Executive Summary

Revenue and ROI Breakdown by Campaign
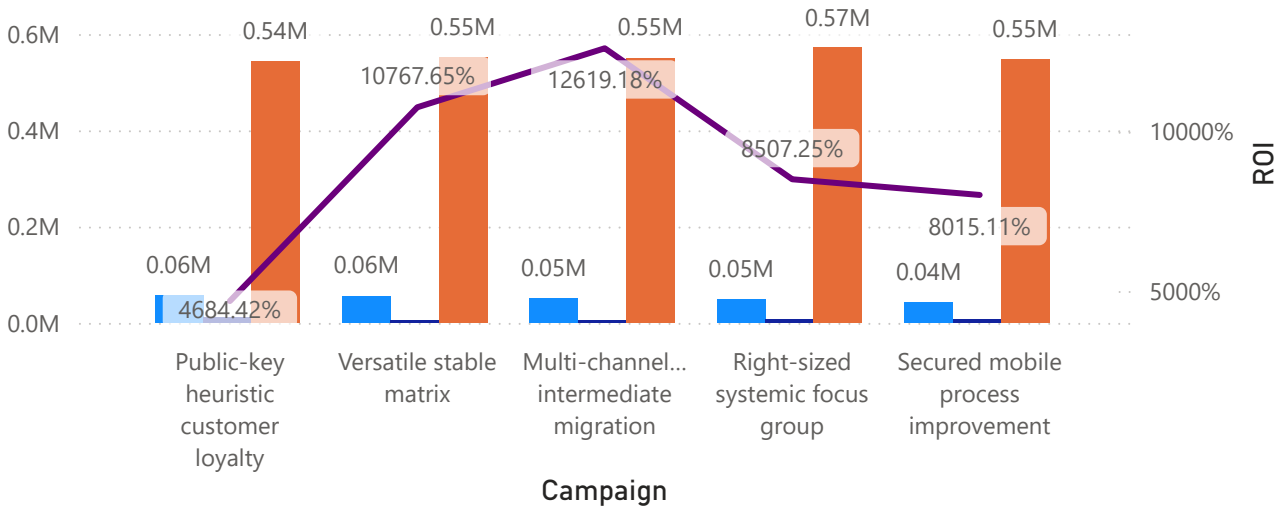
Emails Send YTD	Email Delivered YTD	Open Rate % YTD
354M	314M	30.03%
0	0%	0	0%	0.00%	0%
Monthly	MOM %	Monthly	MOM %	Monthly	MOM %

CTR % YTD	Conversions YTD	Revenue YTD
5.23%	6M	61.66M
0.00%	0%	0	0%	0.00	0%
Monthly	MOM %	Monthly	MOM %	Monthly	MOM %

Platform Performance: Conversions and Revenue Breakdown
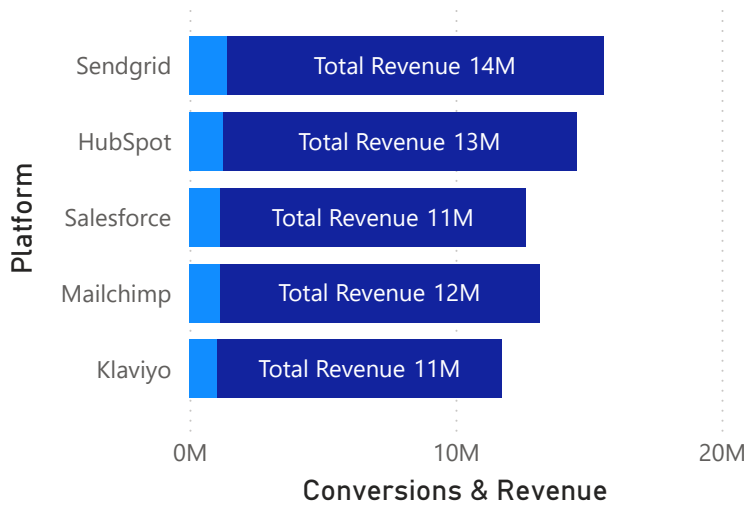
Revenue Trends and 7-Day Delivery Average by Date
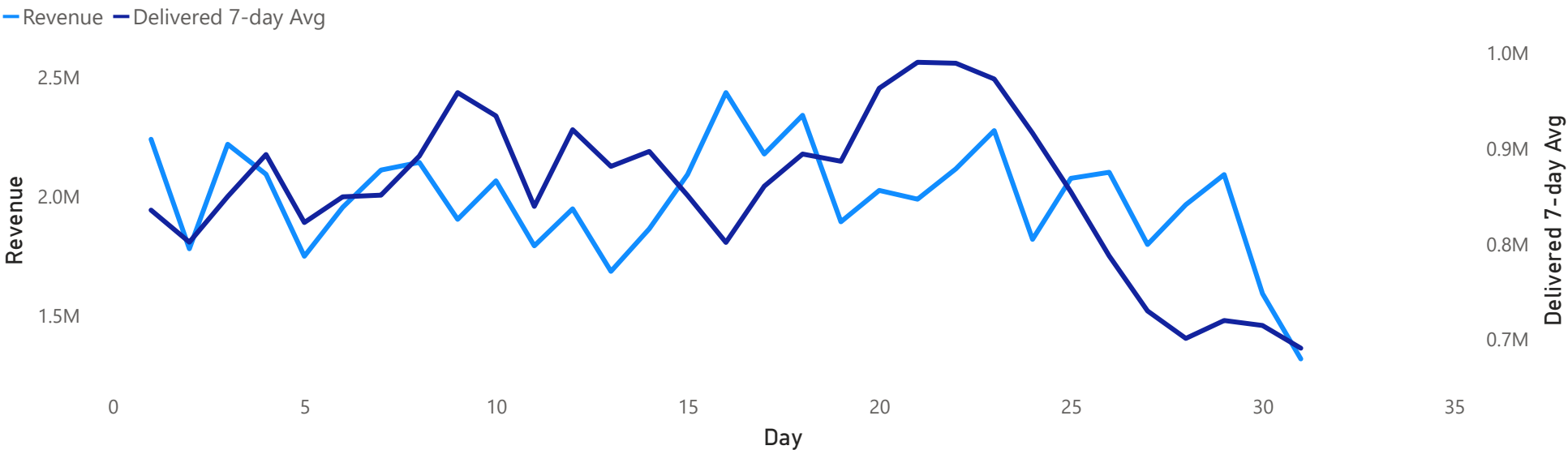
Campaign Deep Dive

Email Campaign Funnel

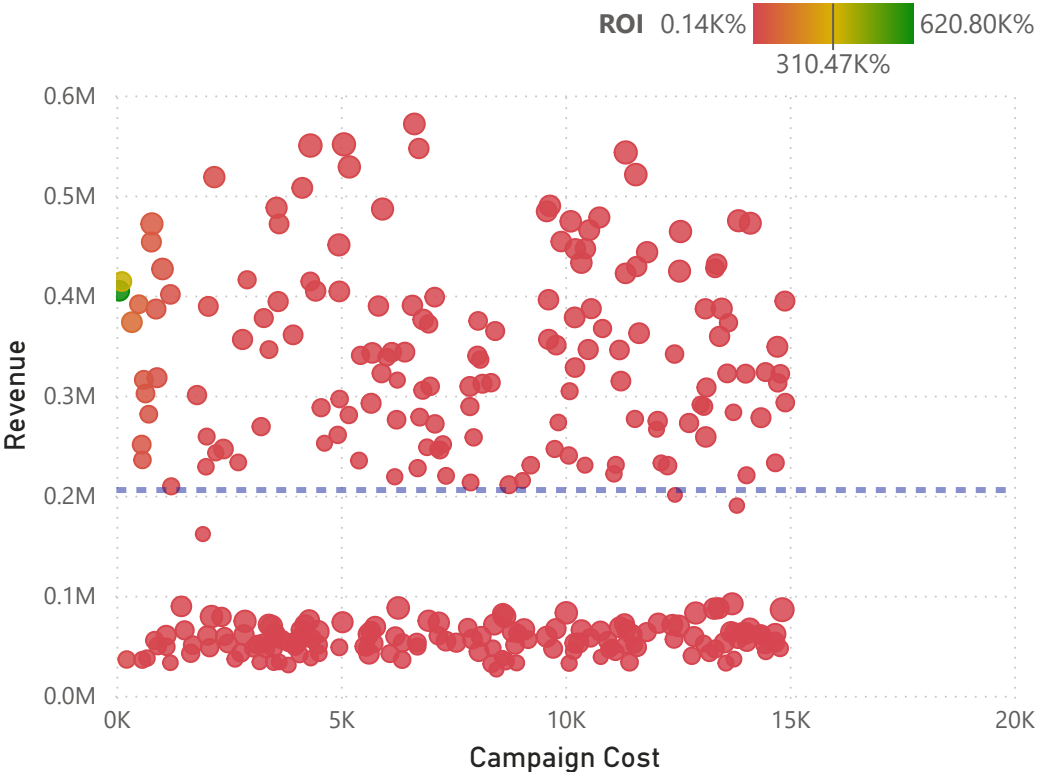|	
Total Emails Sent	354M
Total Emails Delivered	314M (88.71%)
Total Clicks	33M (9.29%)
Total Conversions	6M (1.69%)
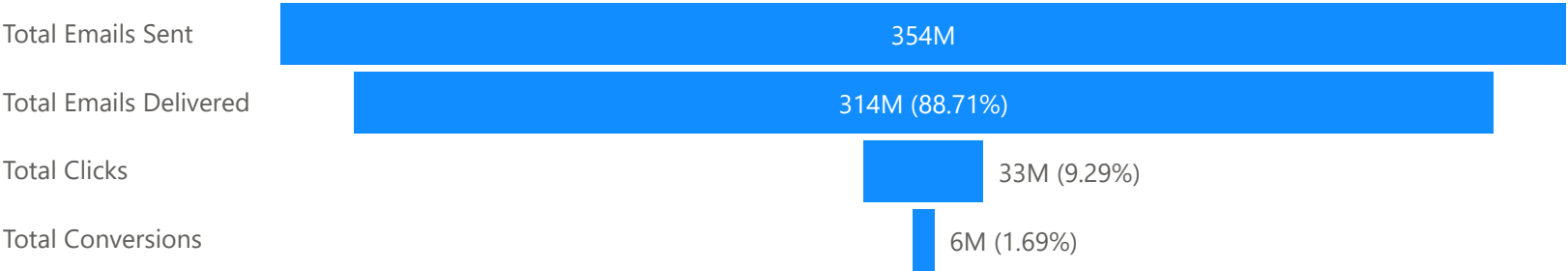
Campaign Name	Send Date	Emails Sent	Emails Delivered	Unique
Secured mobile process improvement	21 September 2024	148830	132981	
Pre-emptive contextually-based application	24 April 2024	163116	146669	
Cloned systemic strategy	11 September 2024	118892	113826	
Pre-emptive well-modulated artificial intelligence	28 December 2024	161210	138318	
Expanded didactic knowledgebase	11 February 2024	108912	100740	
Universal stable contingency	15 July 2024	119487	97629	
Total		**353709874**	**313765706**	**1062**

Campaign Performance Scatter (ROI-Weighted)

ROI 0.14K% — 620.80K%
310.47K%

Revenue and Conversion Rate Trend

— Revenue — Conversion Rate %

Revenue values: 5.19M, 4.88M, 5.25M, 5.31M, 4.91M, 5.46M, 4.81M, 5.74M, 5.65M, 4.50M, 4.83M, 5.15M

Conversion Rate %: 2.04%, 1.89%, 1.88%, 1.82%, 1.92%, 1.92%, 1.91%, 1.96%, 1.79%, 1.94%, 1.88%
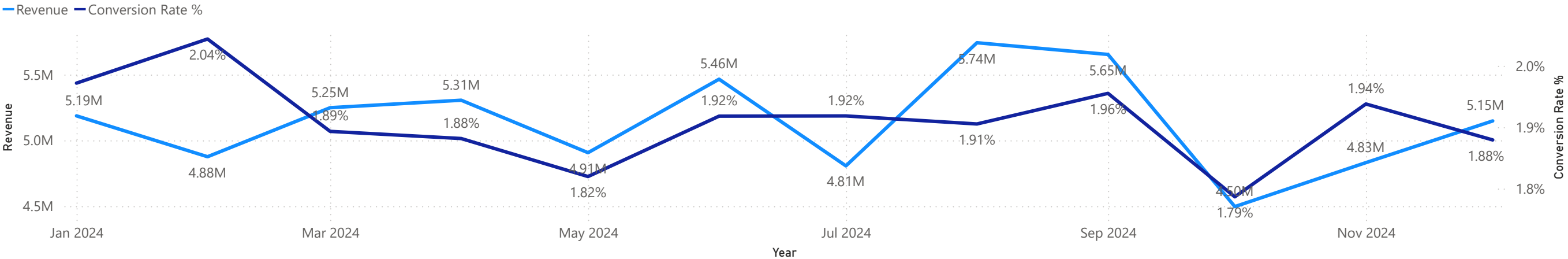
Audience Insight

Segment	Total Emails Sent	CTR %	Conversion Rate %	Revenue	Revenue per Recipient
Abandoned Carts	65274932	10.48%	1.92%	1,14,00,779.22	0.20
Dormant Users	55762107	10.13%	1.92%	94,09,130.26	0.19
High Spenders	45438529	10.73%	1.89%	75,89,098.86	0.19
Loyal Customers	61016481	10.60%	1.88%	1,05,85,962.34	0.20
Recent Signups	67865890	10.54%	1.95%	1,22,73,290.92	0.20
Total	**353709874**	**10.47%**	**1.91%**	**6,16,61,591.24**	**0.20**

Revenue Breakdown by Age Group and Gender

Gender ● F ● M ● Other

Age Group:
- 55-64: 4.6M (F), 5.0M (M), 5.4M (Other) — 15.06M
- 35-44: 4.4M (F), 4.4M (M), 4.5M (Other) — 13.33M
- 45-54: 5.4M (F), 3.0M (M), 4.2M (Other) — 12.61M

Revenue: 0M — 5M — 10M — 15M
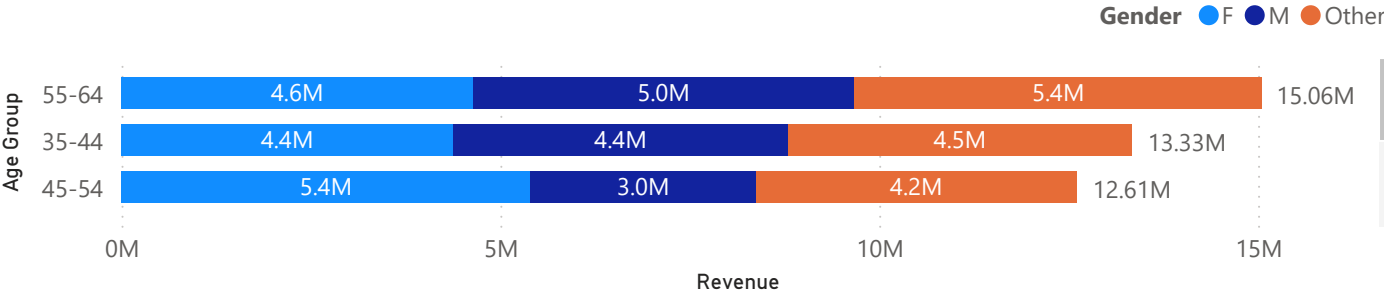
Revenue by Country with Demographic Insights

© 2025 TomTom, © 2025 Microsoft Corporation, © OpenStreetMap

Filters
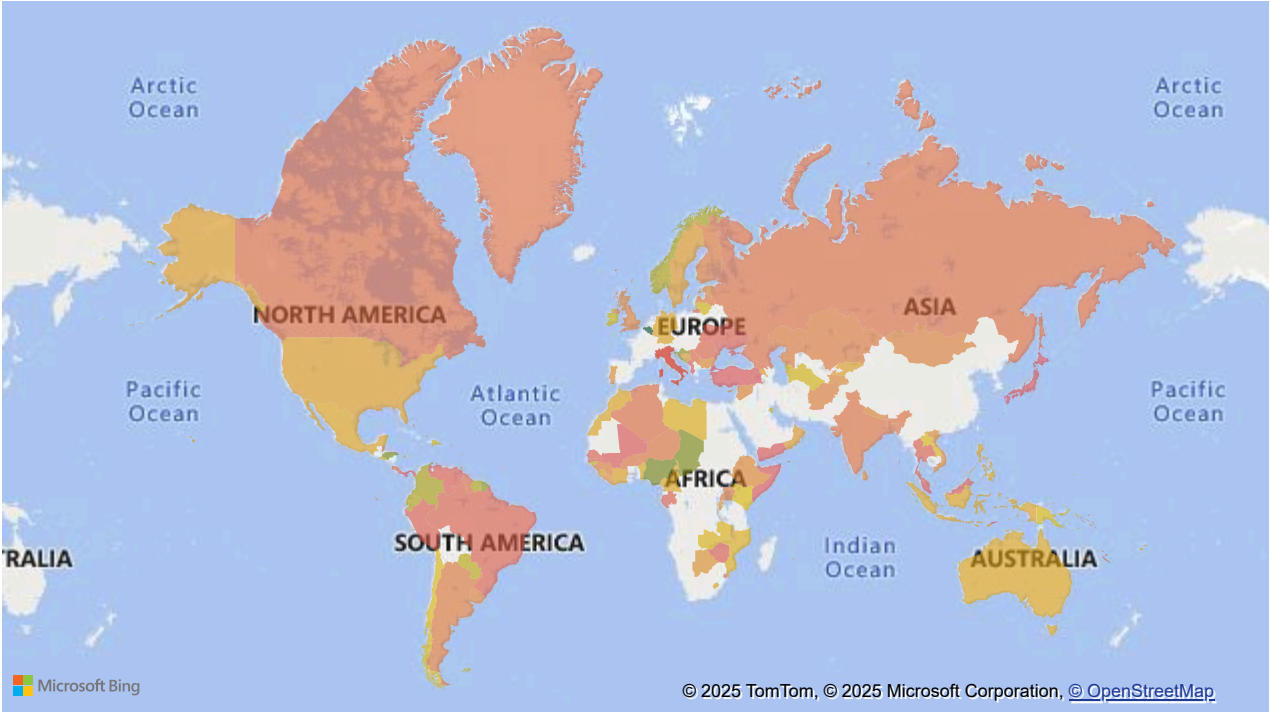
Platform	Segment	Campaign	Content Type

Total Revenue
6,16,61,591.24

- Sendgrid 1,41,66,218.64
- HubSpot 1,32,94,603.90
- Mailchimp 1,20,05,979.91
- Salesforce 1,14,94,718.65

- Recent Signups 29,60,586.56
- **Seasonal Buyers** 26,01,708.07
- Abandoned Carts 25,10,674.97
- Loyal Customers 23,29,729.93

- Decentralized responsive... 45,696.17
- Business-focused stable ... 45,107.70
- **Phased optimizing web...** 43,898.79
- Face-to-face high-level c... 40,979.13

- Seasonal 43,898.79

Email Distribution by Age Group

- 9M (2.49%)
- 86M (24.25%)
- 47M (13.18%)
- 67M (18.81%)
- 72M (20.22%)
- 74M (21.06%)

Age Group
- ● 55-64
- ● 35-44
- ● 45-54
- ● 25-34
- ● 18-24
- ● 65+
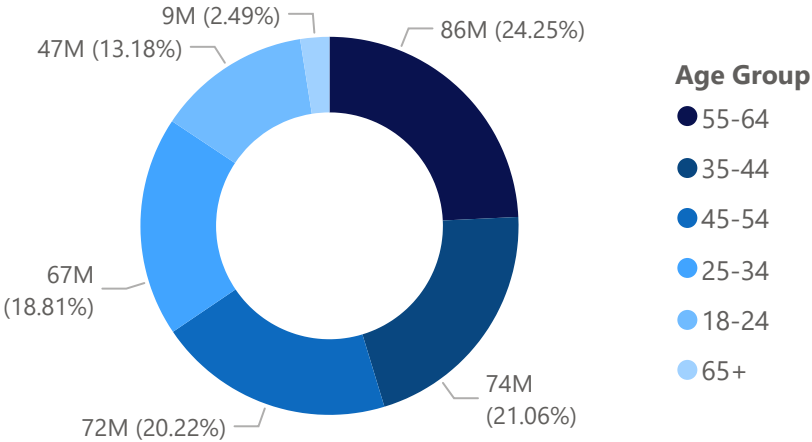
Campaign Comparison & A/B Tests

Campaign_Name

All

Campaign_Name

All

Campaign Effectiveness: CTR % and Conversion Rate %

● CTR % ● Conversion Rate %

33.85% Open Rate %	**10.47%** CTR %
1.91% Conversion Rate %	**61.66M** Revenue

33.85% Open Rate %	**10.47%** CTR %
1.91% Conversion Rate %	**61.66M** Revenue

Campaign

- Grass-roots context-s... — 11.24% / 3.59%
- Organized clear-thin... — 11.05% / 3.57%
- Secured mobile proc... — 10.73% / 3.53%
- Synergized radical al... — 10.18% / 3.52%
- Customizable botto... — 9.42% / 3.54%

0%   5%   10%

CTR % and Conversion Rate %

CTR % Trend by Campaign and Month

CTR %

100% — 50% — 0%

Assimilated exuding Internet solution 80.67%: 18.42%, 17.41%, 16.86%, 15.61%, 7.74%

Cloned intermediate firmware 110.46%: 23.18%, 23.16%, 15.17%, 14.53%, 14.18%, 11.00%, 9.24%

Compatible client-server interface 88.16%: 20.43%, 19.39%, 17.33%, 13.57%, 9.56%, 7.88%

Distributed logistical customer loyalty 85.91%: 15.49%, 15.19%, 13.86%, 13.80%, 11.45%, 10.13%

Ergonomic scalable definition 80.42%: 20.29%, 12.71%, 12.63%, 12.22%, 10.66%, 10.43%

Expanded even-keeled open system 85.38%: 21.72%, 15.43%, 14.88%, 13.86%, 7.87%

Future-proofed hybrid focus group 87.84%: 25.82%, 14.85%, 14.81%, 13.82%, 12.30%

Progressive logistical utilization 92.03%: 19.51%, 17.75%, 15.78%, 14.29%, 13.03%, 11.67%

Synchronized clear-thinking benchmark 85.53%: 19.77%, 14.87%, 14.42%, 12.82%, 10.61%, 8.32%

Triple-buffered value-added leverage 83.82%: 21.36%, 15.99%, 15.06%, 14.20%, 11.04%

Campaign_Name