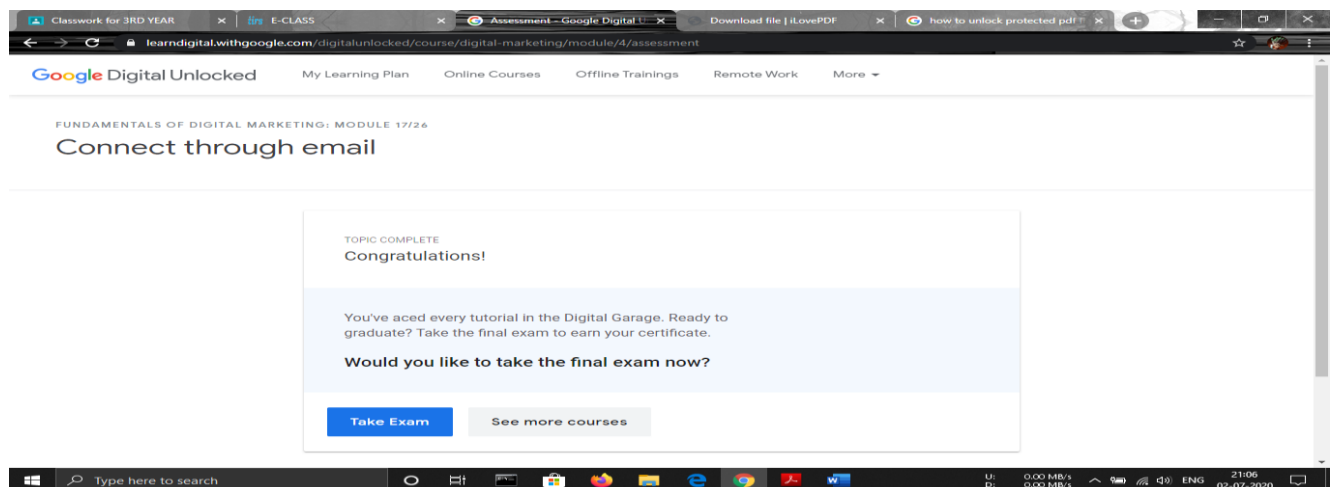
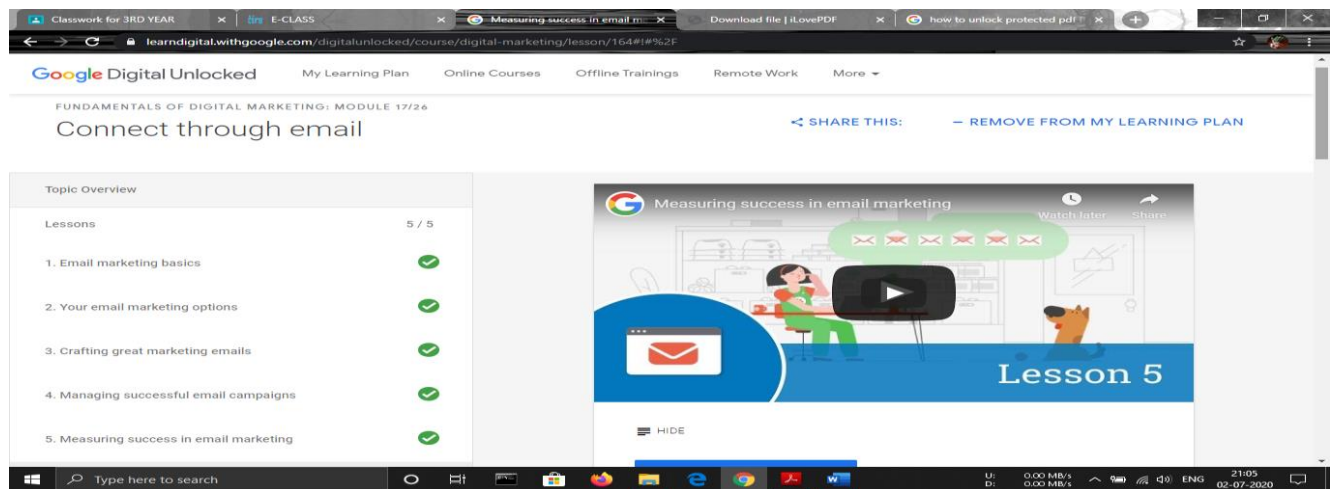


# DAILY ASSESSMENT REPORT

<b>Date:</b>	<b>30/06/2020</b>	<b>Name:</b>	<b>Abhishek M Shastry K</b>
<b>Course:</b>	<b>Google Digital Unlocked: Fundamentals of digital marketing</b>	<b>USN:</b>	<b>4AL17EC002</b>
<b>Topic:</b>	<b>1] Connect through email</b> <ul style="list-style-type: none"> <li>• Email marketing basics</li> <li>• Your email marketing options</li> <li>• Crafting great marketing emails</li> <li>• Managing successful email campaigns</li> <li>• Measuring success in email marketing</li> </ul>	<b>Semester &amp; Section:</b>	<b>6th 'A'</b>
<b>Github Repository:</b>	<b>AbhishekShastry-Courses</b>		

## FORENOON SESSION DETAILS

### Image of session



## Report

### Email marketing basics

- By making your content entertaining and useful, your subscribers will enjoy and appreciate your emails, and you'll likely remain their go for choice when they're ready to buy. Finally, you can use email to request feedback from your contacts about their shopping or customer-support experience, and then respond to them directly.
- By knowing what went right, or what went wrong, you can offer solutions to their issues, or simply thank them for being a customer. So that's it. Email marketing is a great way for you to develop relationships with both potential and existing customers.
- As you identify your different audiences, you can customize communications, based on their particular interests. By offering useful and engaging content, you can build loyalty over time. A strong customer base will help your business grow.

### Your email marketing options

- Start building your email database by adding customer data you already have. Most services allow you to upload data from a spreadsheet, a handy feature if you have a lot of information to include.
- Next, you want to give people the ability to subscribe (and unsubscribe) themselves. Most email services provide a online form that you can add to your website by copying and pasting a bit of code. Website visitors can then submit this form to sign up for your emails. This data is then automatically transferred to your contact database.
- One thing to keep in mind: these forms are usually customizable, so you can ask for the specific customer information you want. But, your online sign up form should be short and easy to complete you'll probably have more success growing a subscriber list if you don't require too much information.

### Crafting great marketing emails

- You want to send an email announcement aimed at dog and cat owners, telling them all about the latest and greatest all-natural pet foods you offer.

- But in order to get customers to read your newsletter, you first have to get them to open the email. It's all about making a good first impression here. Think about what customers see when they glance at their inbox. Will your email make them want to open it?
- Be sure to use a name and email address in your "From" field that clearly identifies your business. People are more likely to open an email, from someone they recognize and trust. The subject line of your email can make or break your campaign. An effective subject line will compel people to open it. A poorly composed subject line might mean your email gets deleted or trapped in spam filters.

### **Managing successful email campaigns**

- You can improve your campaigns, by testing your emails, creating relevant campaign landing pages, and measuring the success of all your hard work! First, let's discuss how you can use something we call, A/B testing to get more people to open your emails, and click through to your website.
- A/B testing is when you create two versions of an email to see which one performs better. You can use this technique to test different email approaches.
- Let's say you are sending an email announcing a new product, but you're not sure what subject line to use. You can send half of your customers, Version A of the subject line, and the other half Version B.

### **Measuring success in email marketing**

- An email campaign Open Rate is simply the ratio of people who've actively opened the email vs. the total number of people who received it. This is useful for understanding the effectiveness of your email subject line. For example, if a subject line of 'Things We Love About Our Pets' receives a higher open rate than an email titled 'Discounts and Offers on Pet Food', this tells you your audience favors emails that give them insight into life as a pet owner, rather than promotional content.
- Once you know how many people opened the email, take a look at the Click Through Rate. This offers a top-level view of the success of the individual email campaign, and gives you the percentage of people that clicked on links to your website from every email that was opened.

Date:	30/06/2020	Name:	Abhishek M Shastry K
Course:	Satellite Photogrammetry and its Application	USN:	4AL17EC002
Topic:	1] Stereophotogrammetry	Semester & Section:	6 <sup>th</sup> 'A'
Github Repository:	AbhishekShastry-Courses		

## AFTERNOON SESSION DETAILS

### Image of session

The screenshot displays the E-CLASS live session interface. The main window shows a video of Dr. Poonam S. Tiwari presenting '30 June 2020\_Concepts of Stereophotogrammetry'. The background features a 3D city model and a color-coded map. The left sidebar lists navigation options: Live Session, Offline Session, Study Material, Attendance Status, Course Guidelines, and Feedback. The right sidebar shows a 'Question Asked' list with user queries and responses.

The screenshot displays the Adobe Acrobat Reader DC interface showing a PDF document titled '30 June 2020\_stereophotogrammetry by Dr. Poonam S. Tiwari.pdf (SECURED)'. The document displays a 3D stereo model of a city, with the text 'Result (3 D stereo model)' prominently shown. The interface includes standard PDF navigation tools and a right-hand sidebar with options like Export PDF, Edit PDF, and Create PDF.

## Report

## Stereophotogrammetry

- Stereoscopy is based on stereoscopic or binocular vision.
- When the eyes are focused on an object, the optical axes of the two eyes converge on that point intersecting at an angle called- parallax angle.
- Nearer the object- greater the parallax angle and vice versa.
- Stereoscopy is the name given to the phenomenon of an apparent three dimensional "model" created by viewing two photographs of the same object, one photograph with each eye, simultaneously.
- This stereo model is a subjective phenomenon and is not physically real, but is formed by the brain using the normal process associated with binocular vision.
- Depth cues are given by object sizes, perspective, occlusion, movement parallax and change in eye focus.
- Stereophotogrammetry is the general term applied to the science of measurement from photographs when an overlapping stereopair of photographs is used.
- An overlapping stereopair is a pair of photographs on which the same object or area of terrain is pictured, but from different views or perspectives.

