EMAIL CAMPAIGN ANALYSIS

FP20 ANALYTICS OCTOBER CHALLENGE | Created by Doan Phan Thanh

FP20 ANALYTICS

Main Menu

- Overview
- Geographical
- Detail

Panel Filter

Metrics
Opened

Month
All

Continent
All

Country
All

- Information
- Gihub
- LinkedIn

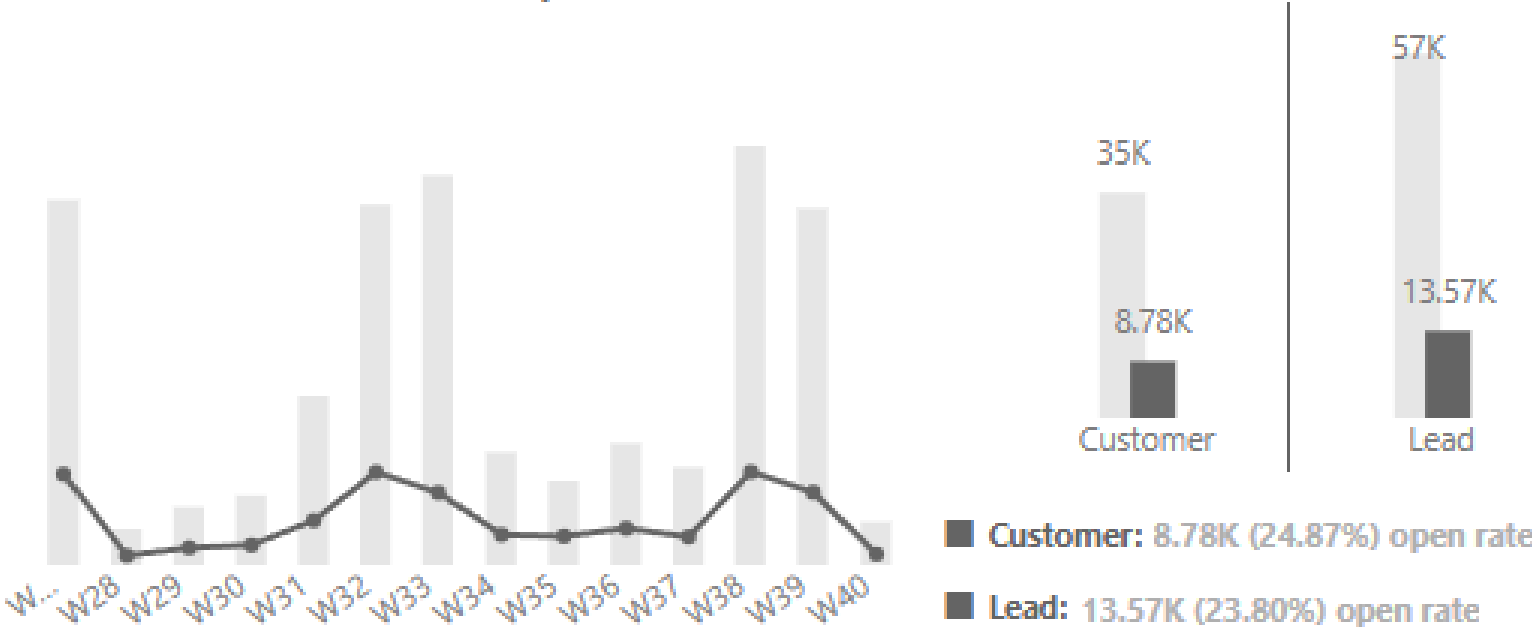| Metric	Value	Δ
Total Emails Sent	92.34K	▲ 3.46%
Opened	22.35K	▲ 1.76%
Clicked	2.02K	▼ -39.35%
Conversion	1.28K	▼ -42.03%
Bounced	28	▲ 250.00%
Unsubscribed	48	▲ 42.86%

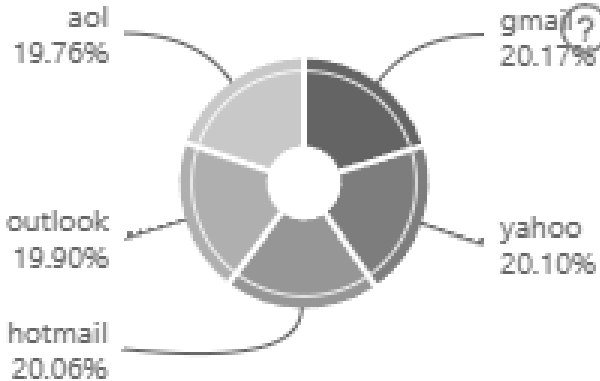## Email Performance Trends: Emails Sent and Metrics Analysis
Drill down to see Month > Week > Day

- Customer: 8.78K (24.87%) open rate — 35K / 8.78K
- Lead: 13.57K (23.80%) open rate — 57K / 13.57K

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

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%**

Donut chart:
- aol 19.76%
- gmail 20.17%
- yahoo 20.10%
- hotmail 20.06%
- outlook 19.90%

Email Engagement Metrics and Emails Sent by Conversion Type

Conversion Target | **Campaign Type**

Drop down menu to choose performance metrics

Open Rate 24.21%

Type	Rate
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
- Web Visit: 10.78K (20.67%) open rate
- Sign Up: 8.14K (29.67%) open rate
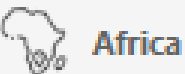- Purchase: 959 (17.00%) open rate
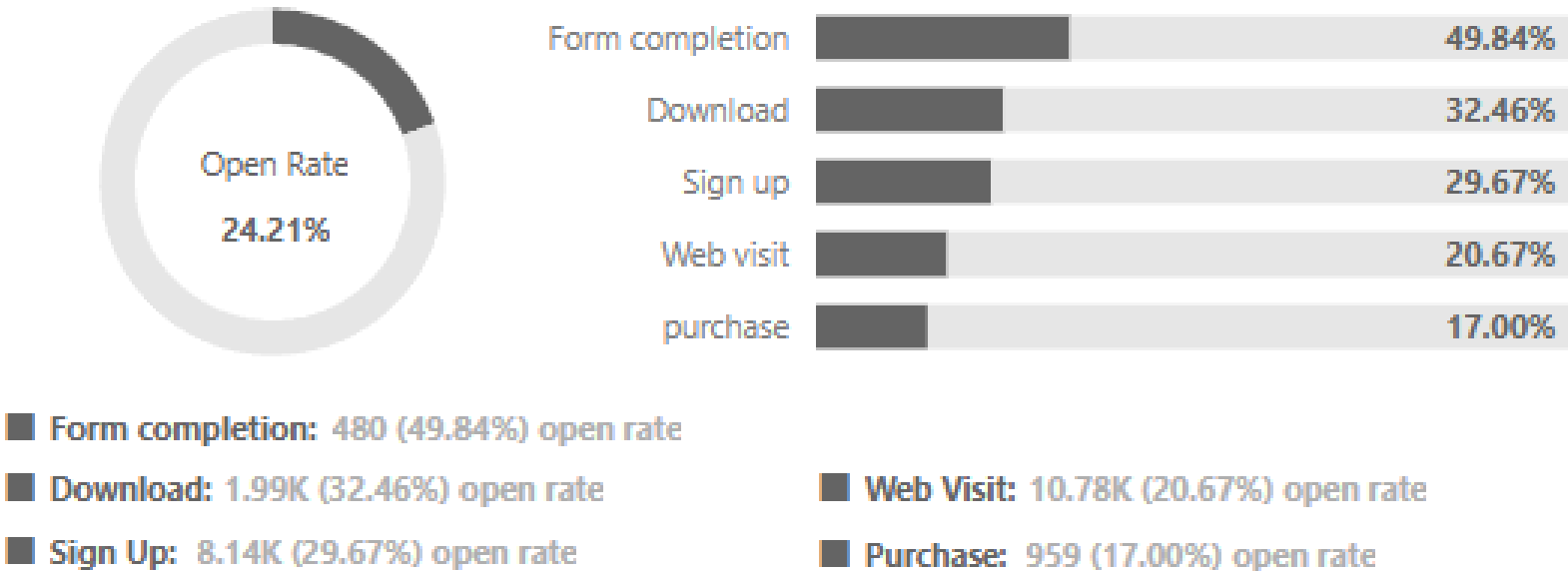
Campaigns Performance Trends: Emails sent and Metrics
Top 5 Campaigns by Open Rate

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

Overview

Geographical

Detail

Panel Filter

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)

Performance Metrics Analysis

Unsubscribed Rate		0.04%
Open Rate		23.71%
Click Rate		2.57%
Conversion Rate		1.56%
Bounce Rate		0.03%
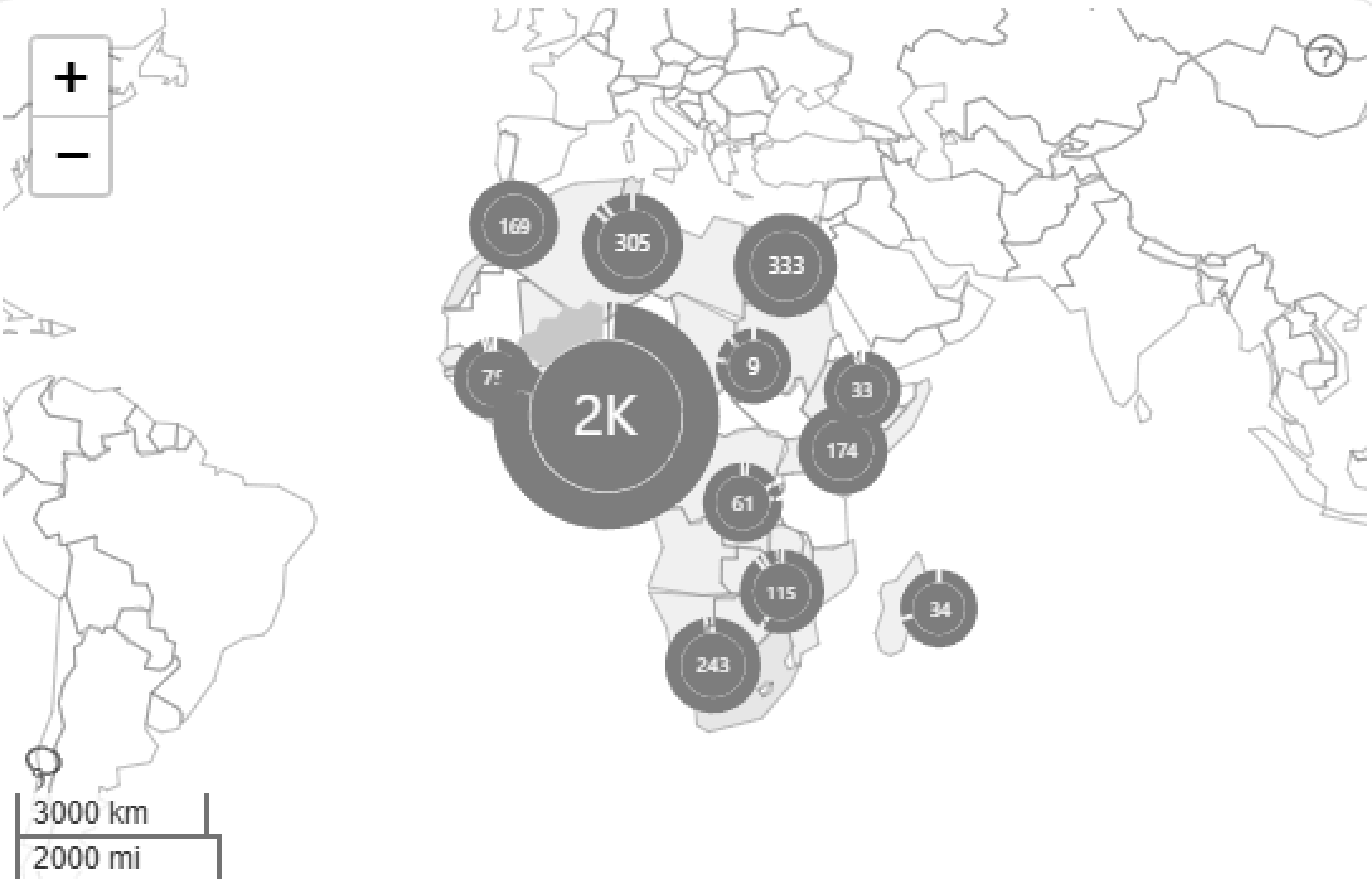
Total Clients by Continent
Segment > Campaign Type > Conversion Target > Device

Customer 664 (37.81%)
Lead 1K (62.19%)

Top 5 Campaigns by Open Rate
Drop down menu to choose performance metrics

TopN: 5

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%

Map
169
305
333
7
9
33
2K
174
61
115
34
243

3000 km
2000 mi

Top 5 Countries by Open Rate
Drop down menu to choose performance metrics

TopN: 6

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%		

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Main Menu

Overview

Geographical

Detail

Panel Filter

Month
All

Device
All

Continent
All

Country
All

Information

Gihub

LinkedIn

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 Rate
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%**