EMAIL MARKETING CAMPAIGN ANALYSIS

A Project Work

Submitted in the partial fulfillment for the award of the degree of

BACHELOR OF ENGINEERING

IN

CSE-BIG DATA ANALYTICS

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ABOUT PROJECT

Email marketing is the act of sending promotional messages to people in mass quantities. It typically is to generate sales or leads and it may contain advertising. In this project, we are applying some analytical operation on past data of emails to extract insights. For all this we all need is:

1. An Email List
For you to pull off successful email campaigns, you need an active email list. This is a database of email contacts who have expressed interest in receiving marketing communications from your brand. There are many ways to build an email list. One of the easiest is to create a lead magnet (also called an offer) your target audience is interested in, like a coupon, in exchange for their email addresses.

2. An Email Service Provider
An email service provider (ESP), also known as an email marketing platform, is software that helps manage your email list. It also helps design and execute automated email marketing campaigns.
Using an ESP allows you to automate actions triggered by your target audience's behaviors. These enable you to personalize each interaction with them, meaning engagement and conversion rates generally improve.

3. Clearly Defined Goals
You can use email marketing to achieve many business goals. For example, you can use email marketing to:

- drive sales
- boost brand awareness
- generate and nurture leads
- keep customers engaged
- increase customer loyalty and lifetime value

To execute an effective email marketing campaign, your email list, ESP, and goals must align. Then, you can get to work. The first step is to segment your email list according to subscriber demographics or actions. Next, create an email or series of emails designed to get consumers to do something (your goal). Finally, use your ESP to send emails and monitor the campaign automatically.

EMAIL MARKETING

A market force

## 5 Sure-fire Strategies for an Effective
Email Marketing Campaign

➤ Personalized Emails and Subject Lines
➤ Mobile Friendly Emails
➤ Email Campaign Elements Must be Tested
➤ Automation of Email Campaigns
➤ Customer Segmentation

www.amarketforce.com

ABOUT DATA

In our project we have used two different types of datasets which cover all types of game statistics of email insights.

DATASET 1:
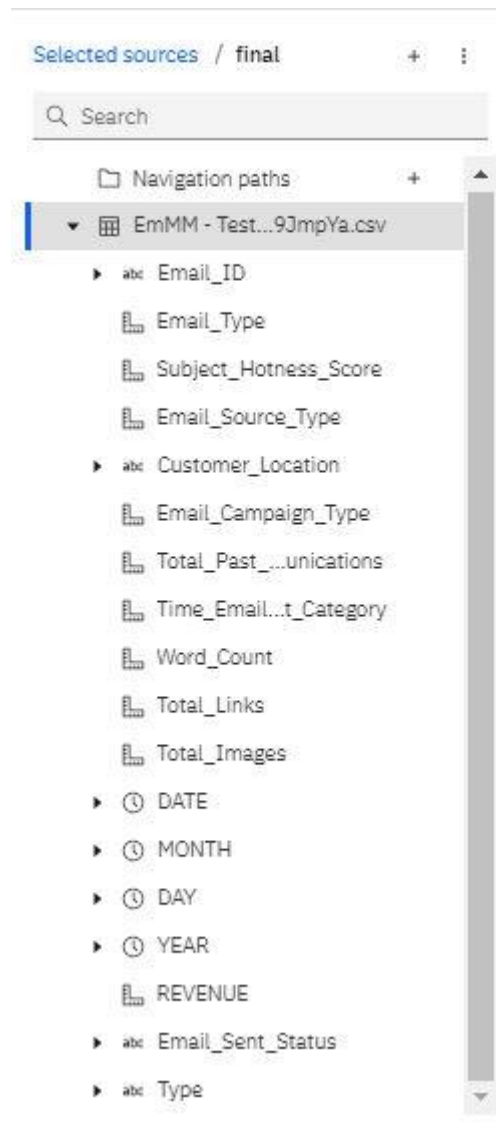
DATASET 2:

- ▼ ⊞ Email Campai...ommunication
  - ▶ abc PartyUId
  - ▶ abc CampaignCodJ
  - ▶ abc Medium_Type
  - Is_Email_Sent
  - ▶ abc Email_Sent_Status
  - ▶ ⊙ Email_SentDate
  - Email_Open_Count
  - Email_Click_Count
  - ▶ abc Is_SMS_Sent
  - ▶ ⊙ SMS_SentDate

TAB 1 (Info About Campaign)

The first page shows the information about email marketing. It involves all the information needed to know about this project and also a video that shows up all remaining required information about email marketing.

TAB 2 (Total Emails Across Countries)

EMAIL PERFORMANCE

TOTAL EMAILS ACROSS THE COUNTRIES WITH PAST COMMUNICATIONS

Email_Type (Sum)

2,113   11,255

Total_Past_Commu...

42,207   229,305

© Mapbox © OpenStreetMap

It shows the world map and total email across the countries from their past communications and also differentiate between the countries where total emails were less and where total emails are more. Whenever the color goes dark, it means that country had sent or received huge amount of emails across the past insights.

Whenever the color goes light, it means the country had less emails than other countries and email numbers are shown upward on the map which helps to make analysis better.

TAB 3 (By Customer Location)
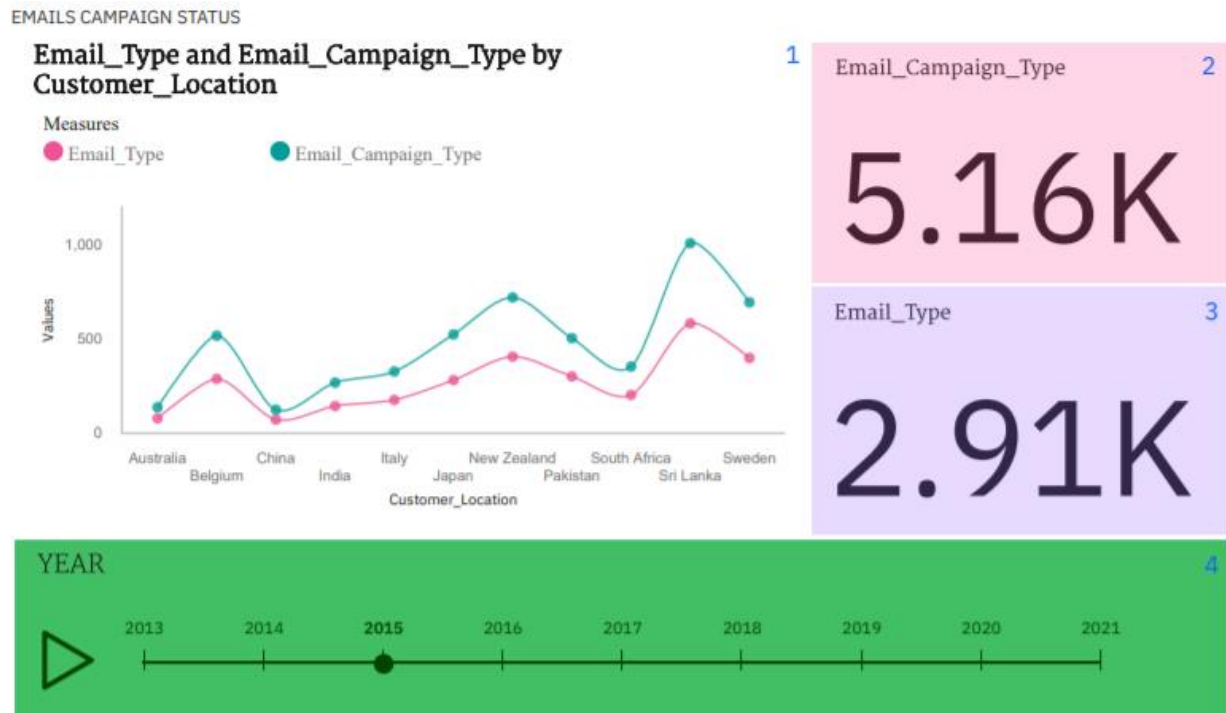
This page shows the email type and email campaign type values by customer locations.

In this graph lines marked in blue were email campaign type measures and lines marked in pink were email type measures where every location is given

Below this graph, there is sliding function in which you can slide and see the insights of that particular year and know about every email measure that held. Total counts of measures were also in right side of graph which helps us to differentiate between measures.

(**Filters**)

Filter(s) applied to the visualization(s) on the previous page:

Widget 1
Year Includes: 2015
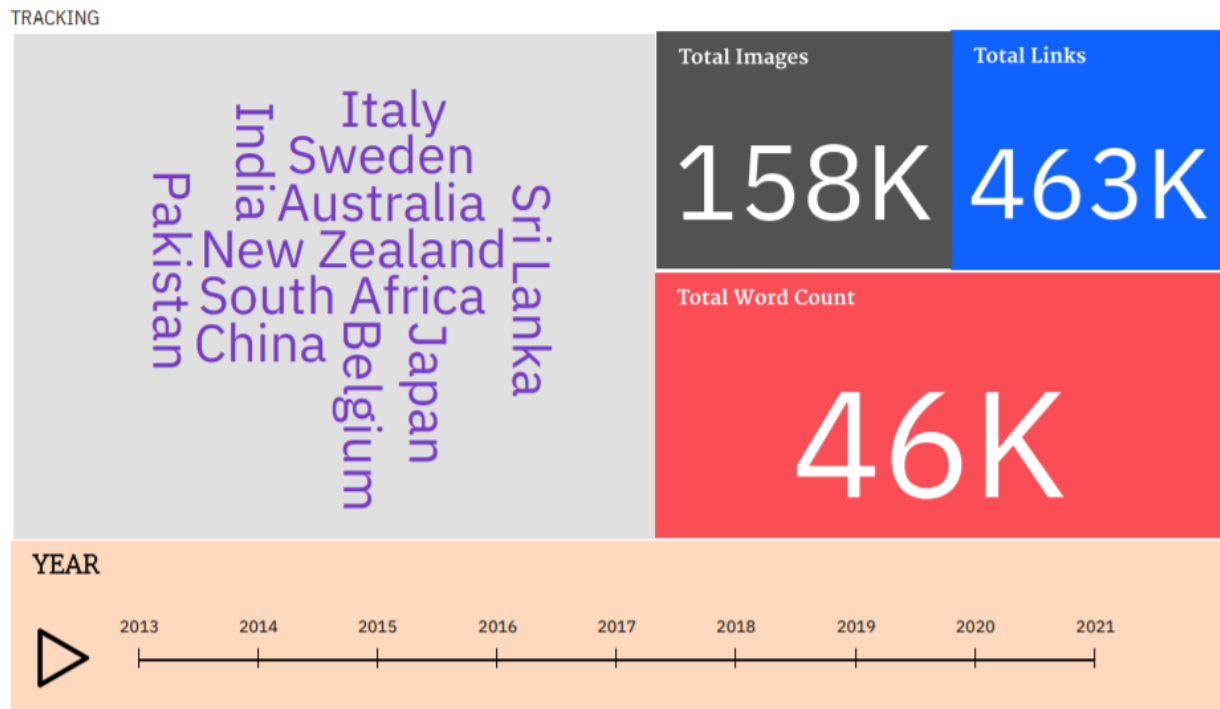
Widget 2
Year Includes: 2015

Widget 3
Year Includes: 2015

Widget 4
YEAR Includes: 2015

This shows the filters applied to the visualizations on the previous page and contain widgets of year you will slide in previous page.

TAB 4 (Tracking)

This page shows the tracking of email contents that were sent and received.

In left side, countries are given where you can select countries and see the information of emails about that country.

In right side, columns of total images, total links and total word counts are given where you can track every content that were shared.

In bottom, There is sliding function again where you can slide and see information about country you selected and in which year. It shows up all the information.

TAB 5 (Email Status)

In this page, it shows the status of email that were bounced, rejected, sent, deferred etc.

In middle there is pie chart that shows all the information regarding all this.

In pink column, there is word count compared to total links and also shows the percentage of this.

In green column, there is word count compared to total images sent and received. This analysis is all done using KPI.

(**Filters**)

Filter(s) applied to the visualization(s) on the previous page:

Widget 1

Email_Sent_Status Includes: Bounced, Deferred, Rejected, Sent, SoftBounced

Widget 2

Email_Sent_Status Includes: Bounced, Deferred, Rejected, Sent, SoftBounced

Widget 3

Email_Sent_Status Includes: Bounced, Deferred, Rejected, Sent, SoftBounced
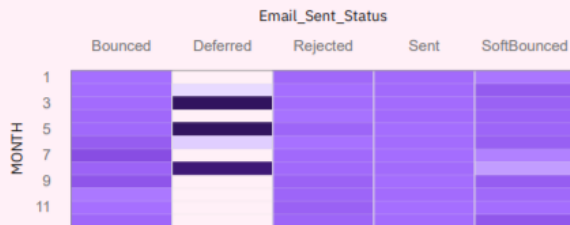
It shows the filters that applied to the visualizations on the previous page. And on the widgets that contains email sent status or whether it is bounced or rejected whenever it is done.

TAB 6 (Score)

This page shows the subject hotness score by monthly insights and also the email sent status.

In purple column on top left side, there is status of email in a particular month and numbers were listed there afterwards. After getting all info here it calculates the subject hotness score by email send status.
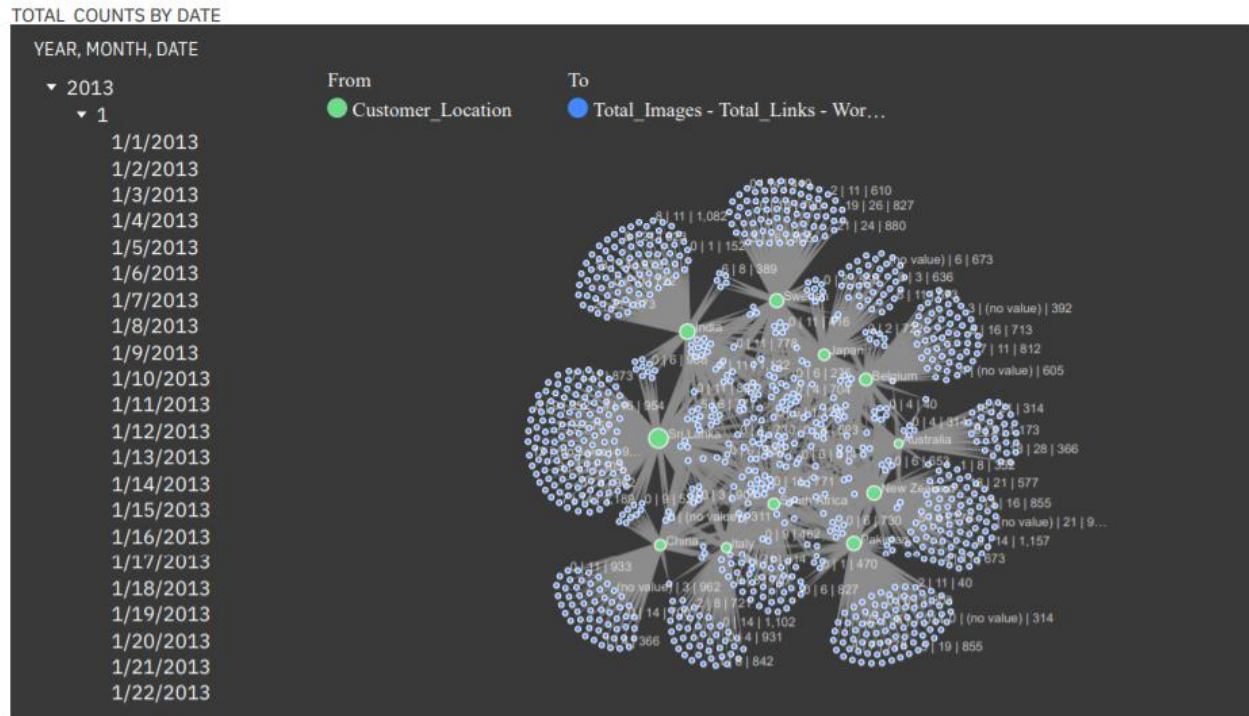Filters applied:

Filter(s) applied to the visualization(s) on the previous page:

Widget 1

Email_Sent_Status Includes: Sent, Rejected, Deferred, Bounced, SoftBounced

TAB 7 (Total Counts Pattern)

This Pattern shows the total counts by dates for better explanations of email statuses from where the emails were sent or received. You can also go through any date, month or year to see the insights of that particular day.

Pattern keeps on changing whenever the information of particular date changes. It makes the analysis more easy than ever because you can clearly see every status and counts.