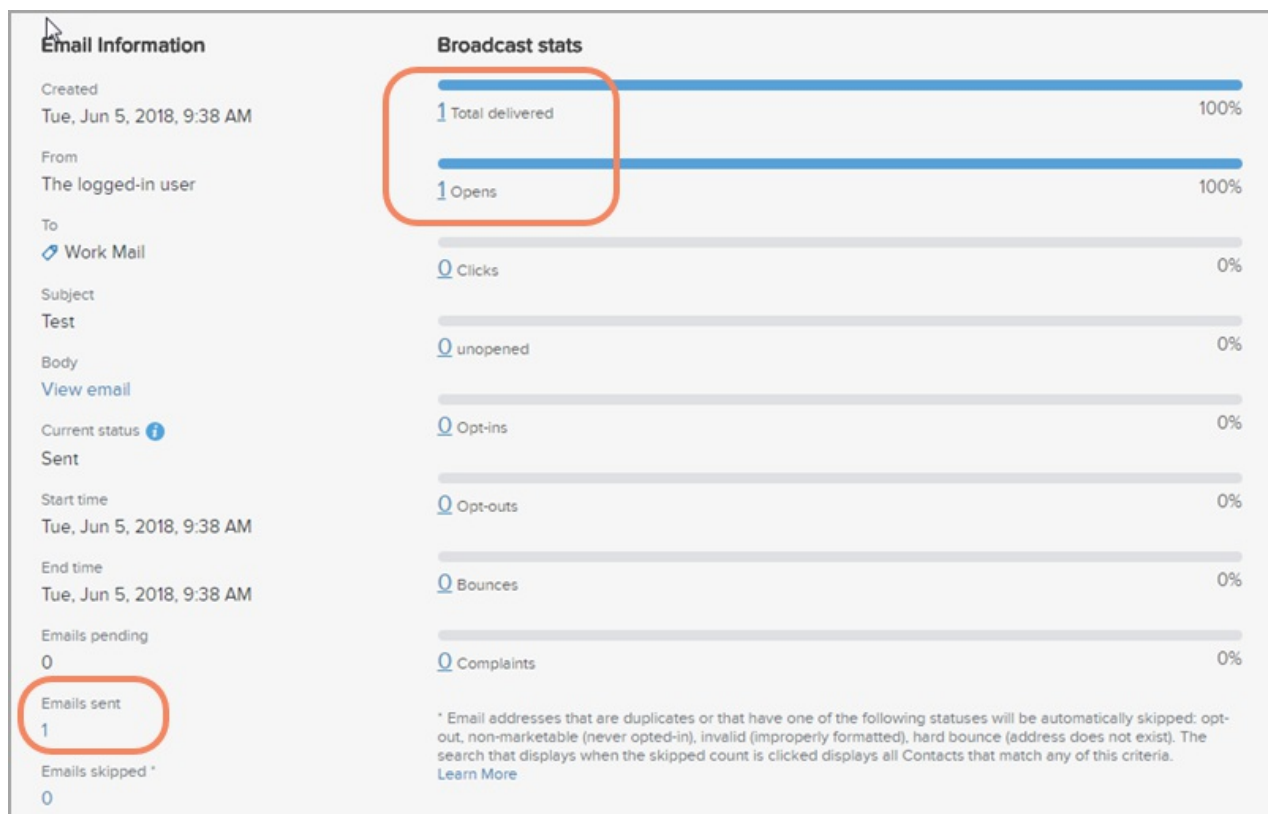


June Update 2018 | Classic Infusionsoft®

Open Rate Calculation Improvement

Infusionsoft's email open rate calculation has been improved for accuracy. Previously, emails that were sent but not successfully delivered were included in the calculation, potentially resulting in a lower open rate. The open rate now reflects the count of unique recipients who opened the email divided by the count of unique email addresses to which the email was delivered.



Reduced Effort During Contact Import

We reduced the number of questions regarding your permission to send emails to one simple question. The [Import Contacts](#) guide has been updated.

Admin

Find a contact...

Branding Center

Billing & Account Info

Users

Import Data

Data Cleanup

Stealth

Reports

Settings

Preparing for Email Marketing

Do you have permission to send marketing emails to these contacts?

☒ Yes

☐ No

Because you've obtained permission to market to these contacts, you may import them and send them marketing emails.

See our [Email Deliverability Handbook](#) for more details.

Import Contacts

✓

Upload Your File

✓

Match Fields

✓

Match Field Values

➔

Email Marketing

Review the Import

Back

Next
