



Influencers in the Field

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Turning Metrics into Meaning: The Power of Marketing Analytics

In today's content-saturated environment, deploying marketing assets is only half the equation. Without performance data, it's nearly impossible to understand what's resonating, where engagement is coming from and how to optimize future efforts. Metrics like open rates, clicks, impressions and reactions aren't just numbers — they're powerful signals that help us refine messaging, improve targeting and ultimately drive stronger results.

Why Marketing Analytics Matter

Without proper analysis, your marketing plan's metrics are just numbers on a page, devoid of meaning. Through the process of collecting, analyzing and interpreting, you can turn raw data into actionable insights across all channels, such as email, social and web platforms.

These insights can reveal what's working — maybe your customers like a witty email subject line, something that can lead to more opens with a seasoned copywriter at the wheel — and even help illuminate situations where a campaign asset is underperforming.

Marketing analytics can help you better understand where to invest your valuable time and resources, plus how to improve underachieving campaigns to ensure your return on investment (ROI) is positive. On the whole, leveraging

data-driven insights leads to better targeting, stronger messaging and enhanced ROI.

Key Metrics That Drive Strategy

Now that you understand the importance of marketing analytics, let's examine the key channel metrics you should monitor:

- **Emails and e-Newsletters** – Emails and e-newsletters deliver attractive offers or valuable insights directly into a potential customer's inbox. Keeping detailed records of marketing asset deployment dates is helpful, as well as:
 - ▶ **Delivery rate** – The percentage of emails that successfully reach the recipients' servers. Ensuring a high rate is vital to any successful campaign.
 - ▶ **Open rate** – The percentage of email recipients who open the email out of all emails successfully delivered. Once viewed as a key performance indicator (KPI), email open rates are no longer considered as significant due to inbound mailbox filtering. However, when viewed alongside other metrics, they can help paint a holistic view of campaign performance.

- ▶ **Click-through rate (CTR)** – The percentage of people clicking a specific link, ad or call to action (CTA). By tracking CTR for audience engagement, you can identify which elements are effective and which need improvement, ultimately leading to better conversion rates and campaign success.
- **Social media posts** – Social media offers immense value to your marketing efforts by spreading awareness of your brand and fostering customer engagement. When examining your social media efforts, be sure to track:
 - ▶ **Impressions** – This metric measures the total number of times your content appears on users' screens, letting you know its visibility in feeds.
 - ▶ **Reactions** – Understand quickly how consumers feel about a product or service via a social media platform's reactions feature. These emotive responses of love, laughter and anger can help you understand what content — or offers — resonate and drive engagement.
 - ▶ **Shares** – Reposting or resharing content can expand its reach while indicating a connection with its messaging and positive audience engagement. By tracking a share metric, you can unlock powerful ways to extend its reach and impact.
 - ▶ **Comments** – Gain a deeper understanding of how much interest there is in your product or offering by analyzing the content of consumer comments. The sentiments included there can indicate how successful a campaign is, what points mean the most to consumers and open the door to refining your strategy.
- **Web pages** – A web page, also known as a landing page, is a single-purpose site designed to support a singular action, such as signing up for an insurance offer, purchasing a product or enrolling in a service. These metrics can help determine if your efforts are succeeding:
 - ▶ **Page views** – Need a quick temperature check on your target audience's interest in your campaign or offer? Tracking page views can help measure website engagement and indicate interest in your content or offers.
 - ▶ **Bounce rate** – Want to learn how to capture and keep your target's attention? Bounce rate measures user engagement by illuminating the percentage of visitors who leave your site after only viewing one page and without taking action, such as clicking a link or interacting with content.

A high bounce rate can reveal hidden issues, such as content, formatting or user-experience errors.

- ▶ **Time on page** – Drawing attention to a website can be crucial for your campaign. Analyzing the amount of time consumers spend on your page can help you determine if people find your content engaging or valuable. A high amount of time spent on the page is generally more favorable than a low amount; however, watch for “too much time,” which could indicate your web page is confusing and may need reconfiguring.
- **Retargeting efforts** – Retargeting efforts allow marketers to follow up on valuable connections with those who have visited a web page or clicked a social media link as part of a campaign but haven't completed the desired action. CTR and other metrics can help measure the success of your retargeting program, such as:
 - ▶ **Conversion rate** – Gain valuable insights on the effectiveness of your retargeting strategy by analyzing its conversion rate. Unlike clicks, which show engagement with your content, conversions indicate the culmination of your actions and the completed desired action — such as a sign-up, purchase or enrollment.
 - ▶ **Return on ad spend (ROAS)** – Help your campaigns become more effective and affordable by analyzing the ROAS of your efforts. This metric compares revenue generated by your campaign to its cost, enabling informed decisions and driving positive future outcomes.

These metrics help decode audience behavior and content effectiveness across platforms, enabling continuous optimization.

The Value of Shared Data

Your sponsor organization's ecosystem is a complex network of members, clients, students, small businesses and/or consumers. When you engage in marketing efforts to capture their attention, time and actions, you must have a clear picture of your successes and areas for improvement.

To that end, the Gallagher Affinity team prides itself on acting as an extension of a sponsoring organization's marketing team. We leverage our combined expertise and bandwidth to deploy assets across channels, such as email, newsletters and Google display ads, on your behalf, so that you can focus on the day-to-day needs of your organization.

When Gallagher Affinity deploys a campaign, we have

full access to your valuable performance data. Our experts will sift through these crucial metrics on your behalf to reveal what's working, what's underperforming and where you should invest resources next.

If you, as the sponsor organization, choose to deploy the campaign, we rely on shared analytics to maintain visibility and alignment. Even sharing a brief summary of your efforts, including key metrics such as send dates, open rates, clicks and impressions, can help us refine our strategy and amplify your results.

Building a Feedback Culture

By encouraging transparency and regular feedback, we're not just supporting individual campaigns — we're reinforcing the foundation of a more innovative and strategic marketing ecosystem. When partners share performance insights, we gain the clarity needed to fine-tune messaging, prioritize the proper channels and deliver content that truly connects. This collaborative approach is what transforms good marketing into great outcomes — and it all starts with the data.

Marketing metrics give tangible, actionable insight to campaigns; it's important to make sure you are taking advantage of the valuable meaning hidden in this data.

If you're seeking to improve member retention and ecosystem satisfaction or want to grow your program, it's important to have a tool that allows you to build on your successes by ensuring each campaign is smarter and better-performing than the last.

Creating a metric-driven feedback loop can help ensure your campaigns achieve their desired outcomes through comprehensive partner support.

Remember, analytics aren't just numbers — they're insights that drive smarter marketing decisions. Shared data empowers us to support your program's success better.

To learn more about how Gallagher Affinity can support your efforts through marketing analytics, reach out to your Marketing Account Manager' or contact Meghan Ciullo directly at meghan_ciullo@ajg.com or call her at **571.282.2472**.



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