

# Zoho Campaign Performance

A Data-Driven Look at Email Marketing Results

# Key Definitions & Additional Information

## Key Definitions:

- Frequency: Number of campaigns in a specific performance range.
- Delivery Rate:  $(\text{Delivered} / \text{Sent}) * 100$
- Open Rate:  $(\text{Opened} / \text{Delivered}) * 100$
- Click Rate:  $(\text{Clicked} / \text{Delivered}) * 100$
- Bounce Rate:  $(\text{Bounced} / \text{Sent}) * 100$
- Unsubscribe Rate:  $(\text{Unsubscribes} / \text{Sent}) * 100$

## Additional Information:

Note: Dropped metrics: Forwards, Marked as spam.

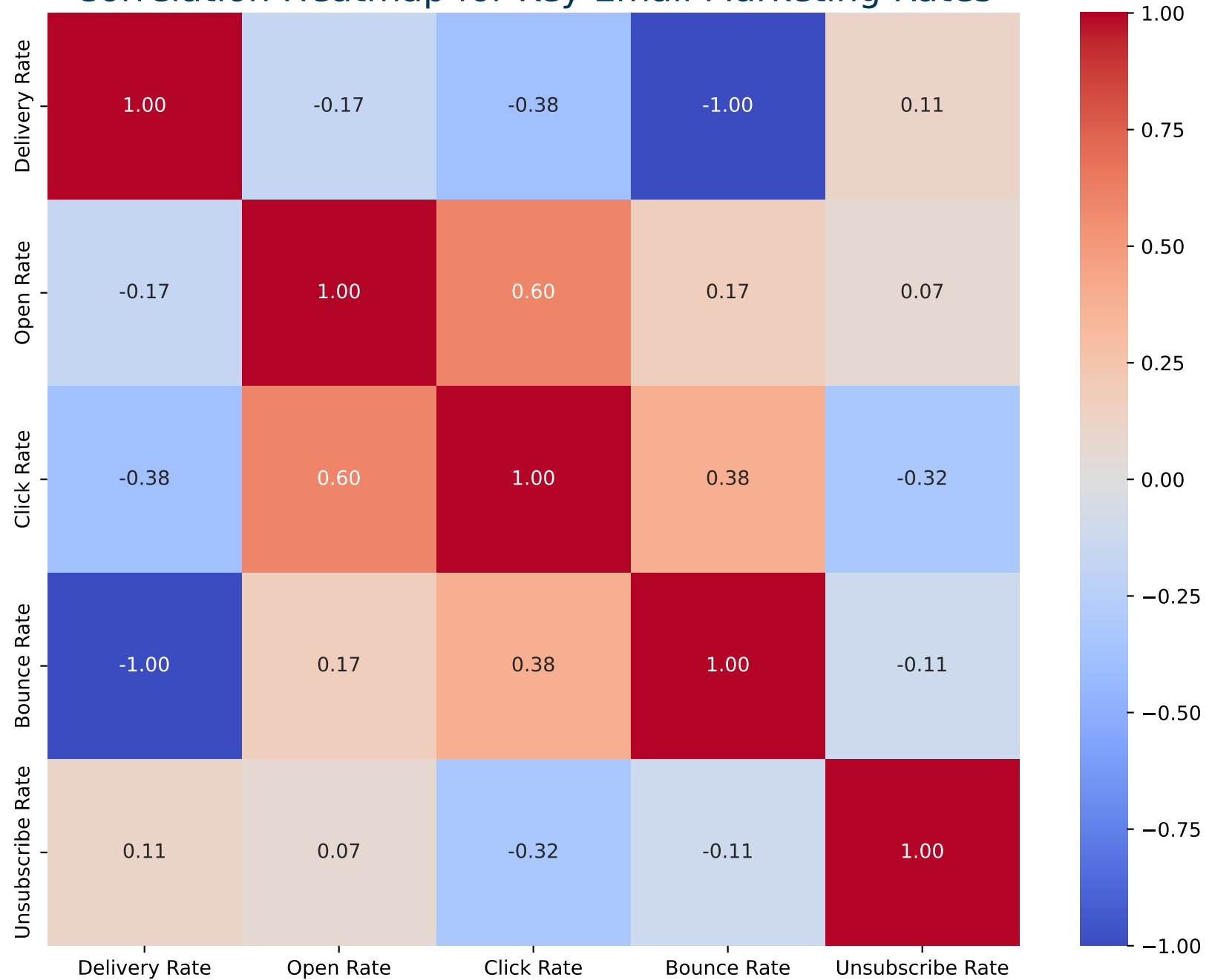
# Additional Information

Note: Dropped metrics: Forwards, Marked as spam.

# Key Email Marketing Metrics

Metric	Value	Description
Sent	105695	Total emails sent
Delivered	105235	Emails delivered to inbox
Delivery Rate	99.56%	Percentage of sent emails delivered
Opened	46619	Total emails opened
Open Rate	44.30%	Percentage of delivered emails opened
Clicked	783	Emails with clicks
Click Rate	0.74%	Percentage of delivered emails clicked
Bounced	460	Emails that bounced
Bounce Rate	0.44%	Percentage of sent emails bounced
Unsubscribes	112	Total unsubscribes
Unsubscribe Rate	0.11%	Percentage of sent emails unsubscribed

# Correlation Heatmap for Key Email Marketing Rates



# Insights for Correlation Heatmap

Overview: The correlation heatmap illustrates the relationships between key email marketing metrics: Delivery Rate, Open Rate, Click Rate, Bounce Rate, and Unsubscribe Rate. Positive correlations are indicated with values trending towards 1, while negative correlations approach -1, revealing how changes in one metric may impact another in an email campaign's performance.

## AI Insights:

- The strong negative correlation of -1.000 between Delivery Rate and Bounce Rate suggests that when delivery rates dip, bounce rates are likely to increase, indicating issues with recipient addresses or server configurations.
- A notable positive correlation of 0.599 between Open Rate and Click Rate implies that higher open rates often lead to increased engagement, highlighting the importance of compelling subject lines and content in driving user actions.
- The moderate negative correlation of -0.323 between Click Rate and Unsubscribe Rate indicates that as clicks increase, the chances of unsubscriptions tend to decrease, suggesting that added value in emails can reduce churn.

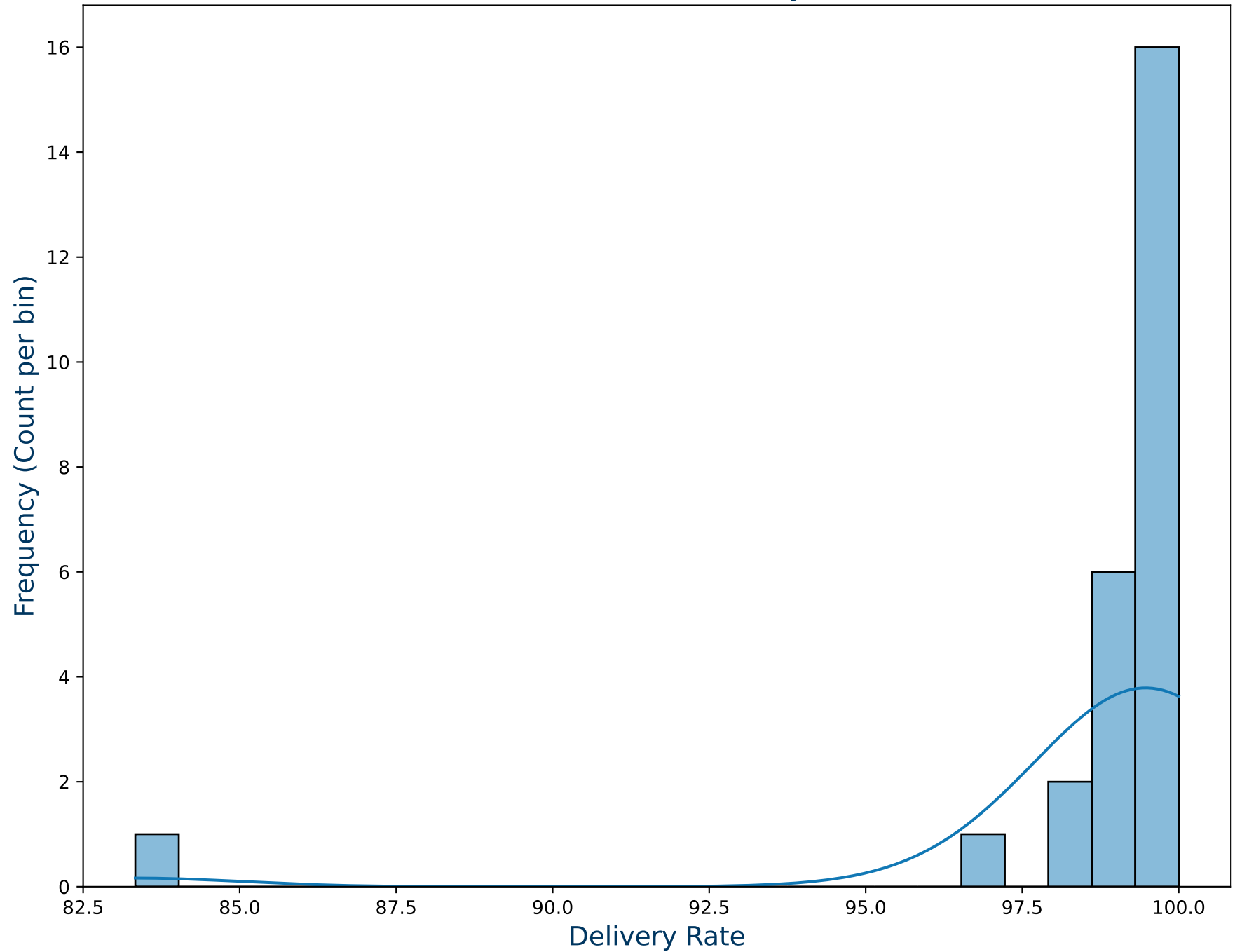
## Recommendations:

- Focus on improving delivery rates to minimize bounce rates, which may involve better list management practices and validating email addresses to ensure deliverability.
- Enhance open rates by testing various subject lines and send times to find the optimal combination that resonates with your target audience, as this may consequently boost click-through rates.

## Industry Standards:

According to a 2025 report by HubSpot, the average email open rate across industries is approximately 21.3%, with a click-through rate of 2.6% (Source: <https://www.hubspot.com>).

## Distribution of Delivery Rate



# Insights for Distribution of Delivery Rate

Overview: The histogram for delivery rate illustrates the distribution of delivery performance metrics across 26 observations, showcasing a high mean rate of 98.75% and a tight spread of values, indicating that most delivery rates are clustered around this high performance level, with only a few instances of lower rates.

## AI Insights:

- The delivery rates are predominantly above 98%, reflecting a generally high performance in the delivery process.
- The small standard deviation of 3.23 suggests that the variation in delivery rates is minimal among the sample, indicating consistency in delivery performance.
- The quartile values (25%, 50%, and 75%) show that 75% of deliveries exceed 99.93%, highlighting exceptional service in the majority of cases.

## Recommendations:

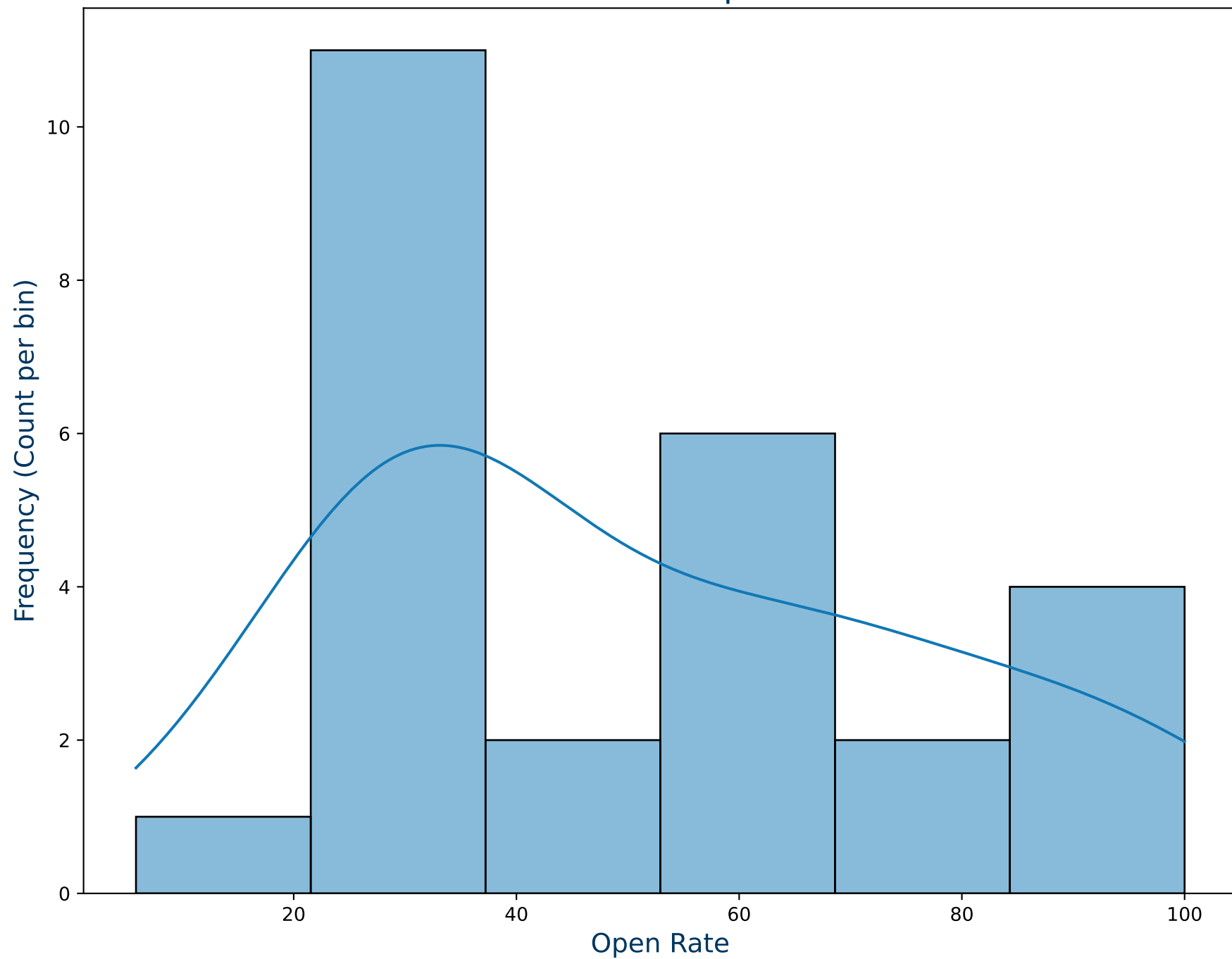
- Monitor and examine any instances of lower delivery rates closer to the minimum (83.33%) to identify potential process improvements or challenges.
- Regularly benchmark these performance metrics against industry standards to ensure competitive delivery rates and service excellence.

## Industry Standards:

As of 2025, the average email delivery rate across industries is estimated to be around 95%, with top-performing companies achieving rates of 98% or higher. [Source: Mailgun, "2025 Email Deliverability Benchmark Report"](<https://www.mailgun.com/resources/2025-email-deliverability-benchmark-report>)



## Distribution of Open Rate



# Insights for Distribution of Open Rate

Overview: The histogram for the open rate distribution illustrates the frequency of varying open rates across a dataset of 26 entries, revealing that most open rates are clustered in the range of lower to moderate values, with a peak around the 50% mark. The standard deviation indicates notable variability in open rates, hinting at differing engagement levels among recipients.

## AI Insights:

- Approximately 50% of the open rates fall below the mean of 51.2%, suggesting a significant proportion of emails may not be resonating strongly with the audience.
- The wide standard deviation of 26.5% indicates varied responses; some campaigns achieve very low open rates while others reach near-perfect rates, pointing to opportunities for targeted adjustments.
- The maximum open rate of 100% suggests that certain emails achieved high engagement, potentially reflecting effective subject lines or targeting strategies worth replicating.

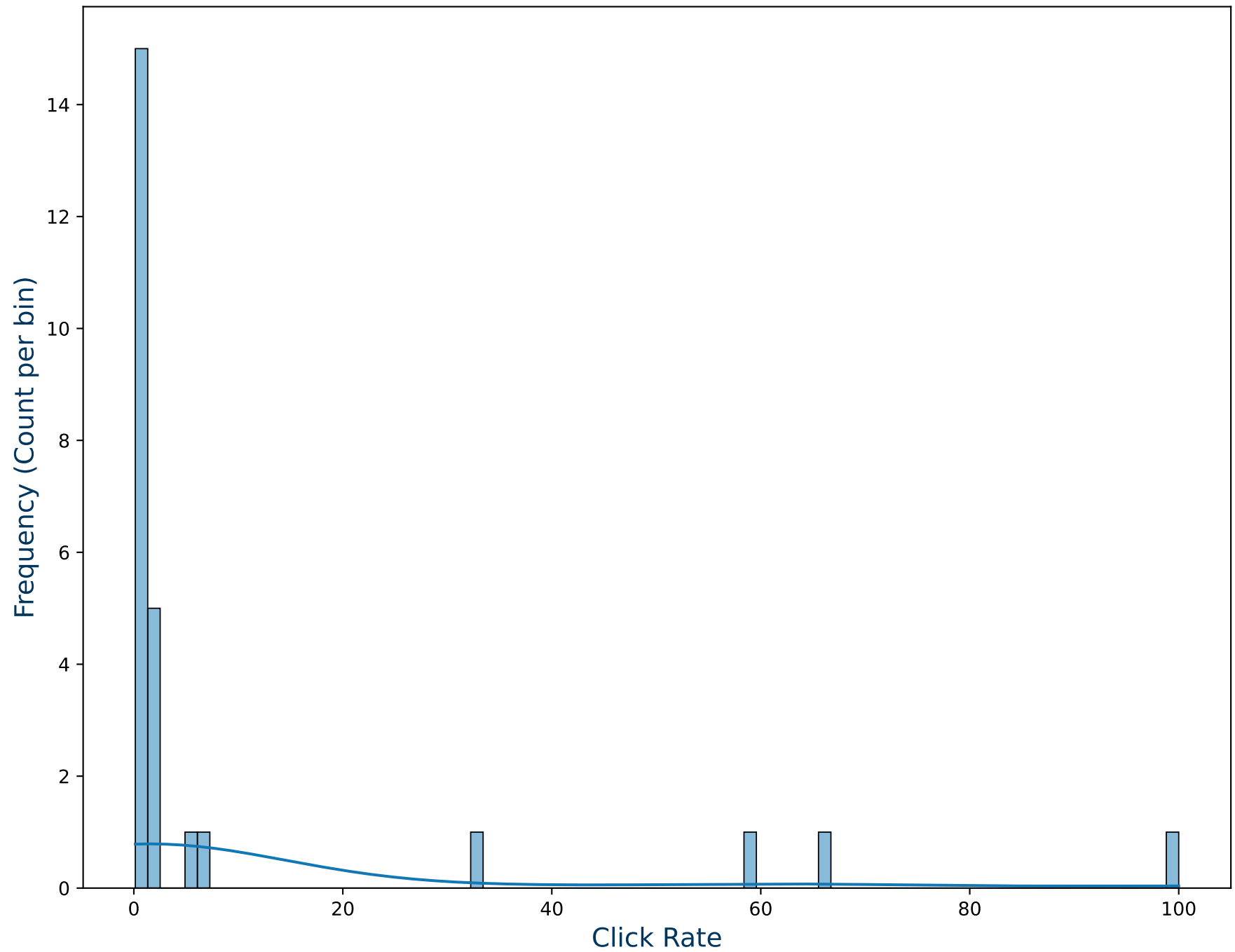
## Recommendations:

- Analyze the content and targeting of emails with high open rates to identify key factors that drove higher engagement and apply those insights to future campaigns.
- Implement A/B testing on email subject lines and content to better understand what resonates with the audience and improve overall open rates.

## Industry Standards:

As of 2025, the average open rate for email marketing campaigns across industries is approximately 22.86% (source: [Mailchimp](<https://mailchimp.com/resources/research/marketing-benchmarks/>)). This highlights that the observed open rates in this dataset are significantly above the current industry average, suggesting a strong performance relative to typical standards.

## Distribution of Click Rate



# Insights for Distribution of Click Rate

Overview: The histogram for the click rate showcases the distribution of click rates across a dataset of 26 observations, highlighting a mean click rate of 11.23%. The data reveals significant variability with a standard deviation of 25.23%, indicating a wide range of click rates from a minimum of approximately 0.14% to a maximum of 100%.

## AI Insights:

- The majority of click rates are clustered around lower values, with 25% of the data showing click rates below 0.70%, suggesting a potential issue with engagement in certain segments.
- A small portion of the data skews toward higher click rates, as indicated by the maximum of 100%, which may represent outlier campaigns or highly effective strategies worth analyzing.
- The high standard deviation implies that strategies yielding high click rates are not common, indicating potential areas for improvement across the board.

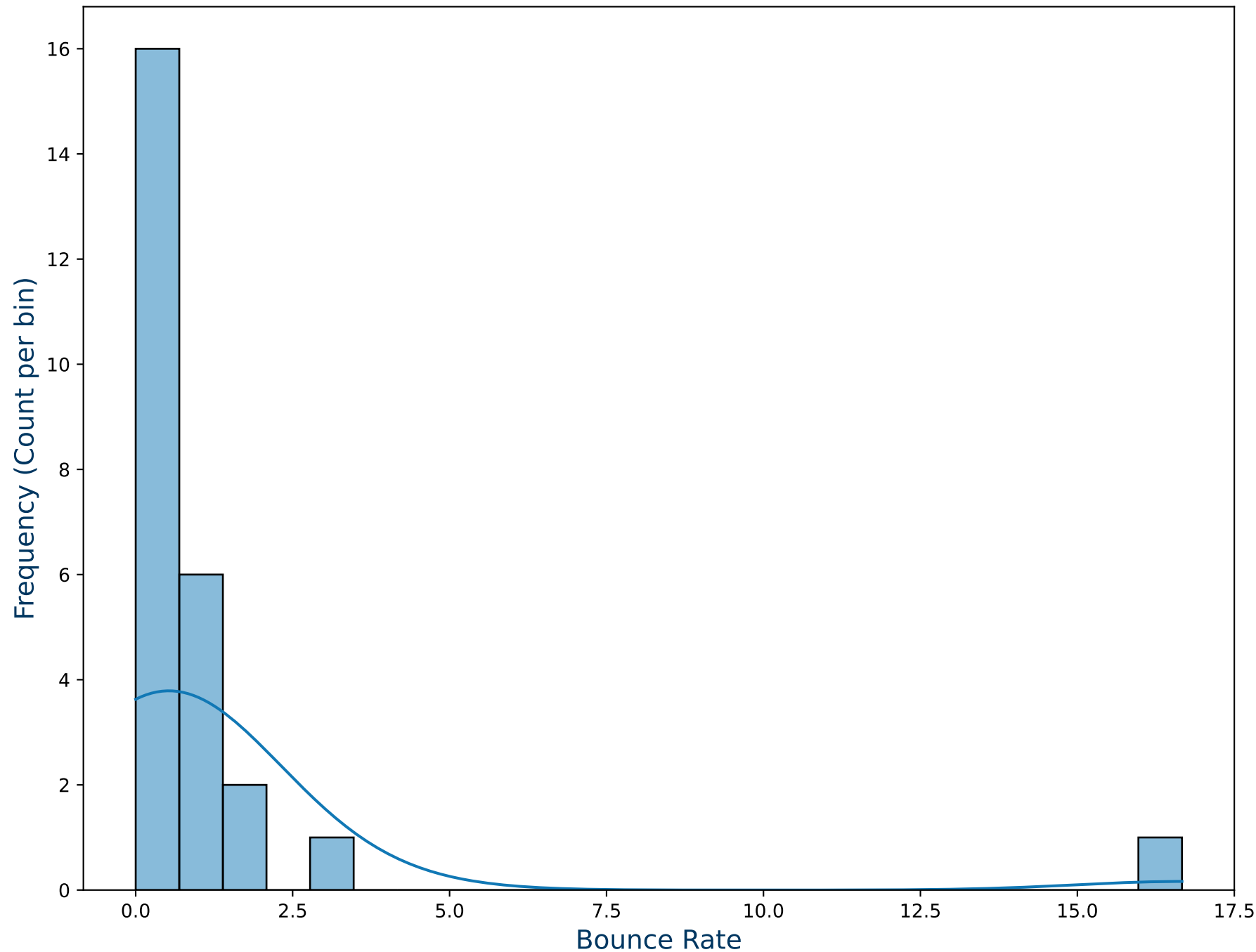
## Recommendations:

- Focus on analyzing the characteristics of high-performing campaigns to identify best practices that can be applied to lower-performing segments.
- Implement A/B testing to experiment with different calls to action and content types designed to enhance engagement and improve overall click rates.

## Industry Standards:

According to recent statistics, the average click-through rate (CTR) for display ads in 2025 is projected to be around 0.06% to 1.59% depending on the industry, with a median value of approximately 0.7% for average web ads (source: [2025 Digital Marketing Statistics](<https://www.statista.com/study/90298/digital-marketing-statistics/>)).

# Distribution of Bounce Rate



# Insights for Distribution of Bounce Rate

Overview: The histogram for bounce rate illustrates the frequency distribution of bounce rates from a set of 26 data points, revealing significant variability with a mean bounce rate of 1.25 and a wide range from 0 to 16.67. This suggests that while some pages maintain lower bounce rates, others may be underperforming drastically.

## AI Insights:

- The histogram indicates that a majority of the bounce rates cluster below a rate of 1, suggesting that most pages retain visitors adequately.
- The presence of a few outliers, particularly the maximum bounce rate of 16.67, could indicate performance issues on specific pages that detract from overall site engagement.
- The standard deviation of 3.24 highlights the significant variability in bounce rates, reflecting differing levels of content effectiveness across the website.

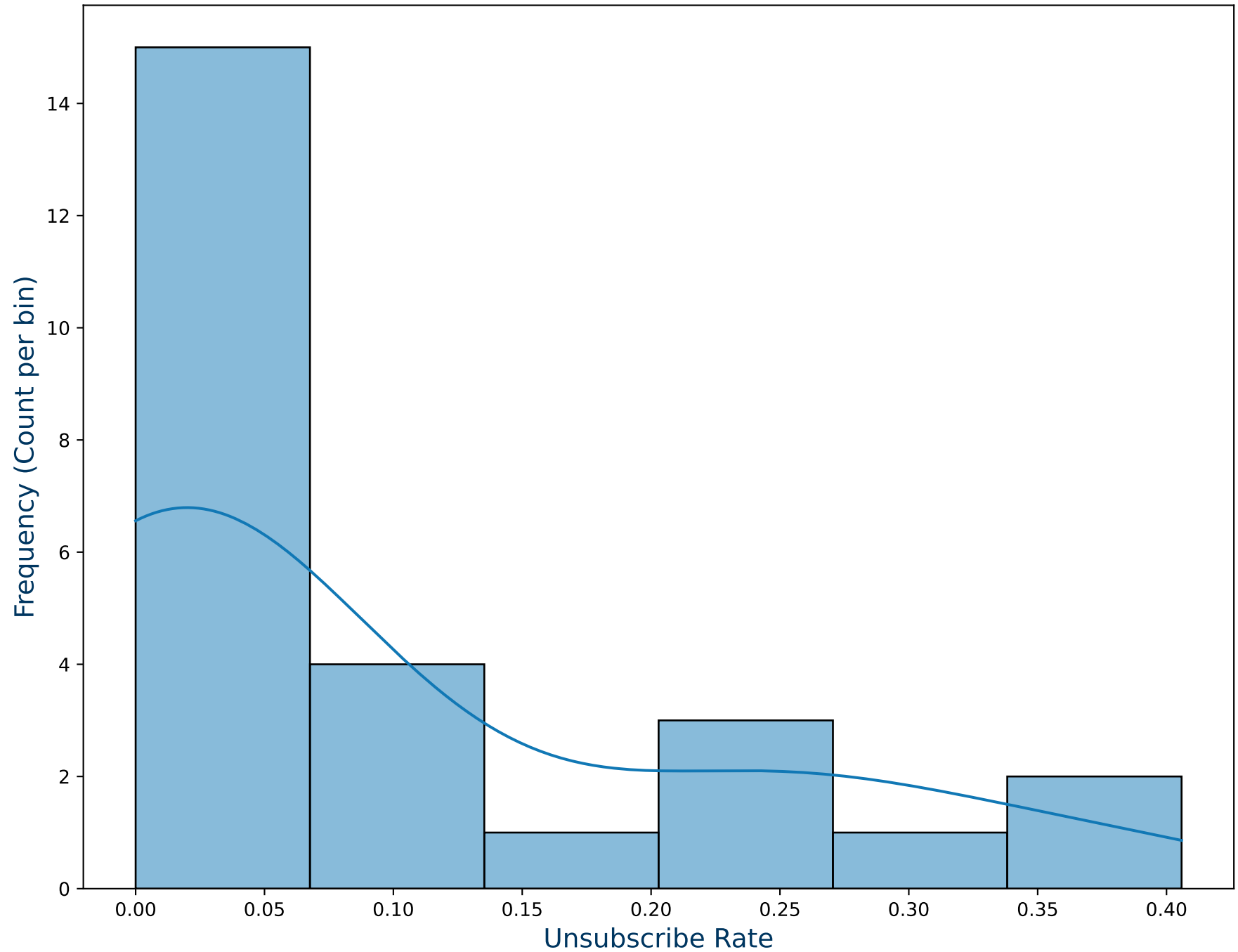
## Recommendations:

- Conduct a detailed analysis of the pages with high bounce rates to identify and rectify user experience issues or content mismatch that may lead to visitor drop-off.
- Implement A/B testing for the top pages with high bounce rates to assess what changes in design or content could enhance user engagement.

## Industry Standards:

As of 2025, the average bounce rate for most websites is between 41% to 55%, with rates above 70% considered high (Source: [HubSpot](https://www.hubspot.com/blog/marketing/website-bounce-rate)).

## Distribution of Unsubscribe Rate



# Insights for Distribution of Unsubscribe Rate

Overview: The histogram for the unsubscribe rate provides a visual representation of the distribution of the unsubscribe rates across 26 instances, highlighting that the majority of rates are low with a mean of approximately 9.54% and a notable standard deviation, indicating significant variability.

## AI Insights:

- A majority (75%) of the unsubscribe rates fall below 18%, suggesting that most users are relatively engaged, and only a small fraction opt-out.
- The minimum unsubscribe rate is 0%, implying that some campaigns have successfully retained all recipients without any unsubscribes.
- The high standard deviation (0.125837) indicates considerable fluctuations in unsubscribe behavior, implying that certain campaigns or content types may significantly affect user retention.

## Recommendations:

- Conduct A/B testing on content and frequency strategies in campaigns to identify elements that minimize unsubscribe rates effectively.
- Implement targeted re-engagement strategies for users who have shown signs of disengagement (e.g., low engagement rates) instead of allowing them to unsubscribe outright.

## Industry Standards:

As of 2025, the average email unsubscribe rate across various industries is reported to be around 0.1% to 0.5%, with higher rates observed in certain sectors like retail. [Source: Email Marketing Industry Statistics (2025). HubSpot.](<https://www.hubspot.com/2025-email-marketing-statistics>)



# Overall Performance Conclusions

## Overview

The email marketing campaign showed a strong delivery performance with a high delivery rate of 99.56%. The open rate of 44.30% indicates strong engagement levels among recipients, suggesting that the subject lines and targeting were effective. However, the click rate of 0.74% shows a significant gap between opens and clicks, indicating potential areas for improvement in content and call-to-action effectiveness. The low bounce and unsubscribe rates further suggest overall list hygiene and recipient satisfaction.

## AI Insights

- Strong Engagement:** The open rate of 44.30% is above the industry average, indicating that the subject lines resonate well with the audience.
- Click Activity Needs Improvement:** With a click rate of 0.74%, there's a crucial opportunity to optimize email content to convert opens into clicks, possibly through stronger calls to action or re-evaluating the links presented.
- Low Unsubscribe Rate Reflects Targeted List:** An unsubscribe rate of only 0.11% signals that the audience is well-targeted and finds value in the communication.

## Recommendations

- Enhance Content Strategy:** Consider A/B testing different email designs and content types to see what yields higher click-through rates. Engage more with dynamic content tailored to user preferences and behaviors.
- Refine Call-to-Actions (CTAs):** Review the placement, language, and visual appeal of CTAs within emails to encourage more recipients to take action after opening.

## Industry Standards

- The average open rate for emails across all industries is about 21.33% [Mailchimp](https://mailchimp.com/resources/research/) and the average click-through rate is approximately 2.62% [Campaign Monitor](https://www.campaignmonitor.com/resources/guides/email-marketing-benchmarks/). Your campaign's metrics significantly outperform these benchmarks, highlighting the effectiveness of your email strategy.