EMAIL MARKETING
PERFORMANCE ANALYSIS

Welcome to the Email Campaign Performance Dashboard
This dashboard provides a comprehensive analysis of email campaigns for a niche content platform that serves a global community of DIY creators and readers. Catering to paid subscribers, this platform continually introduces new products and features while hosting a lively calendar of online events each month.

Objective
Evaluate the platform's email campaign performance over the past three months, with a focus on audience engagement and conversion metrics.

Carefully crafted to deliver actionable insights, this dashboard equips stakeholders to refine email marketing strategies and optimize campaign performance through data-driven analysis.

Get Started

Email Marketing Performance Analysis | Overview

Month: All

Country: All

Select Metric
- ☐ Emails Sent
- ☐ Open Rate
- ☐ Click Rate
- ☐ Conversion Rate

Emails Sent
92337
Delivered: 92309
Jul, Aug, Sep

Open Rate
24.21%
Target: 20% | 4.21% ↑
Jul, Aug, Sep

Click Rate
2.18%
Target: 2% | 0.18% ↑
Jul, Aug, Sep

Conversion Rate
1.38%
Target: 1% | 0.38% ↑
Jul, Aug, Sep

Delivery Rate
99.97%

Bounce Rate
0.03%

Unsubscribe Rate
0.05%

Opened Emails
22353

Unopened Emails
69984

Campaigns
23

Distinct Clients
15209

Emails Sent by Campaign Type
↩ Back
- Newsletter — 52068
- Events and webinars — 34536
- Lead nurturing — 5604
- Promotional — 129

Emails Sent by Conversion Target
↩ Back
- Web visit — 52160
- Sign up — 27449
- Download — 6124
- purchase — 5641
- Form completion — 963

Emails Sent by Client Segment
- Customer 35306
- Lead 57031
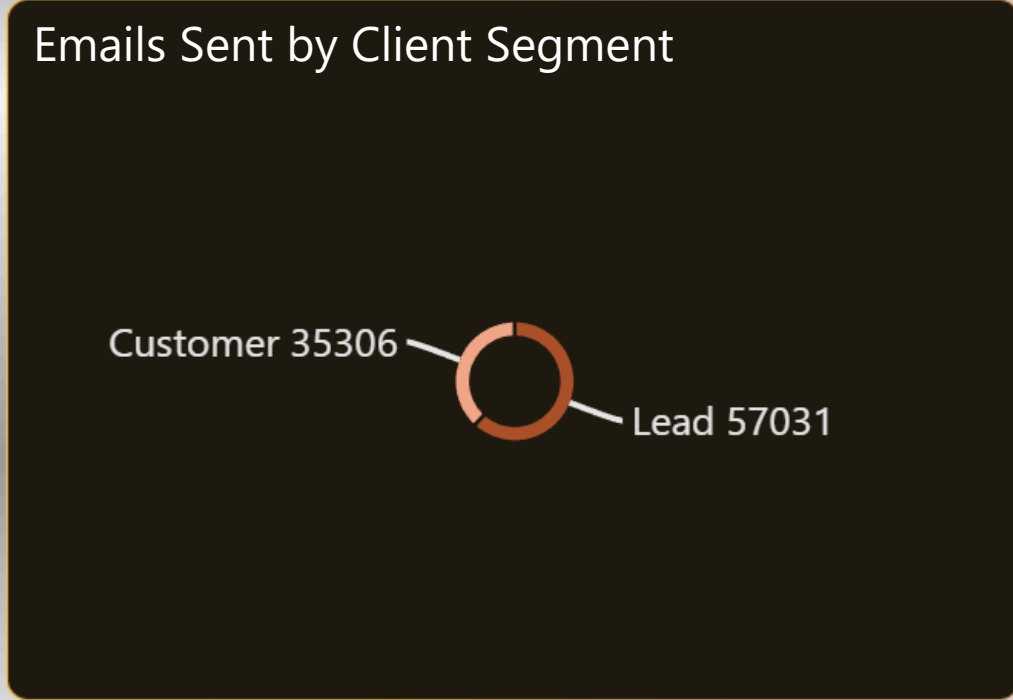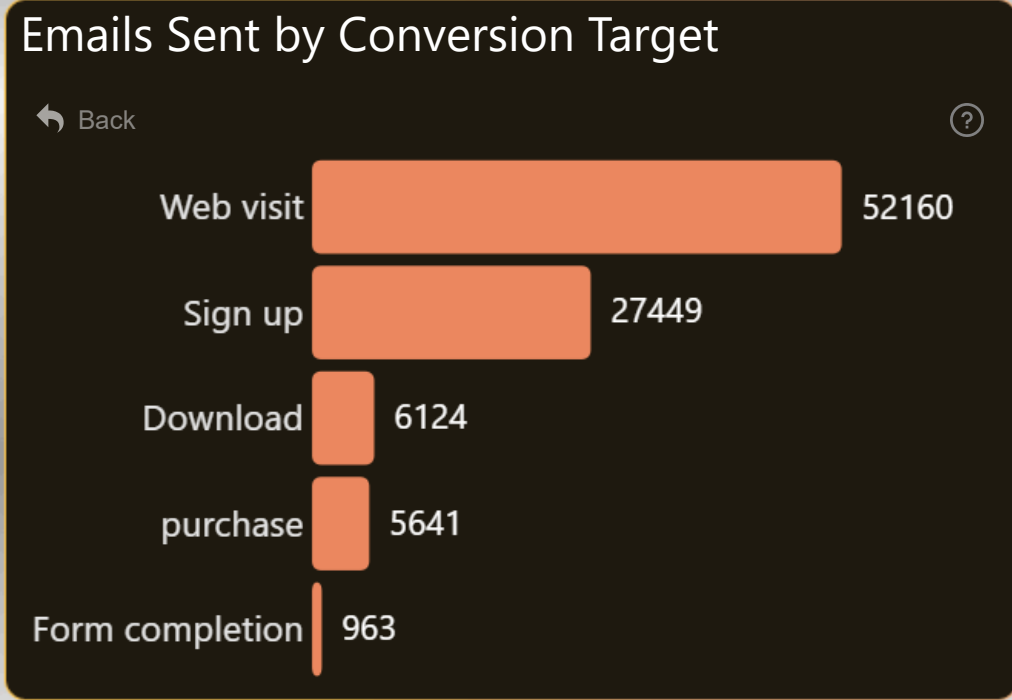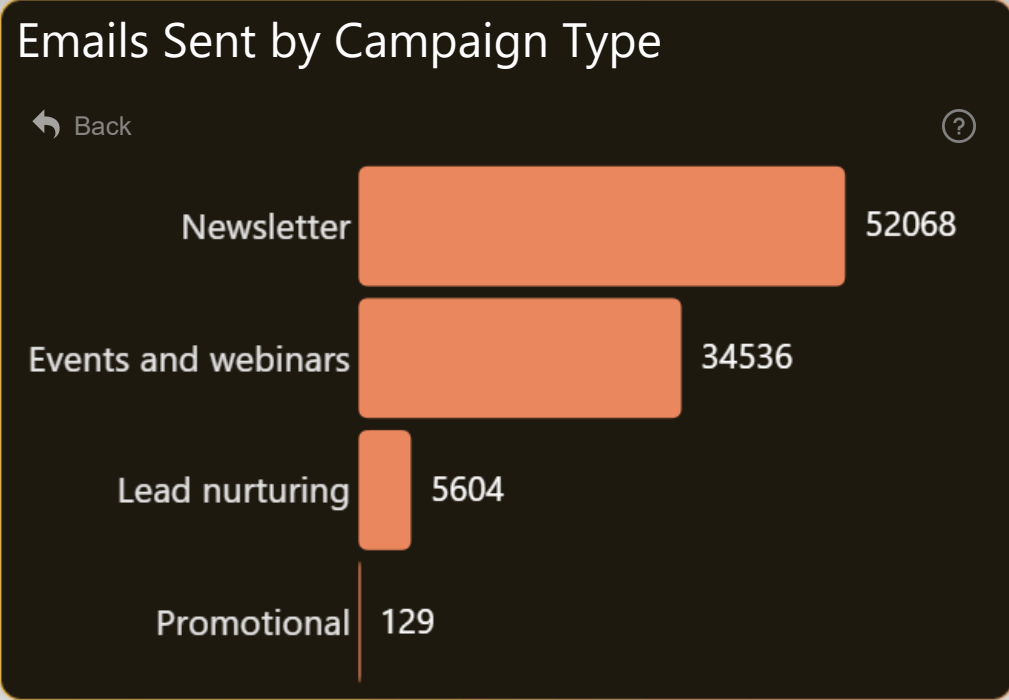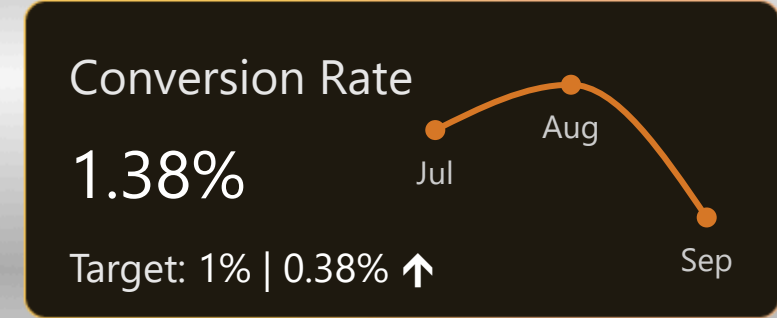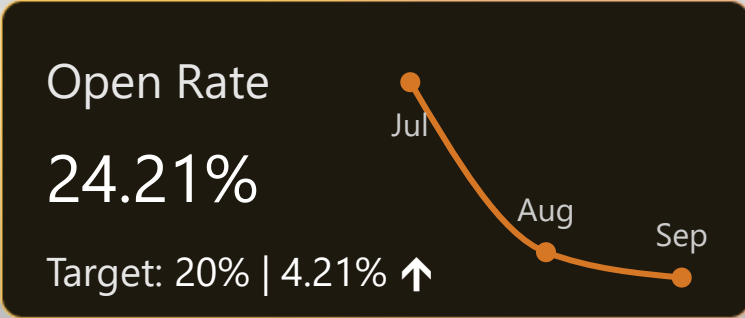
Month	Campaign Name	Emails Sent
Jul	After event follow up	1923
Aug	After event follow up	2093
Sep	After event follow up	2108
Aug	August Guest Speaker Webinar Invitation 1	861
Aug	August Guest Speaker Webinar Invitation 2	976
Aug	August Newsletter	20774
Aug	Content creation training inviation August	1877
Jul	Content creation training inviation July	1686
Sep	Content creation training inviation September	957
Sep	Discount offer for active influencers	129
Jul	Drip1 -Platform guide and benefits	34

Emails Sent and Clients by Country
High
Low

Countries
163
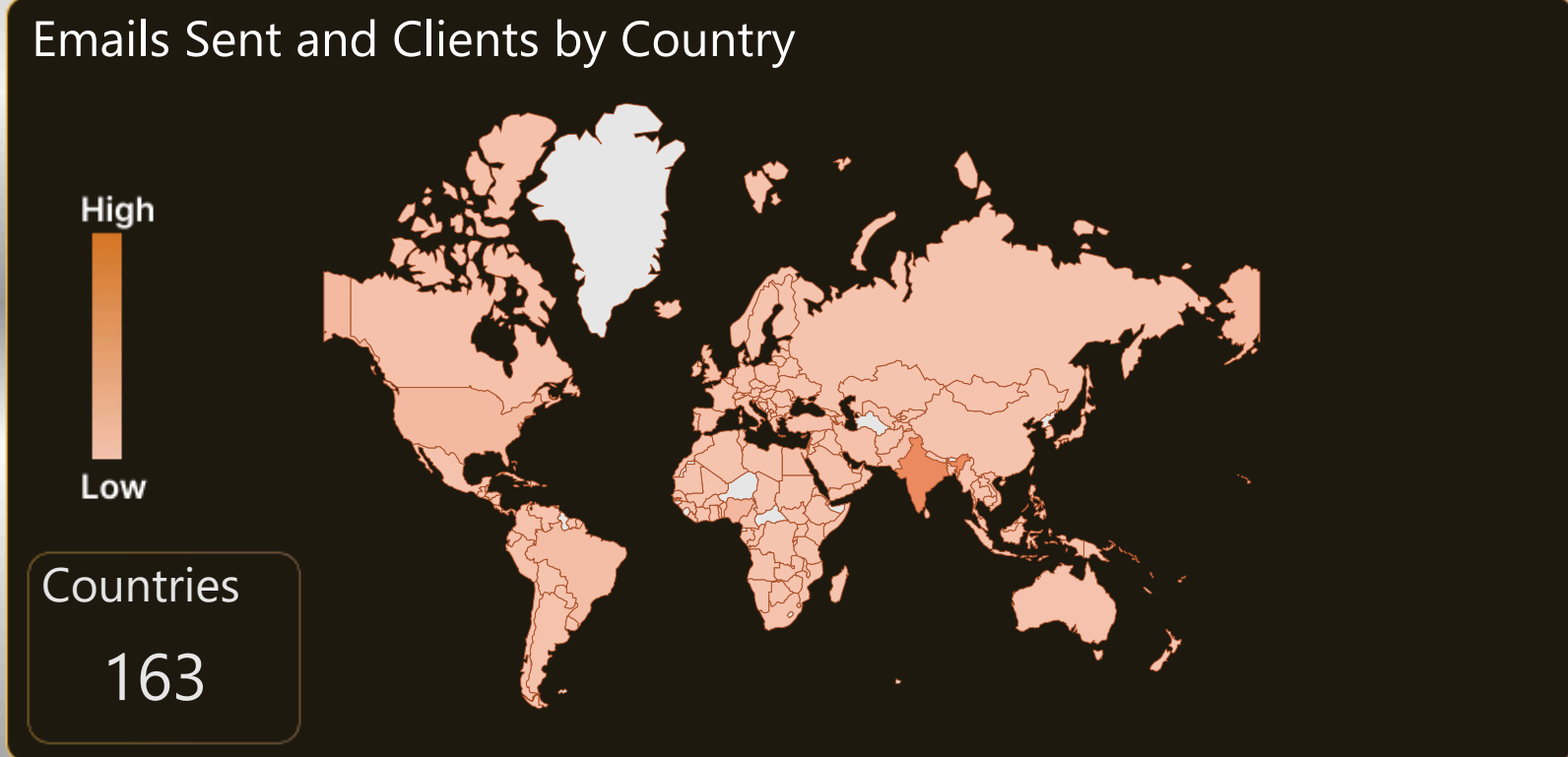
Email Marketing Performance Analysis | **Performance**

Month: **All**

Country: **All**

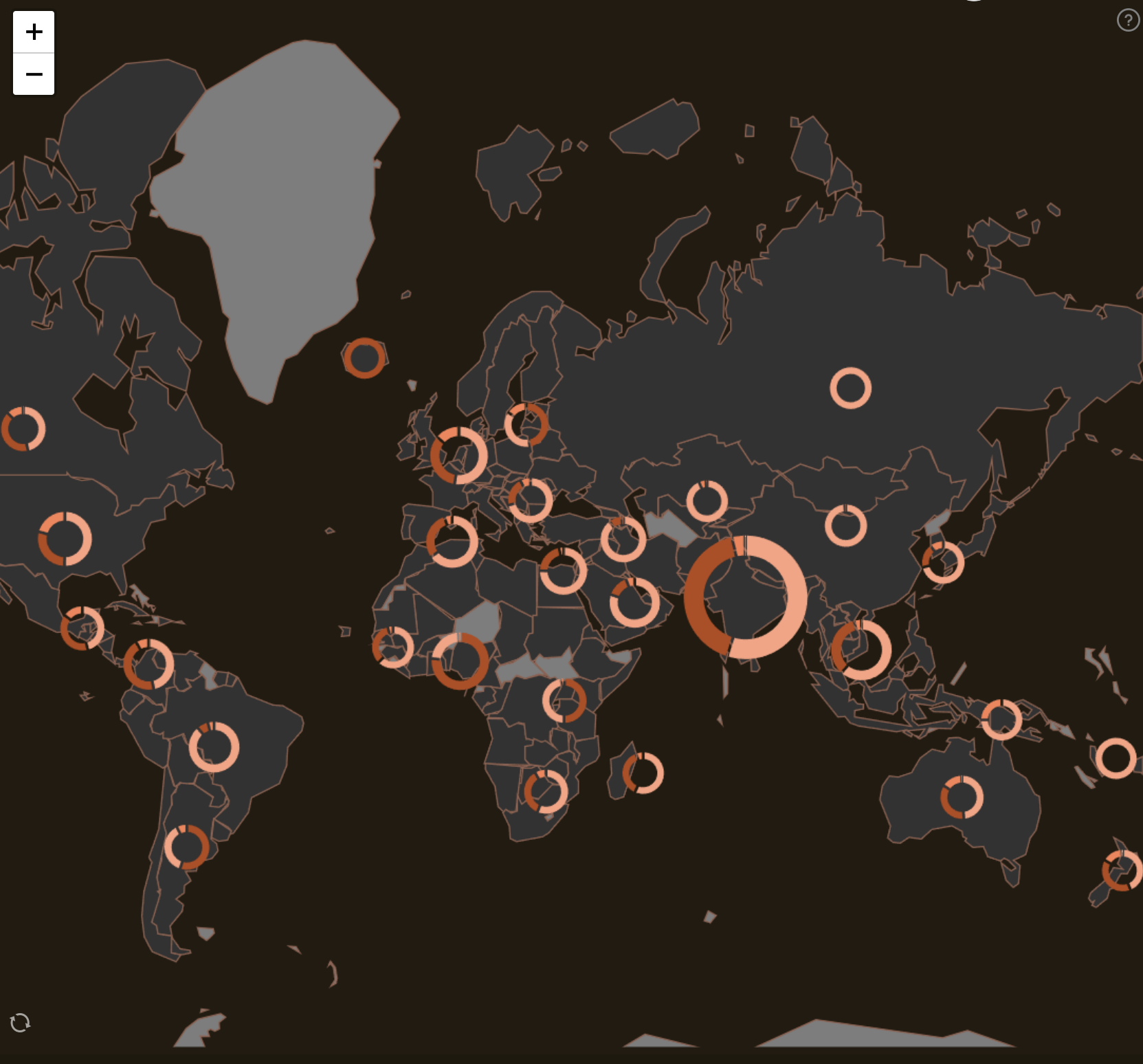Campaign Type | Conversion Target | Client Segment

Emails Sent | Open Rate | Click Rate | Conversion Rate

Emails Sent by Campaign Type Over Time

- Events and webinars
- Lead nurturing
- Newsletter
- Promotional

Back   Zoom-out   All data ▾   Month ▾

Jul   Aug   Sep

2024
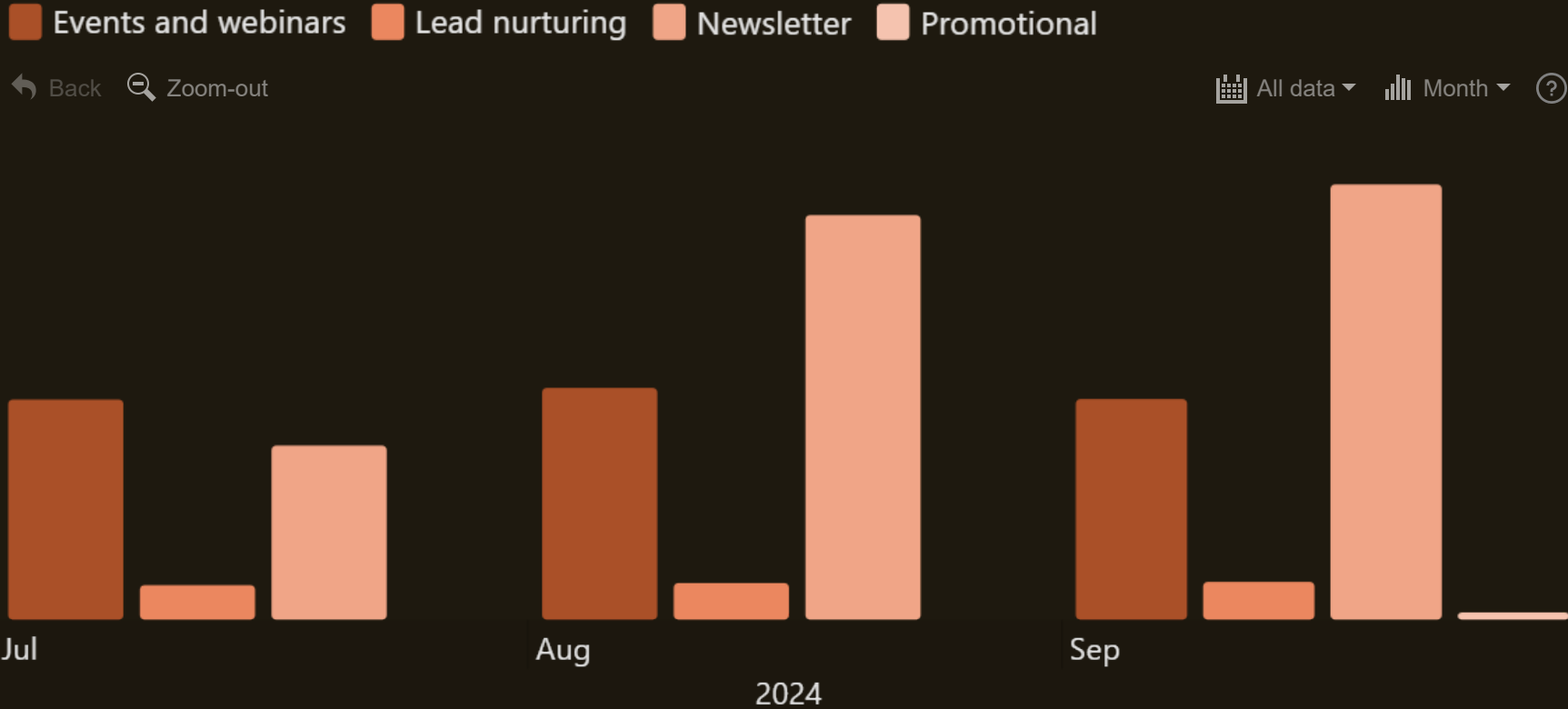
Emails Sent by Campaign Type Across Countries

Bounce Rate by Domain Name

- gmail 0.016%
- hotmail 0.022%
- aol 0.045%
- outlook 0.026%
- yahoo 0.042%

Emails Opened by Device

Drill Down: Device > Campaign Type > Target > Client Segment

mobile 10936 (48.92%)

desktop 11417 (51.08%)
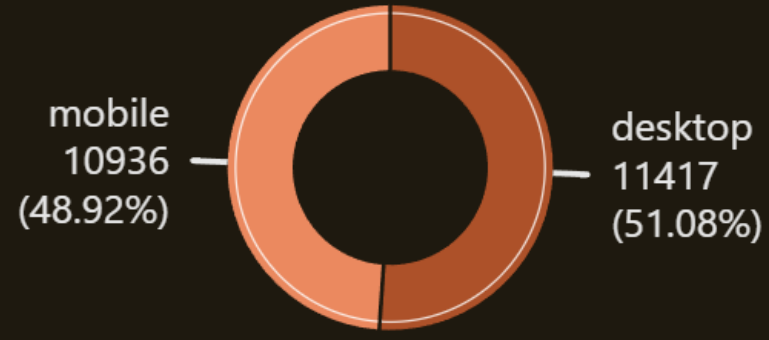
Delivery and Reach

- 99.97% high delivery rate and 0.05% unsubscribe rate show strong list quality.
- 15,209 clients in 163 countries reached.
- 28 undelivered emails.
Recommendation: Continue list cleaning for high deliverability.

Engagement

- 24.21% open rate (75.79% unopened).
Recommendation: Test subject lines, timing, and personalization to improve opens.
- 2.18% click-through rate.
Recommendation: Refine CTAs and layout for more clicks.

Conversions

- 1.38% conversion rate.
Recommendation: Align landing pages with email content to boost conversions.

Campaign Type Insights and Recommendations

Campaign Type	Emails Sent	Open Rate	Click Rate	Conversion Rate
Events and webinars	34536	30.73%	3.30%	1.73%
Lead nurturing	5604	16.51%	4.19%	2.19%
Newsletter	52068	20.65%	1.19%	1.05%
Promotional	129	48.06%	14.73%	6.20%
Total	92337	24.21%	2.18%	1.38%

Events and Webinars

Recommendation: With a strong open rate (30.73%) but lower conversions, consider more engaging CTAs and a simplified registration process to boost conversion rates.

Lead Nurturing

Recommendation: Good click (4.19%) and conversion rates (2.19%) suggest high engagement. Further personalize content to lift open rates and deepen client relationships.

Newsletter

Conversion Target Insights and Recommendations

Conversion Target	Emails Sent	Open Rate	Click Rate	Conversion Rate
Download	6124	32.46%	4.44%	2.04%
Form completion	963	49.84%	7.27%	3.43%
purchase	5641	17.00%	4.43%	2.25%
Sign up	27449	29.67%	2.91%	1.61%
Web visit	52160	20.67%	1.20%	1.06%
Total	92337	24.21%	2.18%	1.38%

Download

Recommendation: Strong open rate (32.46%) and moderate conversion (2.04%) show good engagement. Enhance CTAs with clearer value propositions to drive more conversions.

Form Completion

Recommendation: High engagement across metrics (49.84% open, 3.43% conversion). Keep optimizing for ease of form completion and consider follow-up nudges for unfinished forms to maximize conversions.

Client Segment Insights and Recommendations

Client Segment	Emails Sent	Open Rate	Click Rate	Conversion Rate
Customer	35306	24.87%	1.99%	1.33%
Lead	57031	23.80%	2.30%	1.41%
Total	92337	24.21%	2.18%	1.38%

Customer

Recommendation: Moderate engagement with 24.87% open rate and 1.33% conversion rate. Consider offering more personalized content and exclusive offers to boost conversion rates.

Lead

Recommendation: Leads show a slightly better click rate (2.30%) and conversion rate (1.41%) compared to customers. Tailor content to nurture leads further, focusing on