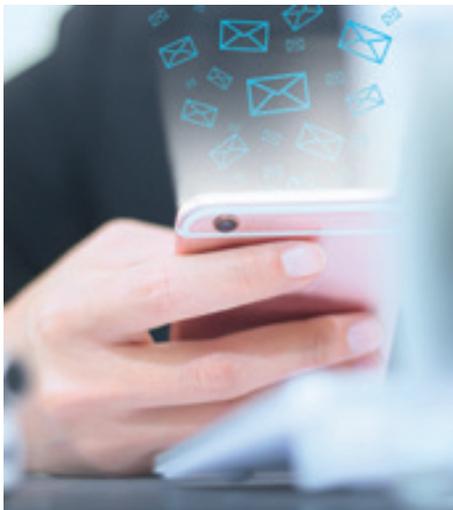
How are you measuring the effectiveness of your email marketing efforts? There are several KPIs (key performance indicators) worth tracking to strengthen your email marketing efforts. Two dominant metrics reported within email management tools are “opens” and “clicks.”

Before diving into how each of these popular metrics can be interpreted to improve your email marketing messages, let's first define their meaning.

## OPEN RATES

An open is recorded when the images load within your email message. Even plain text email messages can have open tracking by using small transparent images. Because open tracking relies on the recording of an image download, the reported number is not 100 percent accurate. Here are a few reasons why your open rate is often misreported:

- An HTML email can still be read without downloading images. Many email platforms, like Outlook, have images turned off by default.
- In email platforms that download images, a message viewed briefly in a preview pane while scrolling through an inbox would count as an open.
- An open cannot be tracked with true plain text emails.



**1 COMPELLING SUBJECT**  
The battle for your readers attention is won and lost in the subject line. Craft a subject line that telegraphs the content of the message and promises real value if your readers open the email.

**2 MAKE IT PERSONAL**  
Nobody wants to read an email that feels like it's been sent to a hundred people. Use dynamic content to customize the greetings of your emails to make them feel more personal.

**3 TO THE POINT**  
The first few lines are not the place to be long winded or indirect. Your readers want you to get to the point fast so they can decide if they will read on.

**4 ONE MESSAGE**  
E-mail readers have short attention spans — long enough to digest one message, no more. If you need to convey more than one message, create a separate email for each one. The more simple your email, the better the result.

**5 PRESENT VALUE**  
Make sure the value you are presenting to your readers is explicitly stated. Always lay out the benefits of taking action at the conclusion of your email. This works best if placed directly below your call to action.

**6 CALL TO ACTION**  
Don't rely on your readers to know what to do. Provide a clear call-to-action in the body of your message to direct users to sign up, register, download, etc.

**pardot** VISIT PARDOT.COM FOR MORE INFO

Average open rates for B2B companies are around 30 percent. Factors that influence your open rate the most include the following:

- Your list. An in-house email list comprised of existing customers will be more receptive to your message because this group knows and trusts your brand.
- Your subject line. The subject line is your email message's first impression and can dissuade or entice.
- Day and time. The best time to send emails varies based on the industry. Discovering when your list is most likely to read your emails will likely require testing.

## CLICK-THROUGH RATES

The click-through rate represents the percentage of your readers that clicked on a link within your email message. Typically, gaining message clicks is the ultimate goal of an email campaign. Clicks are a sign of an engaged customer or prospect. You have now transitioned that email recipient to a website visitor, with the opportunity to browse

products, read additional content, and contact your business.

The elements that often impact your click-through rate include the following:

- Your message. How much you cram into an email message can influence reader behavior as much as the message itself. Aim for concise, value-driven content in your emails.
- Your offer. Does your email contain your latest blog article, or a chance to win a free Ferrari? While your email efforts need to be business-focused, be mindful of the quality of your content and offer.
- Your design. Does your email design reflect the same level of professionalism and experience as your business? A well-designed email projects credibility, and well-placed calls-to-action will certainly affect your click-through rate.

Understanding what can influence your email message's success will help you develop stronger campaigns. *N*

# THE DIFFERENCE BETWEEN CTR AND CONVERSION RATE — AND OTHER METRICS QUESTIONS ANSWERED

By Jane Fleming, LinkedIn

A recent Crash Course in Metrics and Analytics webcast generated a huge response with lots of jargon-busting questions on what marketing metrics really mean, what they should be used for, and how to present them internally to help get things done. LinkedIn's senior manager of demand generation, Amanda Halle, and senior content marketing manager, Megan Golden, did a great job of answering them. Here are some of the highlights — the metrics and analytics questions you most want answered:

## WHAT'S THE DIFFERENCE BETWEEN CLICK-THROUGH RATE (CTR) AND CONVERSION RATE?

The CTR for any piece of marketing activity is the number of clicks that it generates as a percentage of the number of impressions that are served. It's frequently used in display ad and email campaigns (for email, the total number of clicks is usually divided by the number of emails delivered), but applies to Sponsored InMail and sponsored content as well.

Conversion rate takes things a stage further by looking at a definite action that you want those clicks to result in. This might involve filling out a data capture form or downloading a piece of content. Your conversion rate is the number of people taking this action as a percentage of the number of impressions — so you would expect it to be lower than the CTR for a given campaign.

As Amanda and Megan stressed on the webcast, it's often important to look at these two metrics together — and not take CTR in isolation. A relatively low CTR isn't necessarily a bad sign if your conversion rate is beating benchmarks and delivering against your objectives. It could simply mean that you're using a specific call to action that is driving very targeted traffic. Bear in mind that for cost-per-click (CPC) campaigns, this is likely to result in higher return on investment (ROI) than driving lots of clicks with a low conversion rate.

## WHAT DOES MQL STAND FOR?

MQL stands for marketing qualified lead. The key difference between this and a general lead or inquiry is that it meets certain criteria that help to identify whether the lead is relevant to your business.

The definition of an MQL naturally varies from business to business depending on the characteristics that identify your most likely prospects. The test often combines background information that confirms somebody is in your target market with specific actions that suggest they are interested in your business. If you are selling enterprise-level software, for example, an MQL might be somebody from a company of 1,000 people or more (confirming they have relevant scale for your solutions), who has visited a landing page and downloaded a piece of content (confirming they have an interest in your business).

## HOW DO YOU WORK OUT COST PER LEAD (CPL)?

The cost per lead (CPL) for a campaign is the total cost of a campaign divided by the number of leads or inquiries that it generates. It can be a very effective way of comparing the performance

of different campaigns and tactics focused on lead generation. A good starting point is to calculate the CPL for recent campaigns that you've run and establish a sensible average or benchmark for your business. You can then use this to test how different approaches to generating leads perform.

## HOW DO YOU DEAL WITH LAST-CLICK ATTRIBUTION?

Moving beyond last-click attribution, which gives all credit for a lead or conversion to the last piece of activity that they engaged with, is one of the great challenges in marketing measurement. Amanda and Megan couldn't provide a simple answer to this one (nobody really can), but they did have lots of suggestions for how you can recognize the contribution of upper-funnel marketing to building awareness and interest. Easily accessible metrics for the contribution that upper-funnel activity is making include lifts in website referral and traffic, increases in branded search, and the engagement rates that your content generates.

## WHAT'S THE BEST WAY TO SHARE METRICS WITH YOUR LEADERSHIP TEAM?

Context is the key here. A CTR or conversion rate in isolation is hard for executives to make sense of. Demonstrating how these metrics compare to your benchmarks and what this means in terms of your overall marketing objectives is far more useful — and ultimately more actionable. Focus on change over time, zero in on the most important and significant details, and bring out the "so what" as well as the "what." 

*This article was originally published on the LinkedIn Marketing Solutions EMEA blog: <https://business.linkedin.com/en-uk/marketing-solutions/blog/posts/B2B-Marketing/2016/The-difference-between-CTR-and-conversion-rate-and-other-metrics-questions-answered>.*

### Some Basic Terms



- **CTR** – Click Through Rate
- **CVR** – Conversion Rate
- **CPM** – Cost per 1,000 impressions
- **eCPM** – Effective cost per 1,000 impressions
- **CPC** – Cost per click
- **CPA** – Cost per acquisition



4 Clicks from 10,000 Impressions =	0.04% <b>CTR</b>
2 Acquisitions from 4 Clicks =	50% <b>CVR</b>
4 Clicks * \$0.30 <b>CPC</b> =	\$1.20 <b>Cost</b>
\$1.20 <b>Cost</b> / 2 Acquisitions =	\$0.60 <b>CPA</b>

# PHYSICS TODAY

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## JULY ISSUE

**Product Focus:** spectroscopy & photonics

**Bonus Distribution:** Microscopy & Microanalysis; SPIE Optics & Photonics

## AUGUST ISSUE

**Product Focus:** test, measurement & analytical equipment

## SEPTEMBER ISSUE

**Product Focus:** microscopy, imaging & nanotechnology

**Bonus Distribution:** Frontiers in Optics (FIO)

**79%** of recipients say the information in *Physics Today* email alerts is not easily found elsewhere.

\*SOURCE: Signet Research, Audience Study: Email Alert Recipients, 2015

# ADDED VALUE

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