

# CAMPAIGN DATA ANALYSIS

## vocabulary

Conversion Rate: The percentage of people who took a desired action after clicking your email. A conversion means a meaningful action: (made a purchase),(signed up to xx), (downloaded smth), (booked a demo.).

Conversion Rate =(Number of conversions/Number of clicks)×100. Let's say: 1,000 people clicked your email And 50 of them made a purchase: it is a 5% conversion

Open Rate: the percentage of people who opened your email out of all the people it was successfully delivered to.

Open Rate = Number of opens/ Number of delivered emails x 100. Let's say 1,000 of those emails were successfully delivered (not bounced) and 300 people opened the email. 30% Open rate.

CTR tells you what percentage of people who opened your email also clicked on a link inside it. Let's say: 500 people opened your email And 50 of them clicked a Link: it is a 10% CTR.

Revenue refers to the amount of money earned as a result of your email campaign. If you send an email promoting a coffee subscription, and 20 people sign up—each paying \$25—you've generated: 20×25=\$500 in revenue.

The way to measure if something was bought apart from the sign up: is by creating automations. If Client clicks the buy button, the client is sent a tracking email. And so the number of tracked emails sent must be the overall revenue of specific items..

Boost AOV: Increase the Average Order Value — in other words, getting customers to spend **more per order**.

Engaged: Clicked and Open, no purchase. **LowEngagement**: Open, no click. **Converted**: Purchase. **Limited Roast Buyers**: Customers who previously purchased a special, seasonal, or small-batch coffee roast — something not always available on the regular menu. **Re-stock**: Converted viewers who had made their last purchase 2 weeks.

## Month: fake sample middle size company

Campaign Name	Date Sent	Segments	Open Rate	CTR	Conversion Rate	Revenue
Brew Bold Offer	11/10/25	Espresso Interested Clients	24% (480/2000)	9% (43/480)	4.5% (2/43)	540\$
		Decaf Interested Clients	20% (315/1500)	7% (22/315)	4.5% (1/22)	320\$
			<b>22.8%</b> (795/3500)	<b>8.2%</b> (65/795)	<b>4.6%</b> (3/65)	<b>860\$</b>
Sip & Save (Black Friday)	11/24/25	Gift Givers	29% (870/3000)	20% (000/000)	6.3% (6/95)	960\$
		Discount shoppers	32% (800/2500)	20% (000/000)	6.2% (6/96)	940\$
			<b>30.4%</b> (1670/5500)	<b>11.4%</b> (191/1670)	<b>6.2%</b> (12/191)	<b>1,900 \$</b>

**New\_Subscriber**: New Subscriber. — **Espresso\_Interest**: Clicked Espresso Ad. — **Decaf\_Interest**: Clicked Decaf Ad  
— **Trail\_Activated**: Claimed free trial. — **Buyer\_FirstTime**: Made First Purchased. — **Inactive\_14Days**: Inactive 2 weeks. —

# CAMPAIGN DETAILS

## Week 1:

**Campaign Title**: First-Time Buyer —

Segment: Espresso viewers > Decaf viewers

Goal: Conversion on first visit

Subject Line A: “Let’s do this, energy 100% espresso 100%”

Subject Line B: “Creamy Flavor, Start bold”

Pre-Header A: “Free trial bag ends this week — shipping’s on us”

Pre-Header B: “Free trial bag + shipping this week only”

CTA Tested: “Activate Energy” vs. “Claim Your Free Bag”

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Result: Subject B + CTA "Claim Your Free Bag" → +28% CTR

Preview Link: [Final email version]

**Campaign Title:** First-Time Buyer — N1Series

Segment: Espresso viewers < Decaf viewers

Goal: Conversion on first visit

Subject Line A: "Nothing like home and Decaf"

Subject Line B: "Welcome Evening, to OBSI COFFEE "

Pre-Header A: "Free trial bag ends this week — shipping's on us"

Pre-Header B: "Free trial bag + shipping this week only"

CTA Tested: "Brew More. Spend Less." vs. "Bundle Up & Save".

Result: Subject B + CTA "Claim Your Free Bag" → +28% CTR

Preview Link: [Final email version]

## Week 2:

**Campaign Title:** Repeated Purchases — N1Series

Segment: < \$X vs > \$X (by last item bought)

Goal: Boost AOV

Subject Line A: "Hot Offer Brewing - Save Now—"

Subject Line B: "from your cart, Your reorder comes with something exclusive"

Pre-Header A: "Buy a repeated purchase and get one of our selected products free"

Pre-Header B: "Repeat order? You just unlocked one limited roast."

CTA Tested: "Get" vs. "Claim"

Result: Subject B + CTA "Claim Your Free Bag" → +28% CTR

Preview Link: [Final email version]

**Campaign Title:** Repeated Purchases — N1 Series

Segment: < \$X vs > \$X (by last item bought)

Goal: Boost AOV

Subject Line A: "Your next cup is on us — almost"

Subject Line B: "Specialty coffee, on repeat"

Pre-Header A: "Place a repeat order and choose an extra, — one of our hand picked favorites, free. Just a thank-you for coming back."

Pre-Header B: "One less thing off your mind. Claim your free gift now."

CTA Tested: "Get" vs. "Claim"

Result: Subject B + CTA "Claim Your Free Bag" → +28% CTR

Preview Link: [Final email version]

## Week 3:

**Campaign Title:** Re-Engagement — N1 Series

Segment: No activity (time based)+ series. After 14 days

Goal: Wake up inactive' users

Subject Line A: "See something you liked?"

Subject Line B: "Astrology meets beans. Find your perfect match. We thought so — now it's your turn."

Pre-Header A: "Customize your Subscription, Ready for a change?"

Pre-Header B: "Switch to a different bean "

CTA Tested: "Update My Preferences" vs. "Change Preferences"

Result: Subject B + CTA "Change Preferences" → +28% CTR

Preview Link: [Final email version]

**Campaign Title:** Re-Engagement — N1 Series

Segment: No activity (time based)+ series, after 22 days

Goal: Wake up inactive users

Subject Line A: " Receive deliveries every 3 weeks instead of every 2 weeks"

Subject Line B: "You're in the right place, make an adjustment"

Pre-Header A: "Receive deliveries every 3 weeks instead of every 2 weeks)

Pre-Header B: "Delay deliveries a week"

CTA Tested: "Update My Preferences" vs. "Change Preferences"

Result: Subject B + CTA "Change Preferences" → +28% CTR

Preview Link: [Final email version]

**Week 4:**

**Campaign Title:** Black Friday — N1 Series

Segment: Gift givers➤ vs discount shoppers

Goal: Test Campaign Appeal

Subject Line A: "Hot Deals. Fresh Beans."

Subject Line B: "Any Gifts ideas?"

Pre-Header A: "Free Shipping + Holiday Gift Box with Any Coffee Gift Plan(2 months)"

Gift subscription (2,3 or 3 months of subscription) )The coffee arrives **packaged in festive, limited-edition wrapping.**

This could include: -A holiday-themed box or mailer. - Seasonal tissue or ribbon. - A customizable gift note. - Optional add-ons (e.g. a branded scoop or holiday card)

Pre-Header B: "Holiday-ready: Free box + delivery with every gift plan(2 months)"

CTA Tested: "Share the Sips" vs. "Wrap Up a Subscription They'll Love"

Result: Subject B + CTA "Share the Sips" → +28% CTR

Preview Link: [Final email version]

**Campaign Title:** Black Friday — N1 Series

Segment: Gift givers vs < discount shoppers

Goal: Test Campaign Appeal

Subject Line A: "Black Friday Detected"

Subject Line B: "You've Reached the Brew Zone: Limited Time Only"

Pre-Header A: "20% Off All Coffee Bags on, available for a 3 time use"

Pre-Header B: "Save 20% on Your First 3 Deliveries"

CTA Tested: "Brew More. Spend Less." vs. "Bundle Up & Save"

Result: Subject B + CTA "Bundle Up & Save" → +28% CTR

Preview Link: [Final email version]