

1.
To pass this practice quiz, you must receive 100%, or 1 out of 1 point, by completing the activity below. You can learn more about the graded and practice items in the [course overview](#).



Activity Overview

In this activity, you will analyze the data from your email marketing campaign. Then you will create a presentation to convey the most important results to stakeholders. Be sure to complete this activity before moving on. The next course item will provide you with a completed exemplar to compare to your own work. You will not be able to access the exemplar until you have completed this activity.

Scenario

Review the scenario below. Then complete the step-by-step instructions.

While evaluating the August performance metrics for the *For All* email marketing campaign, you uncovered some important information:

First, you discovered that you are behind schedule in working toward the following goals:

Goal 1: Grow the email subscriber list by 12,000 people by the end of September through an email referral program that offers discounts to existing subscribers.

Goal 2: Increase the overall monthly conversion rate by 2% within six months of launch by segmenting the email list for the *For All* line of products.

Second, you identified certain metrics as key performance indicators (KPIs) to optimize and help you track progress.

Now you're preparing to present your findings to stakeholders. You've created a slide deck that visualizes some of the KPIs you identified. The deck includes seven slides:

Slide 1: A title slide

Slide 2: Campaign SMART goals and activities

Slide 3: A list of campaign KPIs

Slide 4: A column chart that tracks new email subscribers added each month from April to August

Slide 5: A column chart that compares this year's monthly conversion rates with last year's rates during the same period (April-August)

Slide 6: An area chart that displays the weekly open rates and click-to-open rates for *For All* campaign emails in July and August

Slide 7: Conclusion and next steps

To complete the presentation, you will write speaker notes for each visualization that explain these performance results and recommend next steps.

Step-By-Step Instructions


Step 1: Access the template

To use the template for this course item, click the link below and select "Use Template."

Link to template: [Email campaign presentation](#)

OR

If you don't have a Google account, you can download the template directly from the attachment below.

 [Activity Template - Email campaign presentation PPTX File](#)

Step 2: Summarize new subscriber data (Slide 4)

Review the new subscriber chart. Then, write a short paragraph (at least 2-3 sentences) summarizing the results next to Summary in the speaker notes (section below the slide). Consider the following guiding questions as you plan your summary:

What trends are identifiable in the subscriber growth rate from month to month?

If current trends continue, when would you expect to meet your subscriber goal?

Were there any large increases (more than 400) from one month to the next?

If so, what could have caused the jump in new subscriber numbers?

Note: If you'd like to review the dashboard data, please refer to the

Analyze email campaign metrics  *activity.*

Step 3: Make recommendations for subscriber goal (Slide 4)

Write a short paragraph (at least 2-3 sentences) describing any action items that could help you optimize this metric below your summary (next to Recommendations).

Consider the following guiding questions as you plan your recommendation(s):

How effective were your efforts at meeting your subscriber goal?

Is any additional action required (e.g., adjust strategy or monitor results) to increase the subscriber numbers? If so, describe the action(s) you recommend.

Step 4: Summarize conversion rate data (Slide 5)

Review the conversion rate chart. Then write a short paragraph (at least 2-3 sentences) summarizing the results next to Summary in the speaker notes section (below the slide).

Consider the following guiding questions as you plan your summary:

What trends are identifiable in the conversion rate after the launch of *For All* at the end of June?

If current trends continue, when do you expect to meet your conversion goal?

Step 5: Make recommendations for conversion goal (Slide 5)

Write a short paragraph (at least 2-3 sentences) describing any action items that could help you optimize this metric below your summary (next to Recommendations).

Consider the following guiding questions as you plan your recommendation(s):

How effective have your efforts at raising the conversion rate been so far?

Is any additional action required (e.g., adjust strategy or monitor results) to increase the conversion rate further? If so, describe the action(s) you recommend.

What actions do you recommend if the conversion rate holds steady or goes down in the coming months?

Step 6: Summarize open rate and click-to-open rate data (Slide 6)

Review the open rate and click-to-open rate chart. Then write a short paragraph (at least 2-3 sentences) summarizing the results next to Summary in the speaker notes (section below the slide).

Consider the following guiding questions as you plan your summary:

How is the email campaign open rate performing against the industry benchmark?

How is the email campaign click-to-open rate performing against the industry benchmark?

What trends are identifiable in the open rate or click-to-open rate after the launch of *For All* at the end of June?

Step 7: Make recommendations for open and click-to-open rates (Slide 6)

Write a short paragraph (at least 2-3 sentences) describing any action items that could help you optimize these metrics below your summary (next to Recommendations).

Consider the following guiding questions as you plan your recommendation(s):

Which metrics need to be optimized: open rate, click-to-open rate, or both?

What action(s) could you take to improve one or both metrics?

What would improving one or both metrics help you achieve?

Step 8: Write a conclusion (Slide 7)

Write a few sentences (or bullet points) in the text box on Slide 7. Your conclusion should tie together the main points of your presentation and outline next steps and recommendations.

Consider the following guiding questions as you plan your conclusion:

How well is your email campaign performing overall?

What insights can you gain by considering your KPIs as a group?

What are your recommendations for immediate action items?

Based on the performance data so far, what changes would you recommend for future email campaigns?

Pro Tip: Save your work

Finally, be sure to save the work you did to complete this activity. This can help you work through your thought processes and demonstrate your experience to potential employers.

What to Include in Your Response

Be sure to address the following elements in your completed presentation:

The new subscriber slide has a summary and recommendation(s).

The conversion rate slide has a summary and recommendation(s).

The open rate and click-to-open rate slide has a summary and recommendation(s).

The conclusion slide ties the presentation together and describes next steps.