Email Report

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# Introduction

This report analyzes several statistics of 645 email campaigns including over 1.5 million emails sent out by 59 nonprofit organizations represented by Endowment Development Services since 2010.

# Size

Nonprofit organizations sizes within these data vary wildly. Some have list sizes of just 50, while others have list sizes of almost 30,000. The average list size is only 2,473. Using 2,500 as an arbitrary benchmark between small and large, among the 59 nonprofit organizations represented, 27 of them are considered large and 32 of them are small. More statistics are in the table below.

| Size | Count | Average List Size | Average Open Rate | Average Click Rate | Average Bounce Rate |
| --- | --- | --- | --- | --- | --- |
| All | 59 | 2473 | 34.43% | 2.86% | 7.42% |
| Large | 27 | 5170 | 34.44% | 1.56% | 6.88% |
| Small | 32 | 1101 | 34.43% | 3.52% | 6.98% |

Looking at the table, the results do not appear to be significantly different. Performing a Chi-Square Test For Homogeneity confirms it. There is not a statistically significant difference between large and small list sizes in open rate, click rate, or bounce rate.

# Day of the Week

Once work on an email campaign is finished, perhaps the biggest question faced is when to send it. Below is a side-by-side box and whisker plot of the open rate plotted by day of the week.



