Activity Exemplar: Present email marketing data to stakeholders

Here is a completed exemplar along with an explanation of how the exemplar fulfills the expectations for the activity.

Completed Exemplar

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

Link to exemplar: <u>Email marketing presentation</u> ⬀

OR

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

📎 **Activity Exemplar_ Email marketing presentation**
PPTX File

Assessment of Exemplar

Compare the exemplar to your completed presentation. Review your work using each of the criteria in the exemplar. What did you do well? Where can you improve? Use your answers to these questions to guide you as you continue to progress through the course.

Note: *The exemplar represents one possible version of the presentation. Yours will likely differ in certain ways. What's important is that your presentation explains the data clearly and interprets it in a way that's relevant to the audience.*

Let's review **Slides 5–8** one at a time:

Slide 5: Open rates by email category

Summary: The speaker notes summarize the chart data and explain why it's relevant: Among three email categories (newsletters, new show announcements, and promotions), promotional emails perform best with all three segments. Examining promotional email data in greater depth could provide a more specific answer to the question of what type of content performs best with each segment.

Slide 6: Open rates by promotion type

Summary: The speaker notes explain what the promotional email data means for each subscriber segment: Recent attendees show a slight preference for pre-order discounts, past attendees are split between last-minute and BOGO promotions, and people who have never attended a performance engage most with BOGO emails. This information gives a partial answer to the question of what type of email content performs best with each segment.

Slide 7: Click-to-open rates by promotion type

Summary: The speaker notes explain why click-to-open rate data is important: It indicates the percentage of subscribers who open emails are clicking the links inside. They also consider how the data on **Slide 7** compares to the data on **Slide 6**.

Among subscribers who have never attended a performance, the click-to-open rates are highest for BOGO promotions. This result is consistent with the open rate data. Similarly, recent attendees are most likely to open and engage with pre-order discounts. While recent attendees open last-minute discount and BOGO emails at about the same rate, they're slightly more likely to engage with last-minute promotions.

Slide 8: Conclusion and recommendations

Summary: The conclusion slide draws on the analysis from **Slides 5–7** to recommend email content to prioritize for each group.

Mark as completed

👍 Like   👎 Dislike   🏳 Report an issue