**Profle title**

|  |  |
| --- | --- |
| **Driver** | @ mention the driver |
| **Designer** | @ Designer |
| **Approvers** | @ Approver  @ Approver |
| **Target Audience** | e.g., New customers |
| **Goals** | e.g., Increase purchases |
| **Trello board** | Create a Trello board with this template and attach the link. <https://trello.com/b/7qihzbua/email-workflow> |
| **Email Drip Status** | Planning / in progress / Analysis / success / Failure |
| **On this page** |  |

**📧 <Name of this email drip>**

**Hypothesis**

* We *hypothesize* that <change>

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Email key** | **Audience** | **Trigger** | **Offer** | **Subject line** | **Body** | **CTA** | **Email preview** | **Status** | **Start date/range** |
| e.g., 1.a | e.g., end user | e.g., user logs in 1st time | e.g., E-book, demo video | e.g., Welcome to X | Write the body of your email | e.g., Get started | Type /image to upload a preview of your email design | Actively Testing | e.g., |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |

## 📊 Email drip results

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Email Drip or email key** | **Number of sends** | **Open rate** | **Bounce rate** | **Click-through rate** | **Spam report rate** | **Unsubscribe rate** | **Primary metric** |
| e.g., control, 1.b, welcome series | e.g. 14,000 | % | % | % | % | % | % |
|  |  |  |  |  |  |  |  |

## 🎯 Conclusions

### Executive summary