**email campaign performance**

**Executive Summary**

# Objective

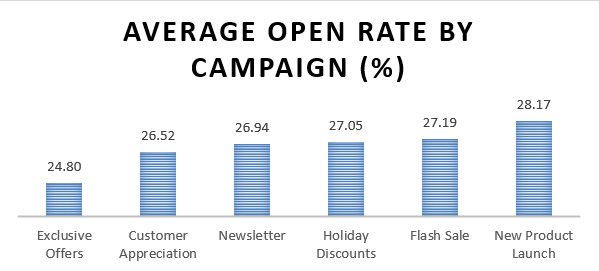
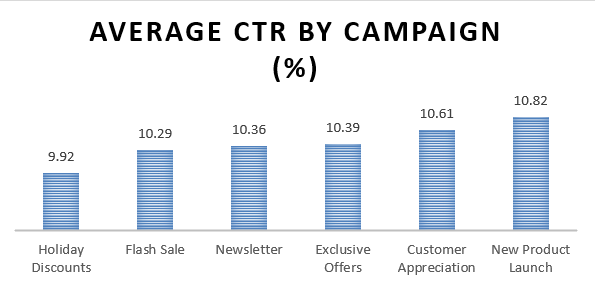
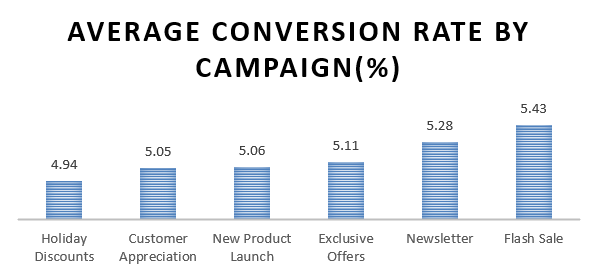
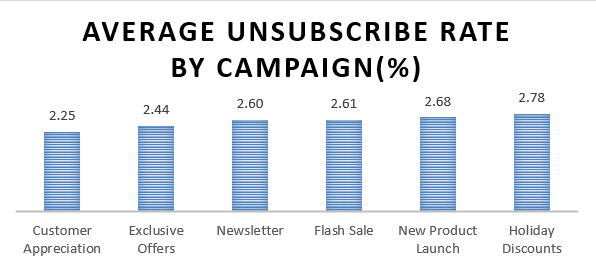
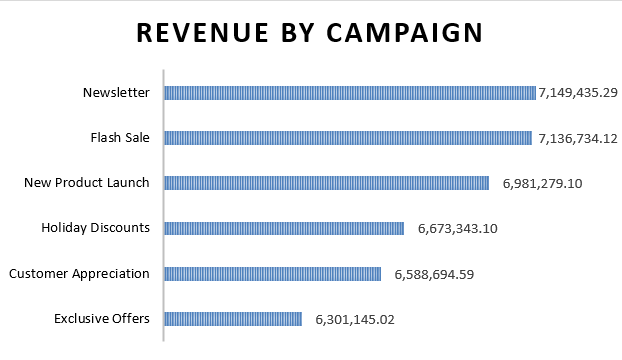
* To Evaluate key metrics   
  (open rates, CTR, conversions, unsubscribe rates)
* To Segment performance by campaign type.
* To Provide actionable recommendations to improve campaign effectiveness.

A pie chart of sales

AI-generated content may be incorrect.

# Findings

# Details



**Top performing Campaigns by Revenue**



**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)

A graph with blue dots

AI-generated content may be incorrect.A graph of blue dots

AI-generated content may be incorrect.

• 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.

# recommendations

No relationship between open rate and CTR

No relationship between Conversion Rate and revenue

# Key Insights

**Top performing by Unsubscribe Rate**



**Top performing by Conversion Rate**



**Top performing by CTR**



**Top performing Campaigns by Open Rate**

