

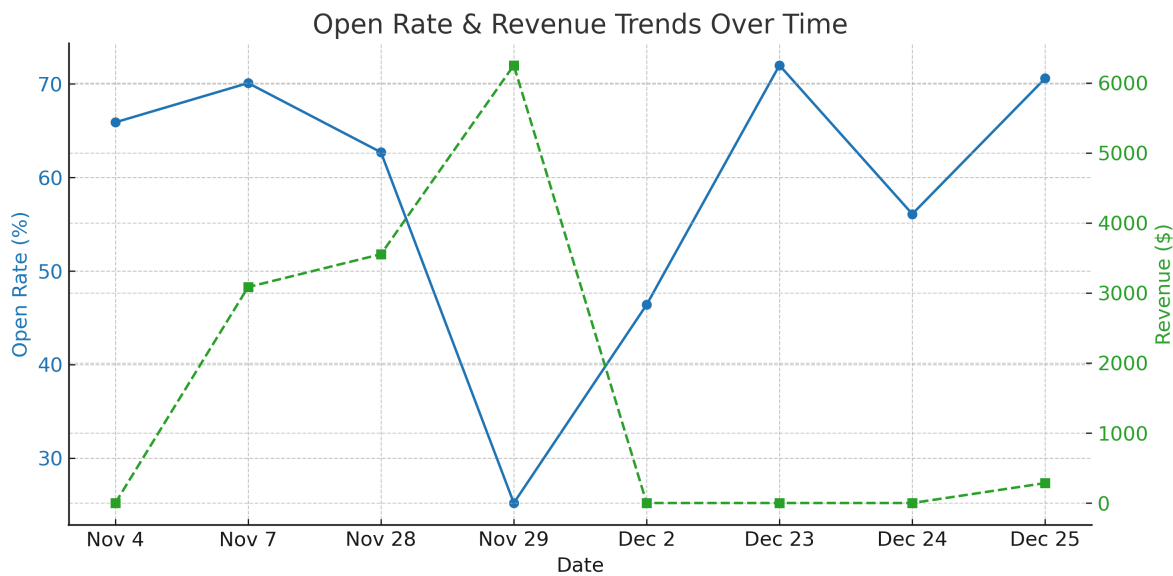
Email Marketing Campaign Performance Report

Overview

This report serves as a final performance review of the email marketing campaigns before transitioning email marketing responsibilities to the internal team. The goal is to provide insights, best practices, and recommendations that can guide future campaigns.

Key Performance Metrics Summary:

Overall Open Rate & Revenue Trends



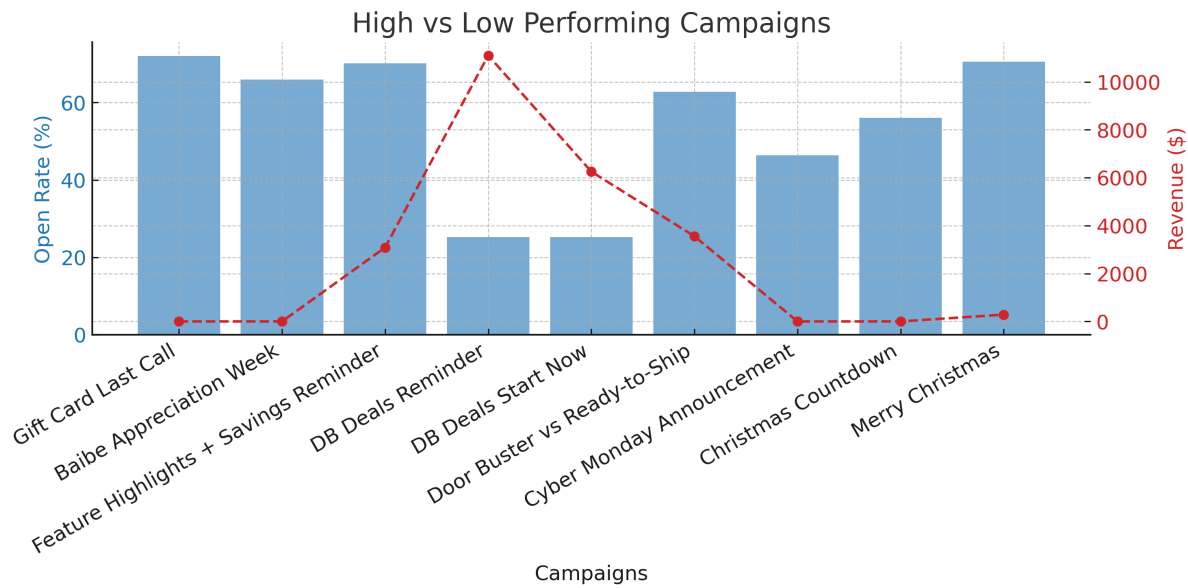
The graph above shows the fluctuation of open rates and revenue throughout the campaign period. Key revenue spikes align with promotional emails, while engagement trends reveal...

- Total Emails Sent: 82,358
- Average Open Rate: 50.37%
- Average Click Rate: 3.57%
- Total Revenue Generated: \$33,884.93
- Average Placed Order Rate: 0.29%
- Bounce Rate: 2.14%
- Unsubscribe Rate: Negligible across campaigns

Performance Analysis by Campaign Type

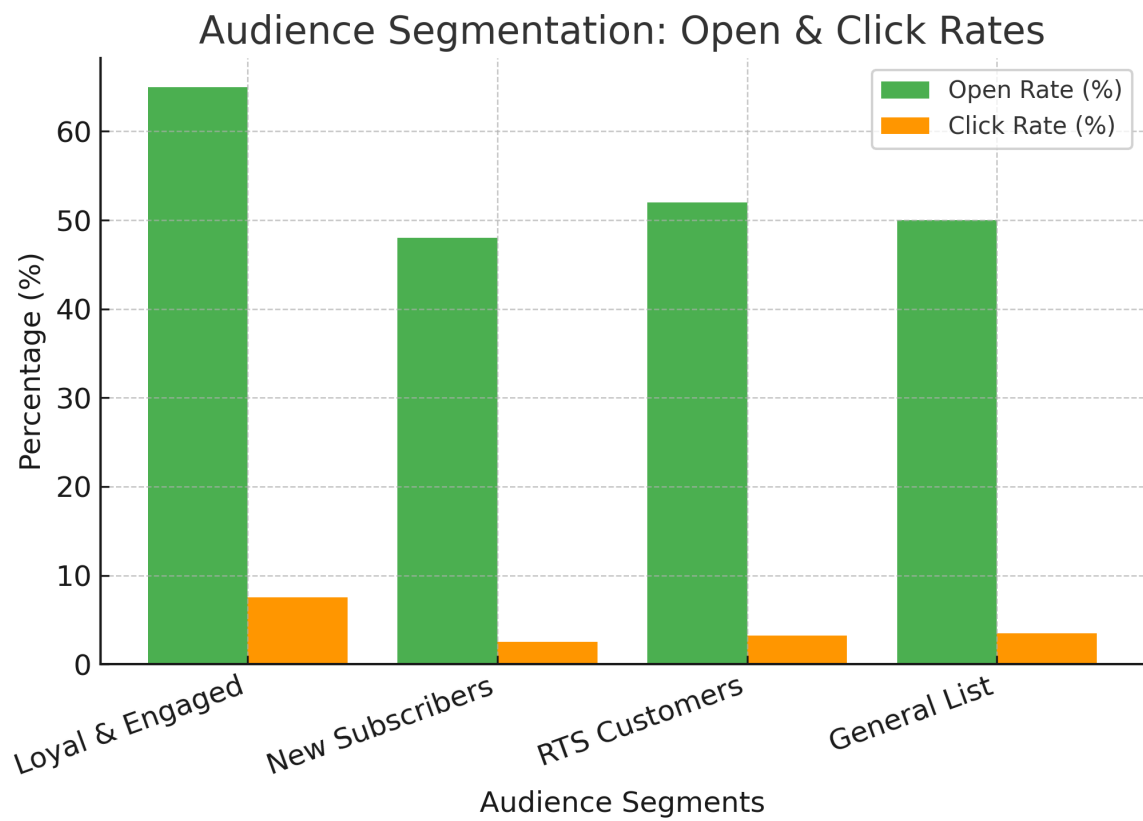
High vs. Low Performing Campaigns

The chart below visualizes the contrast between high-performing and low-performing campaigns based on open rates and revenue.



Audience Segmentation & Engagement

The chart below illustrates the engagement levels of different audience segments, highlighting how each group interacted with the email campaigns.



Insights & Recommendations

1. Timing Matters:

- Peak Performance Timeframes: Midday (11 AM - 2 PM) and late evening (10 PM - 12 AM) campaigns saw the best engagement.
- Black Friday and Cyber Monday campaigns benefited from evening-to-midnight email sends.
- Low-Performance Timeframes: Emails sent in the early morning (before 9 AM) had lower engagement rates.

2. Subject Line & Personalization:

- Emails with personalized subject lines (e.g., first name inclusion) had higher open rates.
- Time-sensitive language ("Last Call," "Ends Soon," "Limited Time") increased urgency and engagement.
- Informational emails without a direct CTA resulted in low conversion rates.

3. Audience Segmentation & Targeting:

- Loyal and Engaged Baibes segments demonstrated consistently high engagement.
- New subscribers responded well to welcome emails but showed lower purchase intent.
- RTS (Ready-to-Ship) customers engaged well but had low conversion rates—consider further retargeting.

4. Click-Through & Order Conversion Optimization:

- While some campaigns had high open rates, they lacked corresponding click-through rates (CTR), indicating content or CTA optimization is needed.
- A/B testing different CTA placements and copy might improve order conversions.
- Including discount codes in subject lines and body text increased revenue.

5. Bounce & Spam Complaints:

- Bounce rates remained under 5% (industry standard), with anomalies in larger email blasts.
- Spam complaints were negligible but should still be monitored—avoid excessive email frequency.

Actionable Next Steps

- Continue segmenting lists for targeted messaging. VIPs and Engaged users should receive priority on limited-time offers.

- Optimize email send times based on past performance (midday and late-night for promotions, morning for engagement-based emails).
- Refine CTA placement and content to ensure a clear path to purchase.
- Use more personalized and urgency-driven subject lines to boost engagement.
- Expand A/B testing on CTA copy and design to enhance click-through and conversion rates.
- Re-engagement campaigns for non-converting segments to nurture them into customers.
- Monitor deliverability & spam complaints to prevent unnecessary list churn.

Conclusion

Overall, the email campaigns achieved strong engagement, particularly in pre-sale and limited-time promotions. However, there is room to optimize conversion rates through better segmentation, refined CTA strategies, and improved timing. By leveraging the insights from high-performing emails and mitigating weak areas, future campaigns can be even more impactful in driving revenue and customer loyalty.

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