**email campaign performance**

**Executive Summary**

# Objective

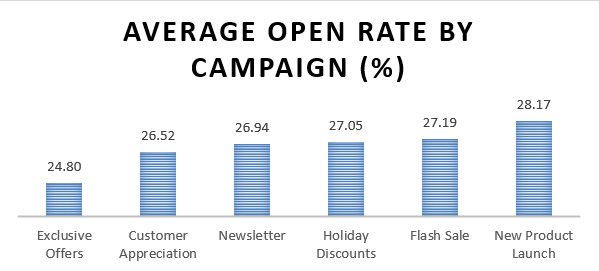
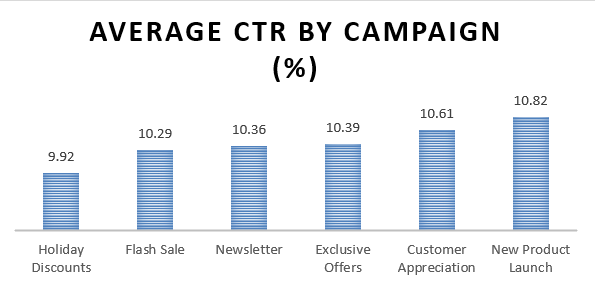
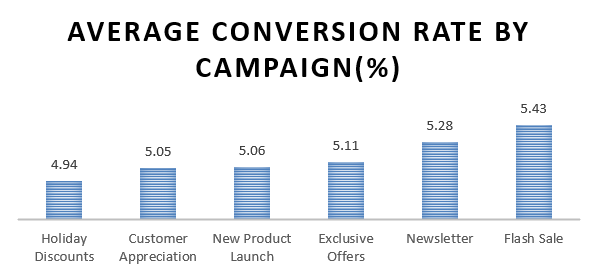
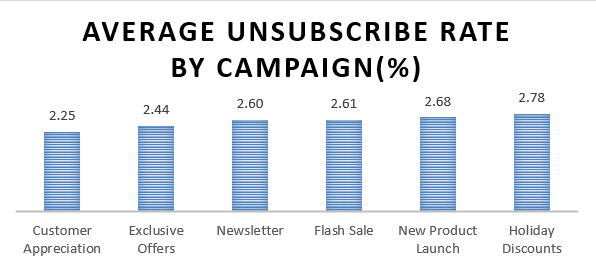
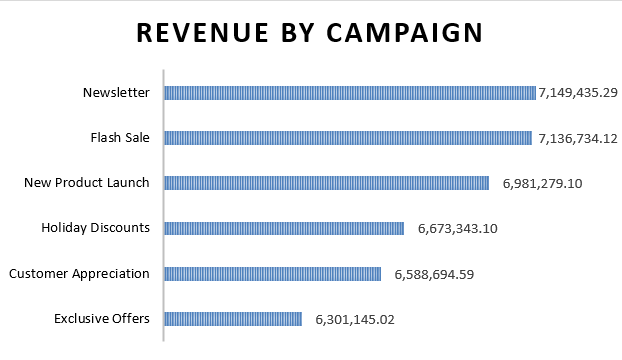
* To Evaluate key metrics   
  (open rates, CTR, conversions, unsubscribe rates)
* To Segment performance by campaign type.
* To Provide actionable recommendations to improve campaign effectiveness.

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.

# 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.

• 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.

# Key Insights

No relationship between open rate and CTR

No relationship between Conversion Rate and revenue

**Top performing by Unsubscribe Rate**



**Top performing by Conversion Rate**



**Top performing by CTR**



**Top performing Campaigns by Open Rate**

