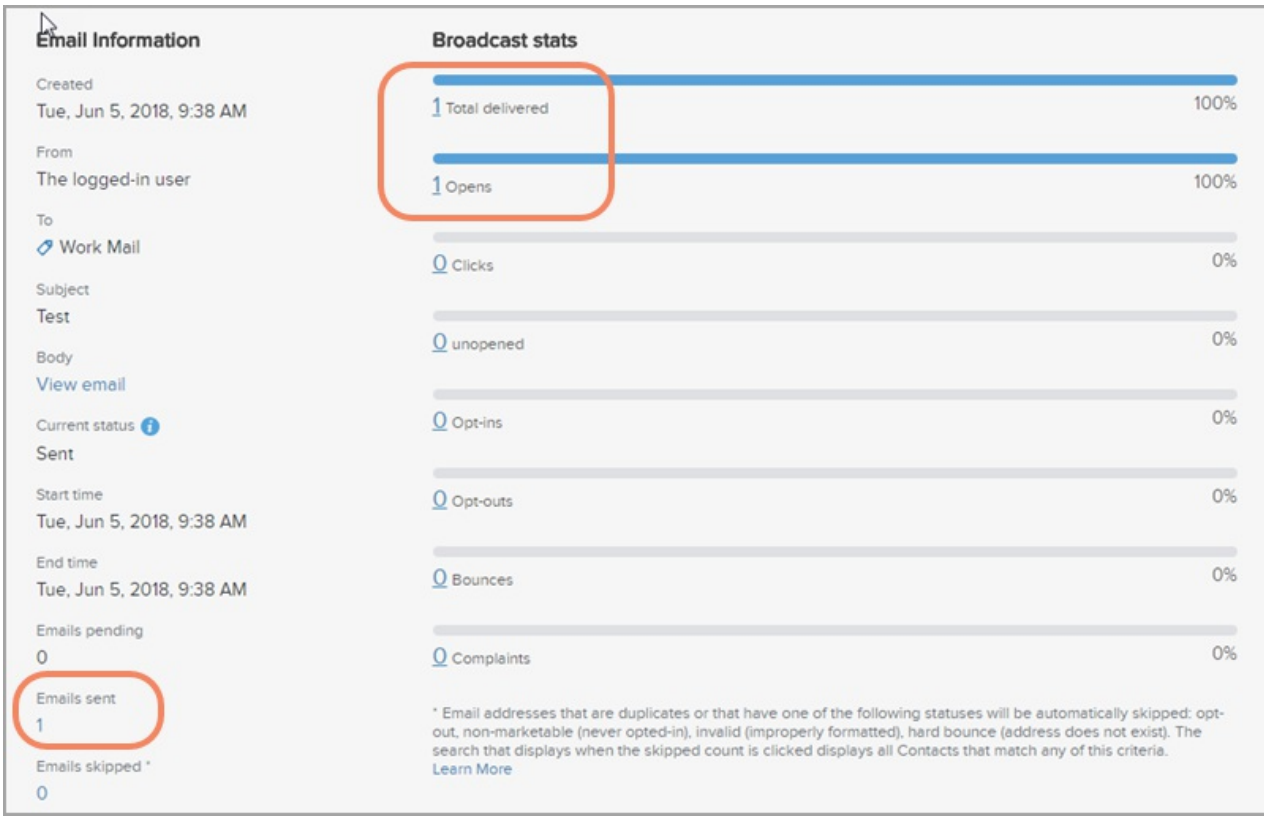
June Update 2018 | Classic Infusionsoft

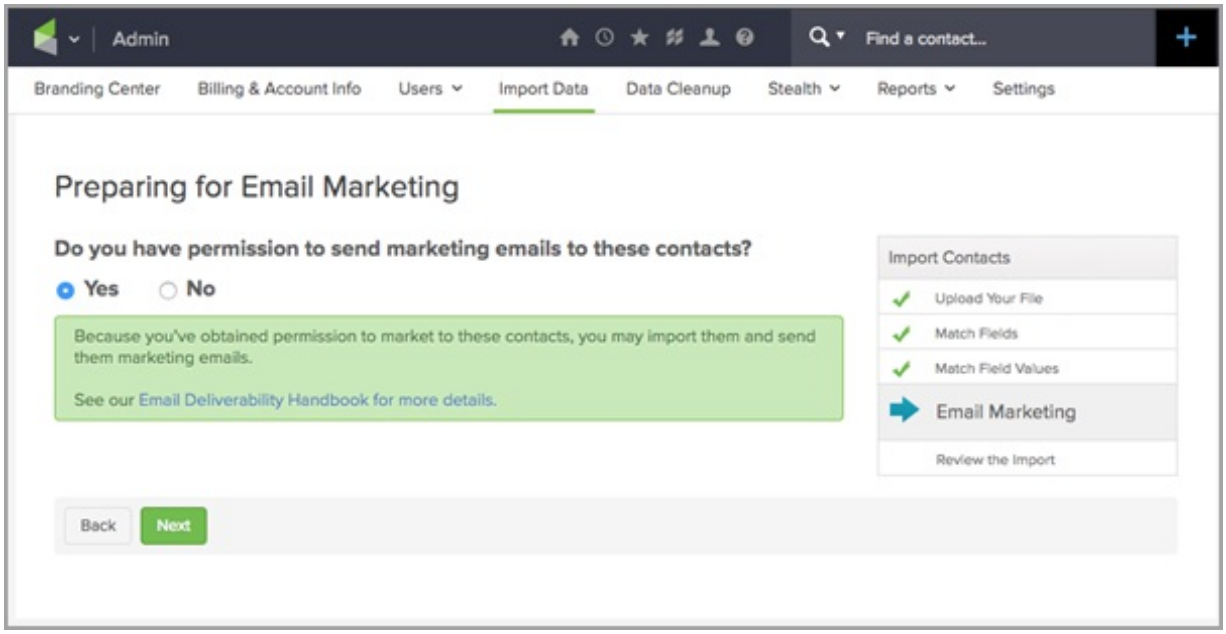
Open Rate Calculation Improvement

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