**EMAIL CAMPAIGN ANALYSIS**

**AND**

**TECHNICAL REPORT**

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**POWER BI PROJECT**

**OVER VIEW**

***“Launching a marketing campaign without tracking its performance is just like buying a car with a punctured tire. It will not get you anywhere.”***

Therefore, reviewing the campaign and tracking the metrics are important aspects of any email marketing strategy. This gives one an insight into how subscribers are resonating with the campaign and helps one optimize it based on numbers, not hunches. There comes an ask!

***How do one or organization measure email campaign performance?***

Email performance can be measured in many ways. Look at any email marketing tool and you’ll find dozens of metrics you can use and monitor. But blindly trusting the metrics they give you can result in a misinterpretation of the data, leading to bad decisions. Or one might give more weight to things that are imprecise, making one focus on things that aren’t really so important at the end of the day.

To actually succeed in email marketing, one need to focus on two things: **deliverability** (ability to reach the recipient) and **content performance** (ability to convince the recipient to reach the goal been set).

In this project I work through all the most import metrics for measuring the success of a campaign run by a marketing communication brand using Power BI as the tool for my analysis.

The following were considered:

**Campaign KPI’s**

1. Total Campaign
2. Unique click counts
3. Unique open counts
4. Total email click counts
5. Total email open counts
6. Total bounce email
7. Total delivered email
8. Total email sends

**Total rate analysis**: (Metrics Tracked)

1. Click rate
2. Bounce rate
3. Open rate
4. Delivery rate

**Dax formulas carried out**

* Click rate = Email clicked Emails sent – Bounces
* Bounce rate = (bounced emails ÷ Sent emails) ×100
* Email open rate = (Number of emails read ÷ Number of delivered emails) × 100
* Delivery rate = (Delivered emails ÷ Total sent) × 100

All these were calculated in percentages given in 2 decimal points except for **delivery rate**

The following new columns were created to the modify the original data set:

1. Unique click counts
2. Unique open counts
3. Total bounce email
4. Total delivered email
5. Member open
6. Member clicked
7. Month\_Year

**Visuals**

1. Column chart
2. Bar chart
3. Cards
4. Pie chart
5. matrix

**Analysis summary**

**Click-Through Rate**

The dashboard shows that **2.46%** percent of the email recipients **clicked through** the email with **156 unique clicked counts** and **total email click of 242.** Furthermore, **open rate shows 22.72%** while **unique open counts with 1609** with **total open counts of 20921.**

These metrics let marketers know how many recipients read the email, how many skimmed through it and how many just ran a glance. Click-through rate is a critical metric because it gives insights to subscriber engagement. *The click-through rate is directly proportional to the number of recipients who are interested in hearing from the sender. The higher; the better!*

**Open rate**

From the dashboard, we can see**: 9202 of the email sent was delivered**, out of which **2091 recipients** (22.72%) **open it.** Thus, the **open rate of the email is 22.72%.**

The very first thing to think about after sending your email campaign is whether the target recipient will open it. That’s the gateway to click-throughs and conversions.

However, marketers must remember that a email is considered “open” only if the subscriber receives the images included therein. This implies that if your email users have enabled image-blocking in their email client, they will not be counted in the open rate, consequently, the result you get might be somewhat unreliable.

**Bounce rate**

A look at this report shows**, 161** out of **10,000** of the **total email send** have bounced accounting for **1.61%.**

Bounces are of two main types: hard bounce and soft bounce. While the later suggests a temporary failure to deliver the emails, the formal is the result of sending emails to invalid, closed or non-existing addresses.

For example: if a user provides the email address [adewale@gmai.com](mailto:adewale@gmai.com) instead of

[adewale@gmail.com](mailto:adewale@gmail.com) by mistake, it will lead tom a hard bounce. On the other hand, if there is a transient issue with the recipient’s email service provider (ESP) server, it will be counted as a soft bounce. A bounce rate does not affect the email campaign performance per se, but it must be guided against. Getting too many hard bounces can hamper your sender reputation and make you come across as a spammer for the email service provider (ESP).