

# Customer Engagement Analysis

Measuring Customer Sales vs Marketing Engagement Based On Email Marketing Open and Click-Through Rates

Engagement Value (Emails) - Max 10

06.04.2019

15.11.2019

Received = 1

Opened = 4

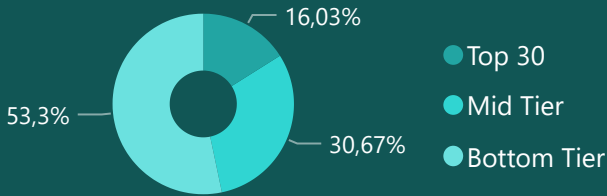
Clicked = 5

Top 30

Mid Tier

Bottom Tier

Select Customer Group (by Total Sales)



**\$3,1 M**  
Sales Amount



**6107**  
Total Transactions



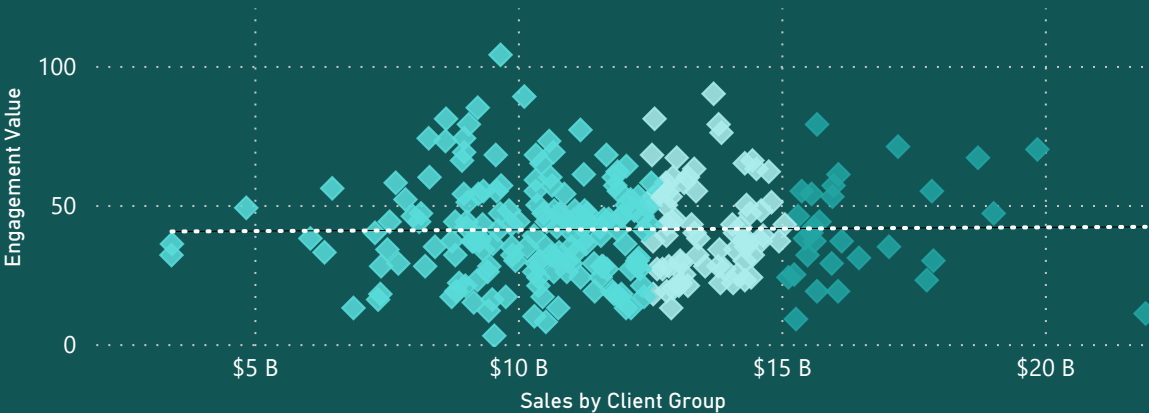
**10**  
Total Products Sold



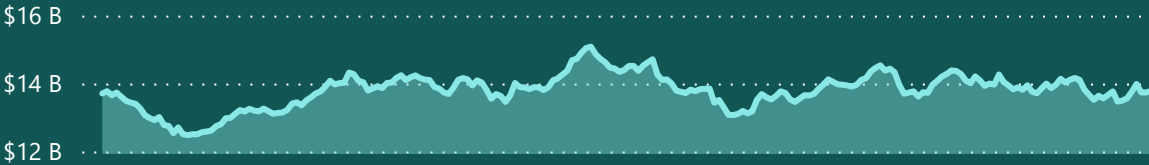
**263**  
Total Customers

## Customer Name ve Client Group ölçütüne göre Sales by Client Group, Engagement Value, Sales Ranking ve Engagement Ranking

◆ Top 30 ◆ Mid Tier ◆ Bottom Tier



## Date ölçütüne göre 30D Sales MA



## Customer Name ölçütüne göre Sales Ranking ve Engagement Ranking

● Sales Ranking ● Engagement Ranking

