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August Email Marketing Report
For All Line



Campaign SMART goals & activities

- **Goal 1:** Grow the email subscriber list by 12,000 people by the end of September by partnering with social and paid media specialists and launching an email referral program that offers discounts to existing subscribers
- **Goal 2:** Increase the monthly conversion rate of current subscribers by 2% within six months of launch by segmenting the email list for the *For All* line of products.



Campaign KPIs

- New subscribers added
- Conversion rate
- Open rate
- Click-to-open rate



New email subscribers added

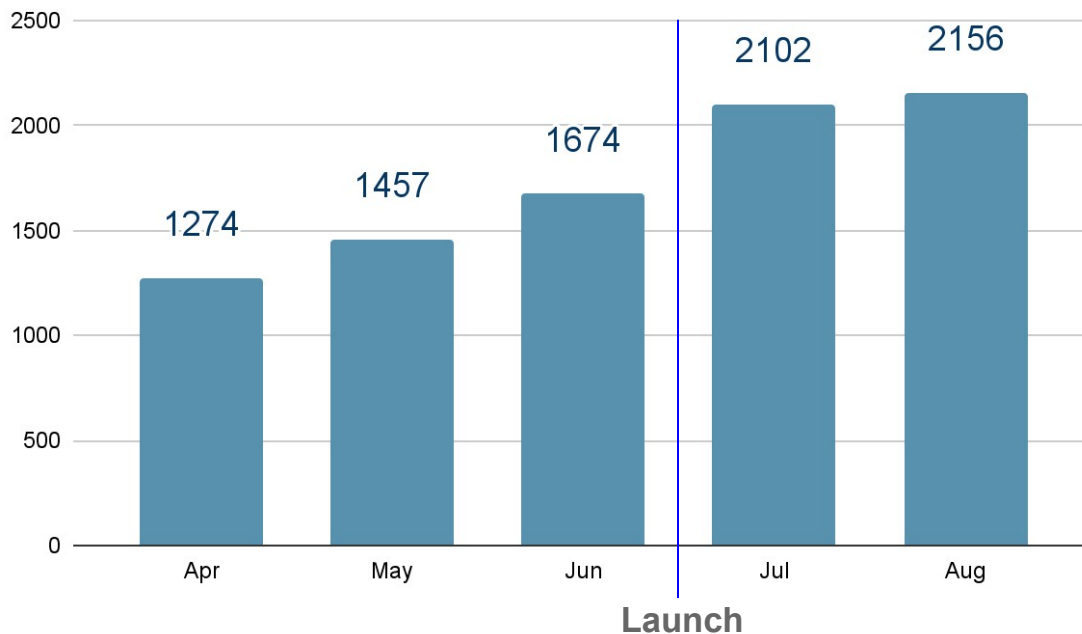
Goal

12K new subs by
end of Sept.

Gap to target

Aug: 3,337

New Subscribers (April-August)

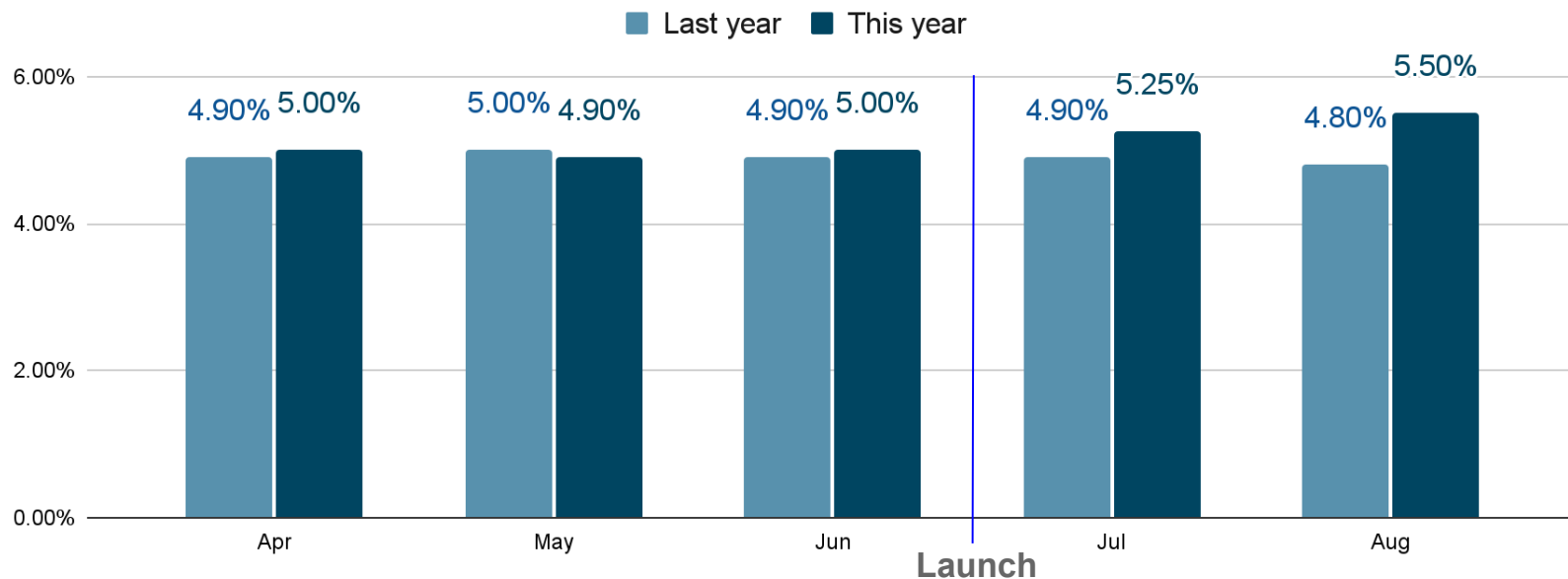




Monthly conversion rates

Goal
Increase 2%
by end of Dec.

Company-wide email conversion rates

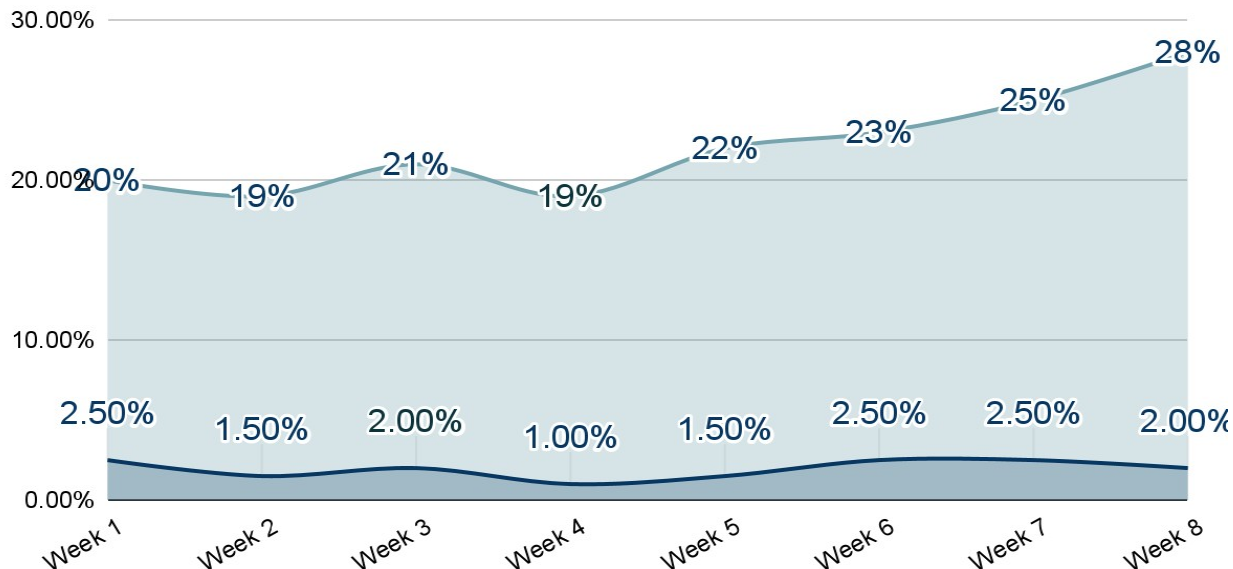




Weekly open rates vs. click-to-open rates

Weekly rates (July–August)

■ Click-to-open rate ■ Open rate



Industry benchmarks

Open rate: 20%

Click-to-open rate: 3%



Conclusion and next steps

- Overall, our campaign performed below the expectations we laid out
 - CTOR remained below industry average
 - But new subscribers increased naturally post launch as well as conversion rates
- Actions:
 - Monitor KPI performance
 - Run A/B test to optimize CTOR
- In the future:
 - Build email lists earlier and run more A/B test before the campaign.
 - Adapt campaign timeline and goals based on results of A/B test.