

Objective

- ➔ To Evaluate key metrics (open rates, CTR, conversions, unsubscribe rates)
- ➔ To Segment performance by campaign type.
- ➔ To Provide actionable recommendations to improve campaign effectiveness.



# Campaigns by segment

Findings

Details

Open Rates

New Product Launch has the highest average open rate (28.17)  
Exclusive Offers have the lowest average open rates (24.80)

Click-Through Rate

New Product Launch has the highest average CTR (10.82)  
Holiday Discounts have the lowest average CTR (9.92)

Conversion Rate

Flash Sale has the highest average Conversion Rate (5.43)  
Holiday Discounts have the lowest average Conversion Rate (4.94)

Unsubscribe Rate

Customer Appreciation has the lowest average Unsubscribe Rate (2.25)  
Holiday Discounts have the highest average Unsubscribe Rate (2.78)

Revenue Generated

Newsletter & Flash sales have the highest revenue generated (\$7,149,435.29, \$7,136,734.12)  
Exclusive Offers has the lowest revenue generated (\$6,301,145.02)

AVERAGE OPEN RATE BY CAMPAIGN (%)



AVERAGE CTR BY CAMPAIGN (%)



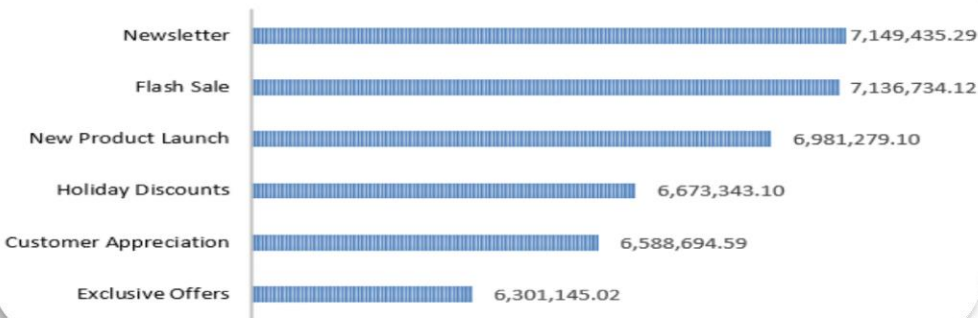
AVERAGE CONVERSION RATE BY CAMPAIGN (%)



AVERAGE UNSUBSCRIBE RATE BY CAMPAIGN (%)



REVENUE BY CAMPAIGN



Top performing Campaigns by Revenue

Campaign ID	Campaign Name	Emails Sent	Open Rate (%)	Click-Through Rate (%)	Conversion Rate (%)	Unsubscribe Rate (%)	Revenue Generated (\$)
EM-0689	Newsletter	72493.00	27.28	6.35	3.61	1.80	99994.86
EM-0311	New Product Launch	246573.00	14.00	10.28	3.37	2.69	99909.80
EM-0394	Holiday Discounts	210547.00	44.37	3.47	4.22	1.67	99844.46
EM-0603	Flash Sale	123646.00	36.76	10.85	9.39	1.44	99720.93
EM-0024	Holiday Discounts	12062.00	48.81	12.44	4.27	4.57	99555.03

Top performing Campaigns by Open Rate

Campaign ID	Campaign Name	Emails Sent	Open Rate (%)	Click-Through Rate (%)	Conversion Rate (%)	Unsubscribe Rate (%)	Revenue Generated (\$)
EM-0576	Newsletter	398467.00	49.96	5.82	6.60	2.10	\$14,847.92
EM-0242	Flash Sale	234681.00	49.95	4.80	3.22	1.77	10274.45

Top performing by CTR

Campaign ID	Campaign Name	Emails Sent	Open Rate (%)	Click-Through Rate (%)	Conversion Rate (%)	Unsubscribe Rate (%)	Revenue Generated (\$)
EM-0193	New Product Launch	487996.00	17.86	19.99	2.01	1.24	8061.92
EM-0405	Holiday Discounts	43730.00	33.85	19.98	4.78	2.07	39237.56

Top performing by Conversion Rate

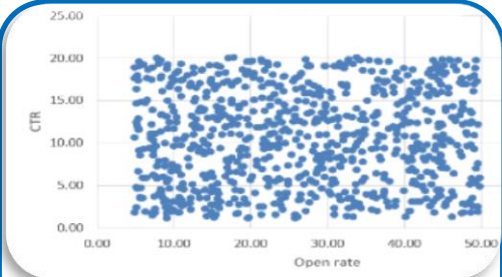
Campaign ID	Campaign Name	Emails Sent	Open Rate (%)	Click-Through Rate (%)	Conversion Rate (%)	Unsubscribe Rate (%)	Revenue Generated (\$)
EM-0410	Newsletter	244271.00	23.57	9.75	9.99	3.53	\$20,681.57
EM-0724	Newsletter	244937.00	12.28	16.98	9.97	1.32	\$56,064.45

Top performing by Unsubscribe Rate

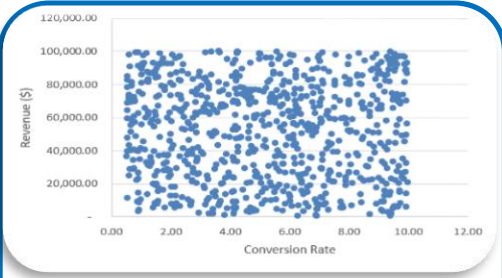
Campaign ID	Campaign Name	Emails Sent	Open Rate (%)	Click-Through Rate (%)	Conversion Rate (%)	Unsubscribe Rate (%)	Revenue Generated (\$)
EM-0180	Flash Sale	41996.00	39.11	18.20	9.37	0.10	81888.68
EM-0771	Customer Appreciation	356466.00	19.53	17.95	5.26	0.10	62920.24

Key Insights

- The number of emails sent is similar throughout all campaigns.
- New Product Launch emails have a higher chance of being opened.
- There is no relationship between open rate and CTR, That would imply that open rate alone isn't a strong predictor of CTR.
- Flash sale-based campaigns have a higher chance of influencing the client to take action.
- Customer Appreciation-based campaigns are better at making clients less likely to unsubscribe.
- Exclusive Offers based campaigns don't necessarily influence your clients.
- There is no correlation between Conversion Rate and revenue, That would imply that conversion rate alone isn't a strong predictor of revenue.



No relationship between open rate and CTR



No relationship between Conversion Rate and revenue

recommendations

Since Flash Sales have high conversion rates but maybe lower revenue per conversion, upselling or bundling products could increase the average order value.

Customer Appreciation campaigns have the lowest unsubscribe rates. Maybe integrating Customer Appreciation elements into Newsletters could help retain subscribers and build loyalty.

The lack of correlation between open and CTR means that subject lines can be successful in generating opens but the body of the email isn't effective to drive clicks. Maybe the CTRs are not quality or the content is irrelevant upon opening.

As conversion rates aren't a direct indicator of revenue, perhaps price points or product categories within successful conversion campaigns aren't most profitable ,or maybe because the products sold in high-conversion campaigns are lower-priced? That could be a point to address.

Encouraging upselling or cross-selling can help. For high unsubscribe campaigns like Holiday Discounts, making them more exclusive (e.g., VIP access) might prevent unsubscribes while still generating sales may assist with retention.

For Exclusive Offers, which have low revenue, perhaps the offers aren't perceived as being of great value. exclusivity or combining with limited-time offers could increase their effectiveness.

Finally, since there's no linear relationship between metrics, strategies should focus on non-linear approaches like upselling, segmentation, and personalization. Possible angles to consider: customer lifetime value, average order value, segmentation, personalization, and timing.