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$
			22.8% (795/3500)	**8.2%** (65/795)	**4.6%** (3/65	**860$**
Sip & Save (Black Friday)	11/24/25	Gift Givers	29% (870/3000)	20% (000/000)	6.3% (6/95)	960$
		Discount shoppers	32% (800/2500)	20% (000/000)	6.2% (6/96)	940$
			30.4% (1670/5500)	**11.4%** (191/1670)	**6.2%** (12/191)	**1,900$**

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: "Start your subscription bold — on the house"
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: "Start here -Nothing like home and Decaf"
Subject Line B: "Ready for the evening? Decaf is"
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: "Start Tasting" vs. "Claim Your Free Bag"

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: "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: "Enjoy a surprise with your next bag"
Pre-Header A: "Buy a repeated purchase and get one of our selected products free"
Pre-Header B: "Your reorder comes with something exclusive."
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: "Missing something? Take this and forget about the rest Winter Ember"
Subject Line B: "Introducing Winter Ember"
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: "Need a break? Let's Adjust our deliveries"
Subject Line B: "Time to decide, your subscription, your rules"
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: Caffeine Levels Rising"
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]