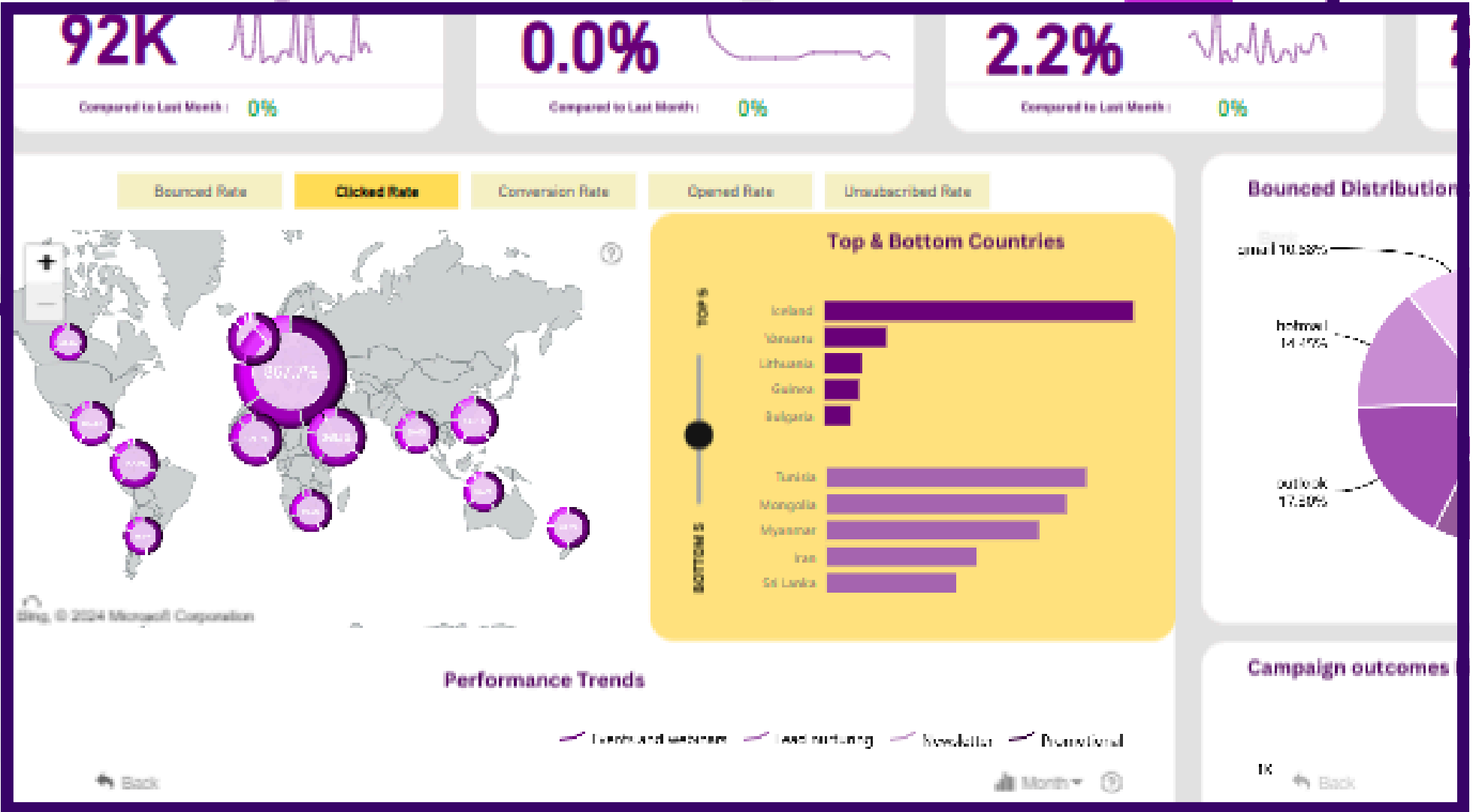
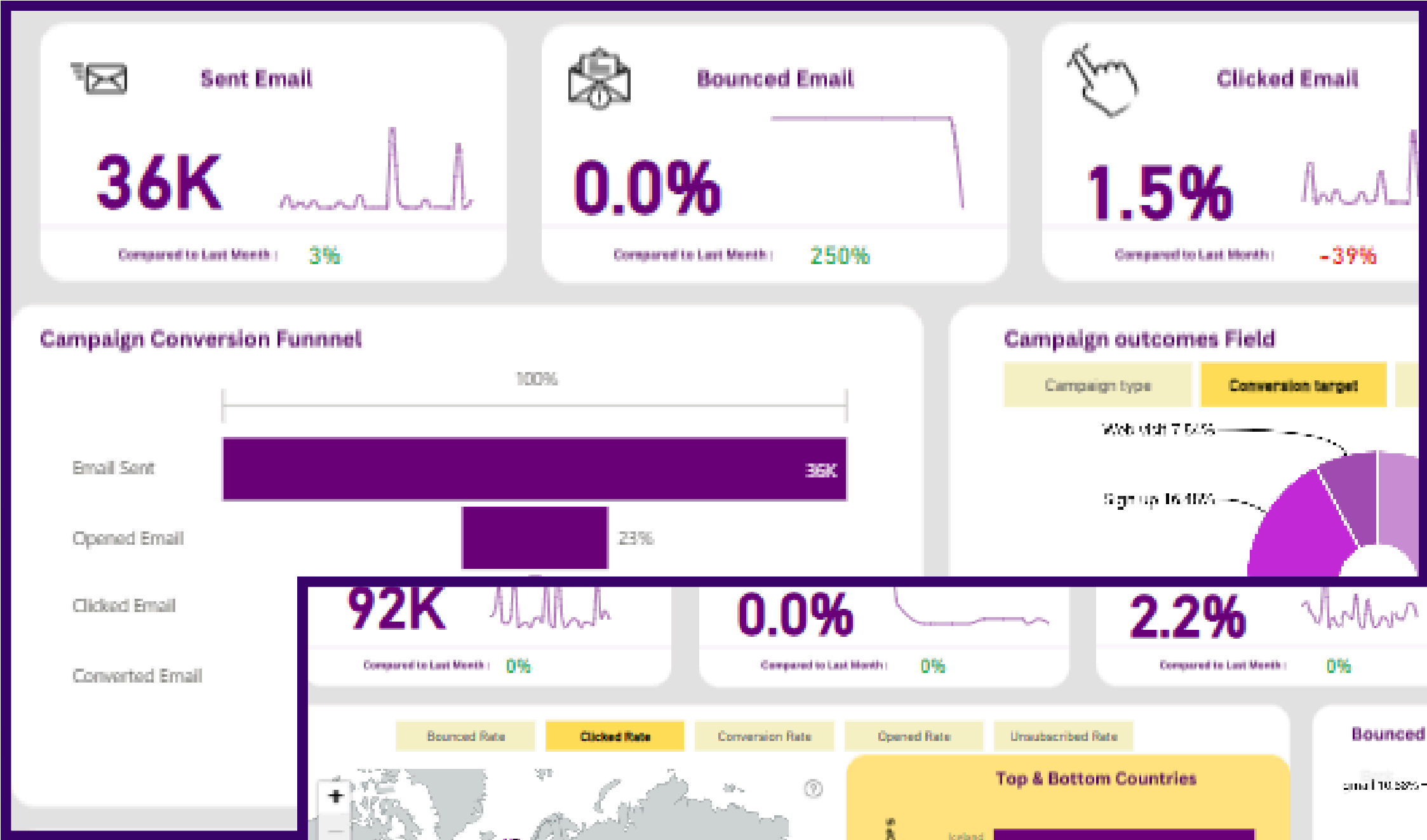


Project OCT24

E-Mail Campaign Analysis

Created by : Akshay Waghavakar





E-Mail Campaign Analysis

July

August

September

Overview

Details



Sent Email

36K

Compared to Last Month: 3%



Bounced Email

0.0%

Compared to Last Month: 250%



Clicked Email

1.5%

Compared to Last Month: -39%



Opened Email

23%

Compared to Last Month: 2%

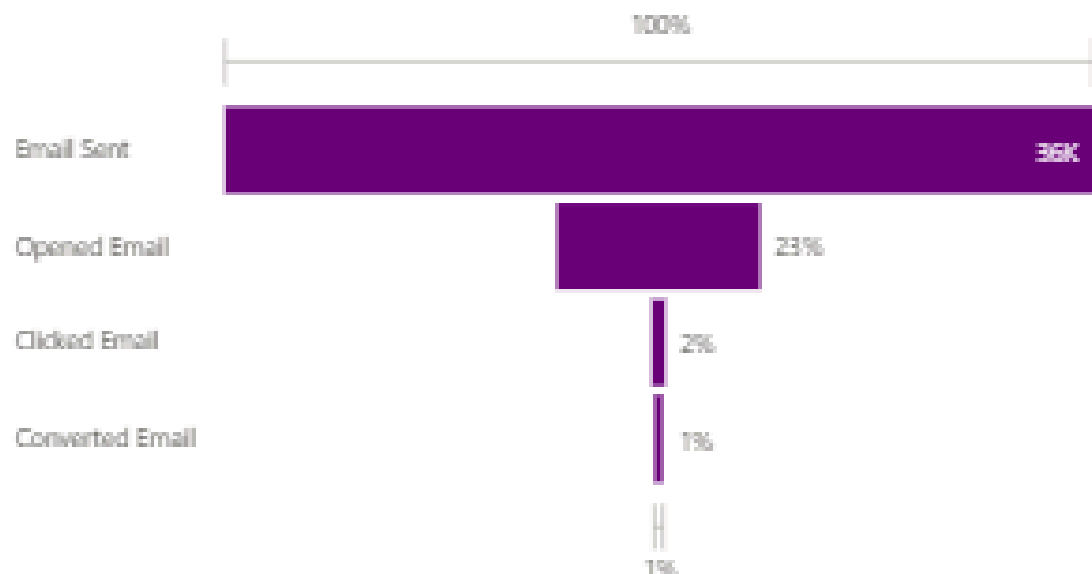


Converted Email

1.0%

Compared to Last Month: -42%

Campaign Conversion Funnel



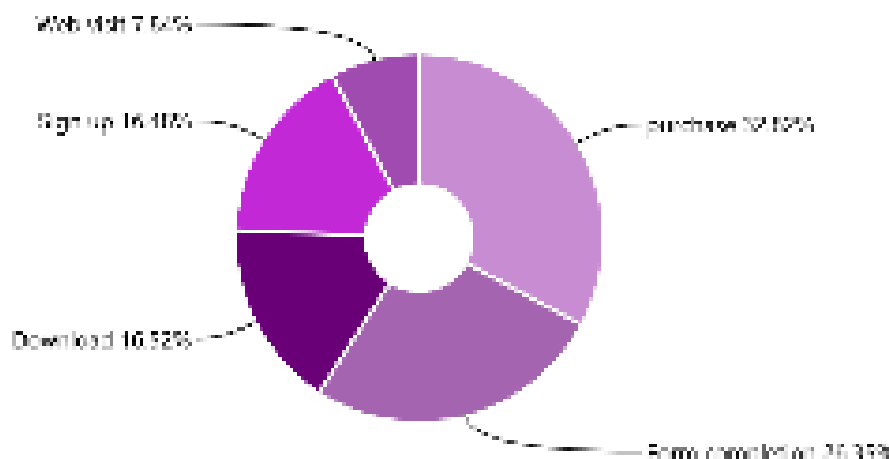
Campaign outcomes Field

Campaign type

Conversion target

client segment

device



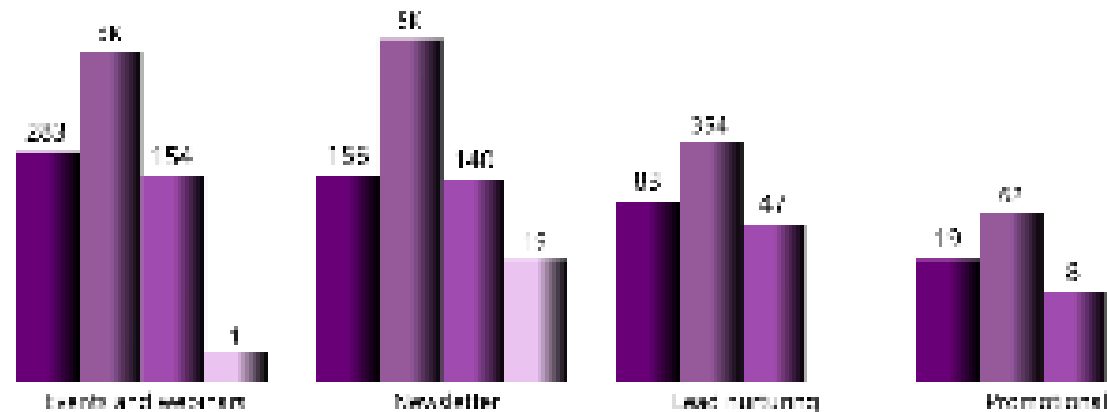
Campaign outcomes by Campaign Types

Drill Down for Campaigns

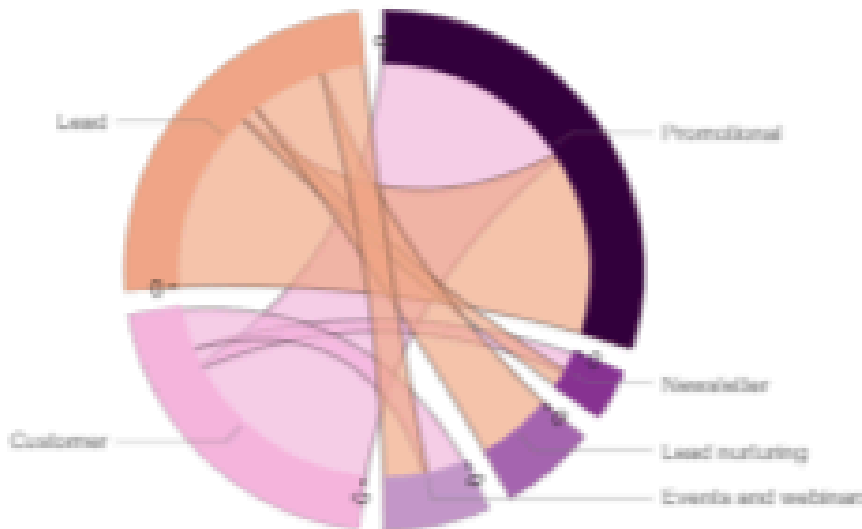
Clicked Email, Opened Email, Converted Email, Unsubscribed Email

Back

?



Campaign Segment Interaction by Conversion rate



Top 10 Campaigns by Clicked Rate

Discount offer for active influencers

#1 | 14.7

Event topic survey

#2 | 15.7

Drip2 - Licensing and pricing plan options

#3 | 4.8

Drip2 - Trial end reminder

#4 | 2.8

Drip1 - Platform guide and benefits

#5 | 2.6

After event follow up

#6 | 3

Product Workshop invitation September

#7 | 2.5

Content creation training invitation September

#8 | 2

September Guest Speaker Webinar invitation 2

#9 | 1.8

September Guest Speaker Webinar invitation 1

#10 | 1.5





Details



92K



Completed in Last Month:

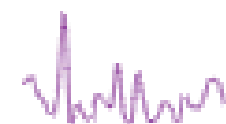


0.0%

Compared to Last Month:  0%

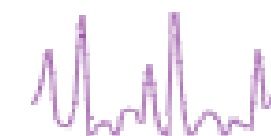
Clicked Email

2.2%

Compared to Last Month: 0%

Opened Email

24%

Compared to Last Month: 0%

Converted Email

1.4%



Completed in Last Month

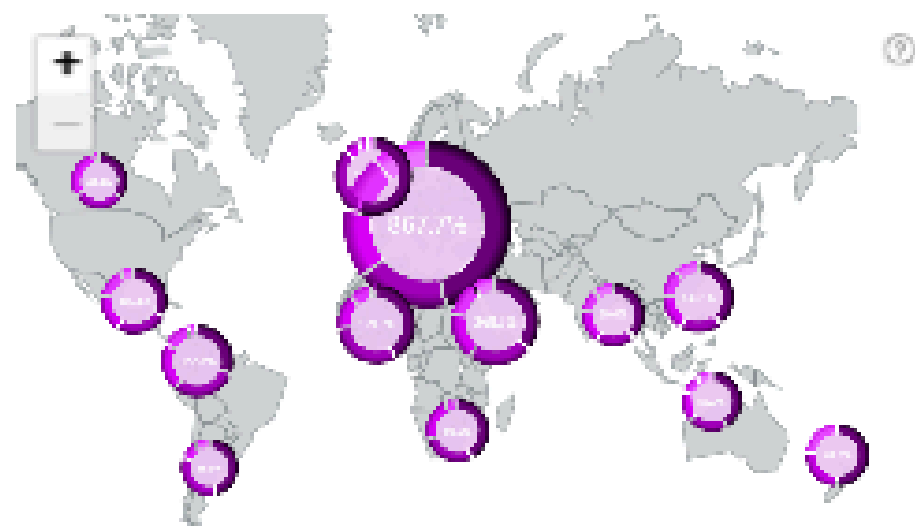
Background

Age Group	Percentage
18-24	15%
25-34	25%
35-44	20%
45-54	15%
55-64	10%
65-74	5%
75-84	2%
85+	1%

Conversion Rate

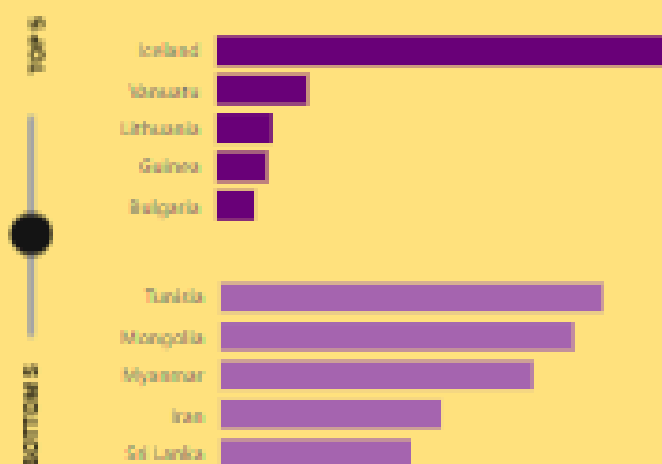
Observations and Reflection

Unsubscribed Rate

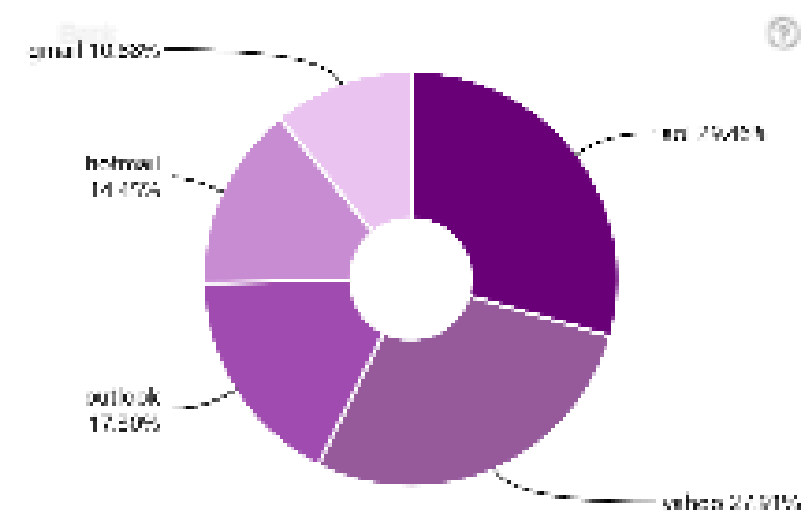


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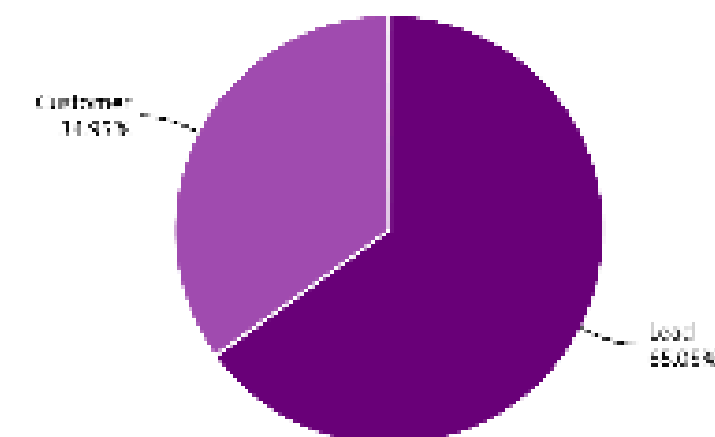
Top & Bottom Countries



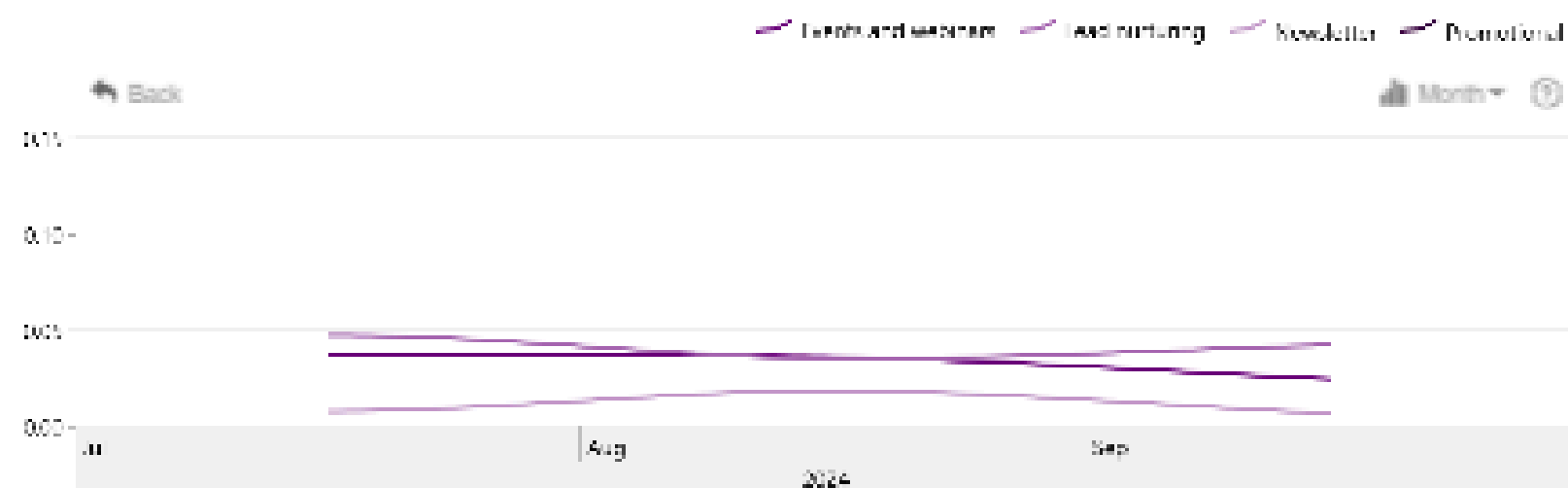
Bounced Distribution by Email Domain



Clients by Client Segment



Performance Trends



Campaign outcomes Field

Campaign type

Conversion target

client segment

