Welcome to **EMAIL CAMPAIGN ANALYSIS !** by DOAN PHAN THANH

FP20 ANALYTICS **X** **zoomcharts**

Introduce

The primary objective of this analysis is to assess the effectiveness of the platform's email campaigns over the past three months. We aim to determine how well these campaigns engage the audience and drive conversions, by examining various metrics and key performance indicators (KPIs) related to email marketing efforts. These include open rates, click-through rates, conversion rates, and overall campaign performance.

Page 1: Overview

The Overview page provides a high-level summary of the email campaign performance over the past three months. Key metrics include total emails sent, open rates, click-through rates, conversion rates, bounce rates, and unsubscribe rates, with visualizations such as trend analyses and performance summaries.

Page 2: Geographical Analysis

The Countries Analysis page examines the geographical performance of the email campaigns. It includes metrics like emails sent, open rates, click rates, bounce rates, conversion rates, and unsubscribe rates by country, visualized through heatmaps and country-specific trends.

Page 3: Detailed Campaign List

The Detailed Campaign Analysis page offers an in-depth look at individual email campaigns. It features metrics such as campaign names, emails sent, open rates, click-through rates (CTR), click rates, conversion rates, bounce rates, and unsubscribe rates, with detailed dashboards and comparative analyses to assess each campaign's success.

LET'S EXPLORE THE TOUR.

Main Menu

- Overview
- Geographical
- Detail

Panel Filter

Metrics
Opened

Month
All

Continent
All

Country
All

- Information
- Gihub
- LinkedIn

Total Emails Sent	Opened	Clicked	Conversion	Bounced	Unsubscribed
92.34K	22.35K	2.02K	1.28K	28	48
Δ: ▲ 3.46%	Δ: ▲ 1.76%	Δ: ▼ -39.35%	Δ: ▼ -42.03%	Δ: ▲ 250.00%	Δ: ▲ 42.86%

Email Performance Trends: Emails Sent and Metrics Analysis
Drill down to see Month > Week > Day

35K
8.78K — Customer
57K
13.57K — Lead

W.. W28 W29 W30 W31 W32 W33 W34 W35 W36 W37 W38 W39 W40

- ■ Customer: 8.78K (24.87%) open rate
- ■ Lead: 13.57K (23.80%) open rate
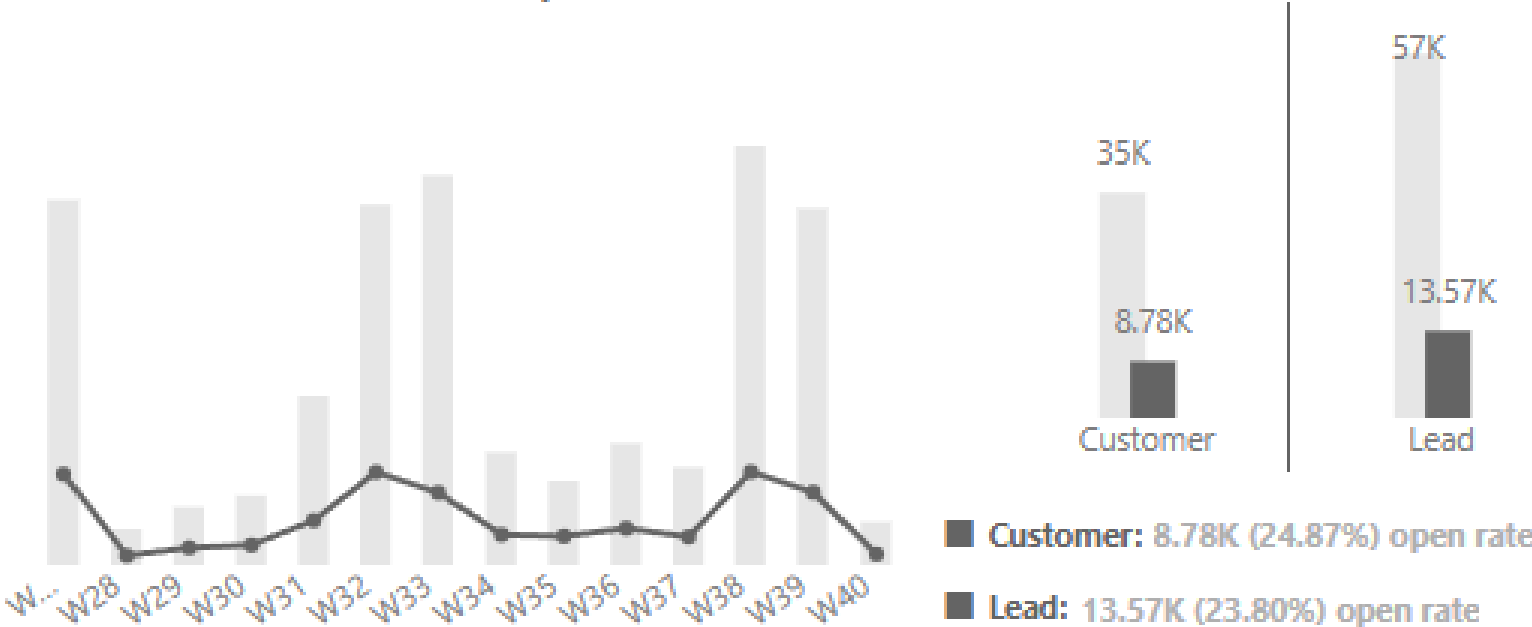
Comprehensive Analysis of Email Metrics and Total Clients by Domain
Drill down to see Domain > Segment > Device

URL	Domain	Total Clients	Emails Sent	Rate
AOL.	aol	3006	17915	23.62%
(gmail)	gmail	3068	18186	23.24%
(hotmail)	hotmail	3051	18267	24.59%
(outlook)	outlook	3027	19061	25.10%
(yahoo)	yahoo	3057	18908	24.44%
Total		**15209**	**92337**	**24.21%**

aol 19.76%
gmail 20.17%
outlook 19.90%
yahoo 20.10%
hotmail 20.06%
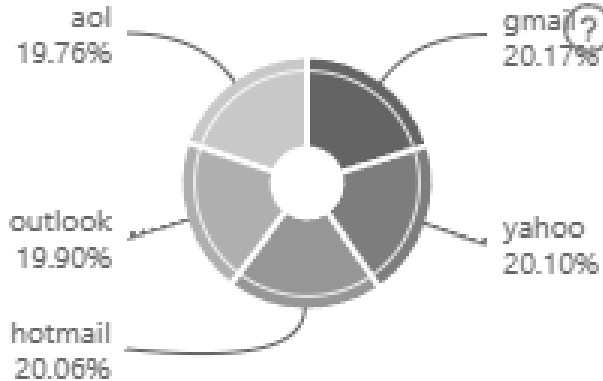
Email Engagement Metrics and Emails Sent by Conversion Type
Drop down menu to choose performance metrics

Conversion Target | **Campaign Type**

Open Rate
24.21%

Form completion	49.84%
Download	32.46%
Sign up	29.67%
Web visit	20.67%
purchase	17.00%

- ■ Form completion: 480 (49.84%) open rate
- ■ Download: 1.99K (32.46%) open rate
- ■ Sign Up: 8.14K (29.67%) open rate
- ■ Web Visit: 10.78K (20.67%) open rate
- ■ Purchase: 959 (17.00%) open rate
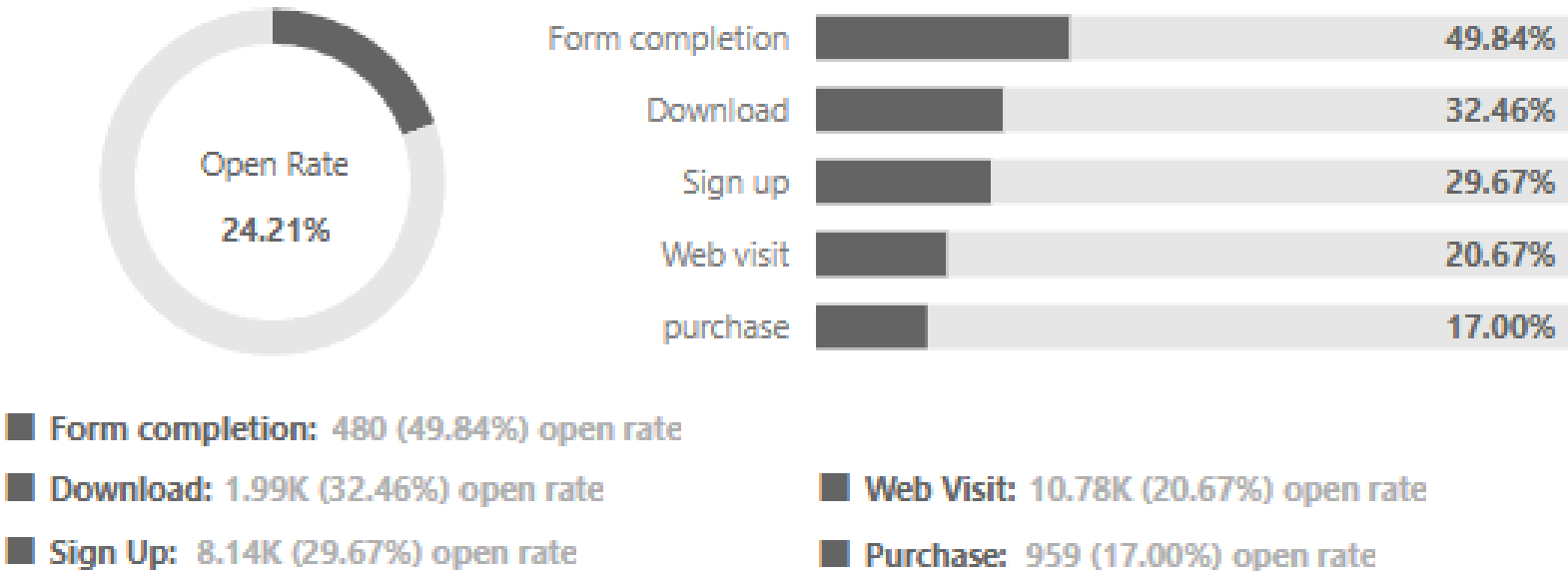
Campaigns Performance Trends: Emails sent and Metrics
Top 5 Campaigns by Open Rate

TopN: 5

Rank	Campaign name	Emails S...	Open Rate	Click Rate	Conversio...	Bounce ...	Unsubs...
1	Event topic survey	963	49.84%	7.27%	3.43%		
2	Discount offer for a...	129	48.06%	14.73%	6.20%		
3	July Guest speaker ...	857	37.81%	2.22%	0.82%		0.12%
4	Content creation tr...	1877	33.67%	4.32%	2.40%		
5	After event follow up	6124	32.46%	4.44%	2.04%	0.13%	0.02%

FP20 ANALYTICS

Main Menu

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Select Metrics

Opened

Month Name

All

Domain

All

Client segment

All

Information

Gihub

LinkedIn

| Africa | Asia | Australia (Oceania) | Europe | North America | South America |

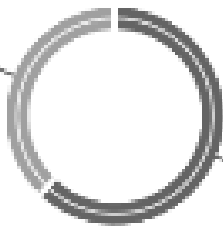### Africa
46 countries (1756 clients)

Total Clients by Continent
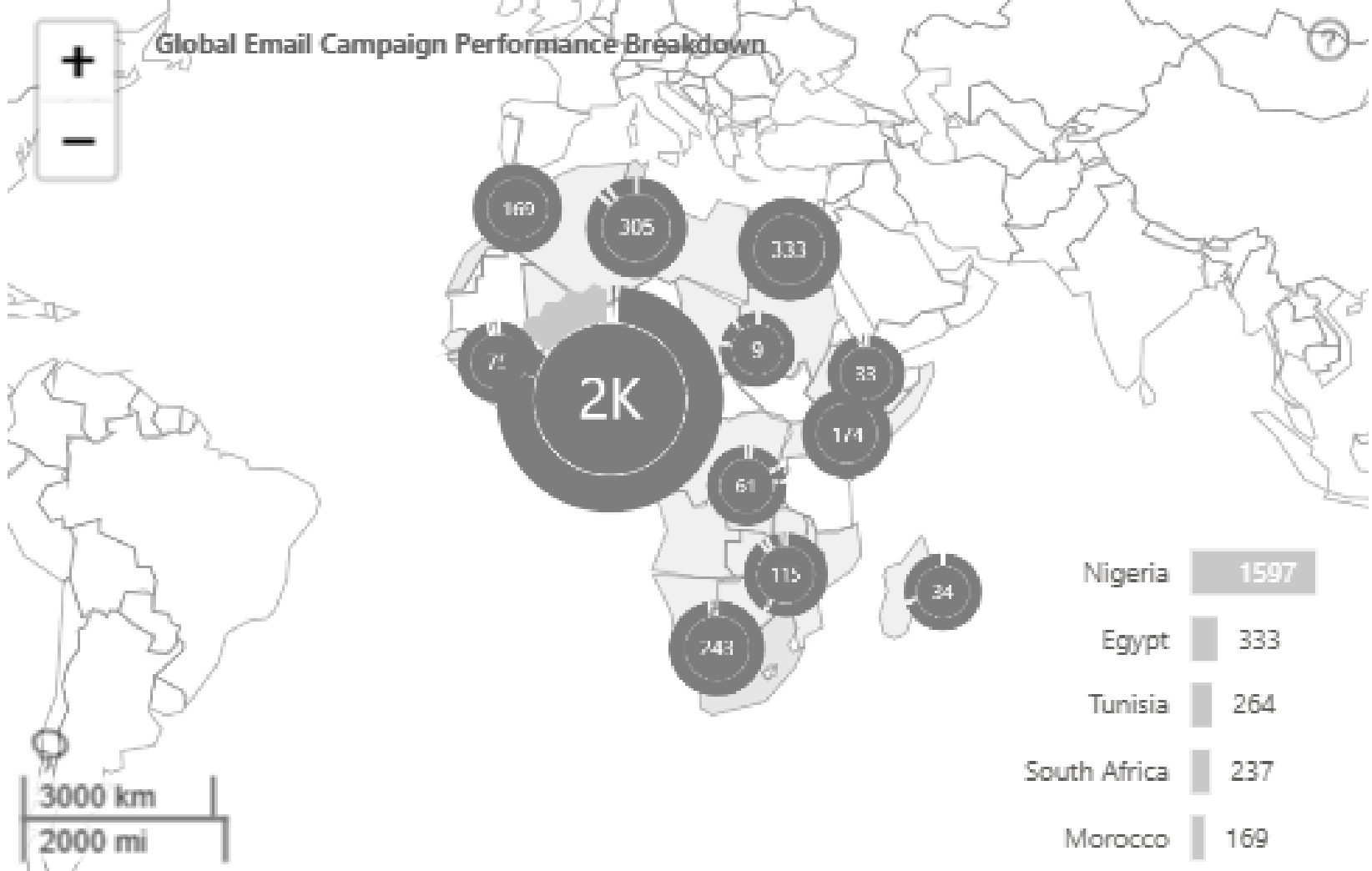
Segment > Campaign Type > Conversion Target > Device

Performance Metrics Analysis

Metric	Value
Unsubscribed Rate	0.04%
Open Rate	23.71%
Click Rate	2.57%
Conversion Rate	1.56%
Bounce Rate	0.03%

Customer 664 (37.81%)

Lead 1K (62.19%)

Top 5 Campaigns by Open Rate

TopN: 5

Drop down menu to choose performance metrics

Rank	Campaign name	Campaign type	Volume	Rate
1	Discount offer for active influencers	Promotional	12	48.00%
2	Event topic survey	Events and webinars	87	47.54%
3	July Guest speaker webinar invitation 1	Events and webinars	49	37.69%
4	Content creation training inviation August	Events and webinars	133	34.37%
5	August Guest Speaker Webinar Invitation 1	Events and webinars	76	33.33%

Global Email Campaign Performance Breakdown

169 | 305 | 333 | 9 | 33 | 2K | 174 | 61 | 115 | 34 | 243

Country	Value
Nigeria	1597
Egypt	333
Tunisia	264
South Africa	237
Morocco	169

3000 km
2000 mi

Top 5 Countries by Open Rate

TopN: 6

Drop down menu to choose performance metrics

Rank	IRL	Country	Emails Sent	Open Rate	Click ...	Conversi...	Bounce R...	Unsubsc...
1		Liberia	5	100.00%				
2		Burundi	5	80.00%				
3		Namibia	10	60.00%				
4		Chad	2	50.00%				
5		Togo	47	44.68%	10.64%	6.38%		
6		Zimbabwe	160	41.88%	8.13%	3.13%		

EMAIL CAMPAIGN ANALYSIS

FP20 ANALYTICS OCTOBER CHALLENGE | Created by Doan Phan Thanh

Campaign Name: All Campaign Type: All Conversion Target: All Date: 01/07/2024 30/09/2024

Campaign name	Campaign type	Conversion target	Emails Sent	Open Rate	Click Rate	Conversion Rate	Bounce Rate	Unsubscribed ...
After event follow up	Events and webinars	Download	6124	32.46%	4.44%	2.04%	0.13%	0.02%
August Guest Speaker Webinar Invitation 1	Events and webinars	Sign up	861	30.20%	3.48%	1.51%		
August Guest Speaker Webinar Invitation 2	Events and webinars	Sign up	976	31.66%	1.84%	0.82%		
August Newsletter	Newsletter	Web visit	20774	20.28%	1.89%	1.68%	0.01%	0.06%
Content creation training inviation August	Events and webinars	Sign up	1877	33.67%	4.32%	2.40%		
Content creation training inviation July	Events and webinars	Sign up	1686	26.87%	4.21%	2.37%	0.12%	
Content creation training inviation September	Events and webinars	Sign up	957	21.63%	1.99%	0.94%		
Discount offer for active influencers	Promotional	purchase	129	48.06%	14.73%	6.20%		
Drip1 -Platform guide and benefits	Lead nurturing	Web visit	92	30.43%	4.35%	4.35%		
Drip2 - Trial end reminder	Lead nurturing	purchase	2837	15.72%	4.12%	1.97%	0.04%	
Drip3 - Licensing and pricing plan options	Lead nurturing	purchase	2675	16.86%	4.26%	2.36%	0.04%	
Event calendar anouncement July	Events and webinars	Sign up	996	23.90%	2.91%	1.51%	0.10%	
Event topic survey	Events and webinars	Form completion	963	49.84%	7.27%	3.43%		
Events Calendar Announcement August	Events and webinars	Sign up	1739	26.11%	2.13%	1.50%		
July Guest speaker webinar invitation 1	Events and webinars	Sign up	857	37.81%	2.22%	0.82%		0.12%
July Guest speaker webinar invitation 2	Events and webinars	Sign up	786	27.23%	1.40%	0.76%		
July Newsletter	Newsletter	Web visit	8944	22.13%	0.82%	0.65%		0.08%
Total			**92337**	**24.21%**	**2.18%**	**1.38%**	**0.03%**	**0.05%**