

# **The Email Strategy Behind a 30% CTR Surge**

## Client Overview

Company: Othoba.com

Industry: E-commerce (Multivendor Marketplace)

Market: Bangladesh

Products: Electronics, fashion, groceries, home appliances, and more

## Objective

To significantly increase Click-Through Rate (CTR) from promotional email campaigns, improve customer engagement, and drive sales conversions using advanced email marketing strategies.

## Challenges

- Low average CTR (hovering around 5-8%).
- Inconsistent open rates.
- High cart abandonment rates.
- Lack of advanced segmentation and personalization.
- Inadequate performance tracking of email campaigns.

## Strategic Email Marketing Plan

### 1. Audience Segmentation

To improve relevance, the audience was segmented based on:

- Behavioral data: Browsing history, cart additions, past purchases.
- Demographics: Age, gender, location (urban vs rural).
- Engagement level: Active buyers, window shoppers, dormant users.

## 2. Personalization Tactics

Each email was customized using:

- Dynamic product recommendations based on past views/purchases.
- Personalized subject lines and pre-headers using first names.
- Time-sensitive promotions based on location and browsing time.

## 3. Email Automation Workflow

Built multiple automated email flows:

- Welcome Series for new sign-ups.
- Re-engagement Campaigns for inactive users with personalized offers.
- Post-Purchase Follow-ups asking for reviews and offering related products.

## 4. A/B Testing & Optimization

- Tested subject lines, send times, CTAs, and layout formats.
- Optimized mobile responsiveness.
- Shortened content and used CTA buttons above the fold.

## 5. Personalization Tactics

Emails were scheduled based on:

- Time zone
- Historical engagement data
- Predicted open time using AI algorithms

## Email Template Design

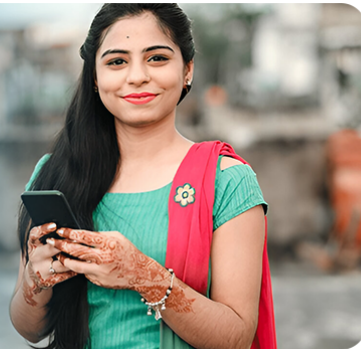
We use clean, Modern and easy to read design to meet user's short attention span.



### Just For You, Afrin!

Handpicked Deal Based on Your Recent Interaction

## Exclusive Deal



*Recommended for You*



Microwave oven

*BDT 12,400*



Woman's Shoulder Bag

*BDT 2,800*

**Shop Now**

## Result Summary

### 3-Month Campaign Summary

| Metric                       | Before      | After       | Improvement |
|------------------------------|-------------|-------------|-------------|
| CTR                          | 14%         | 30.1%       | +116%       |
| Open Rate                    | 21%         | 33.5%       | +59%        |
| Conversion Rate from Email   | 2.8%        | 6.2%        | +121%       |
| Revenue from Email Campaigns | <div></div> | <div></div> | +129%       |
| Cart Recovery Rate           | 11%         | 26%         | +136%       |

## Insights & Takeaways

1. Dividing users based on behavior, demographics, and purchase history led to more relevant and impactful communication, resulting in higher open and click-through rates.
2. Personalized subject lines, content blocks, and product recommendations significantly improved user interaction, particularly when powered by dynamic content generation.
3. Automated flows (cart recovery, welcome series, re-engagement) improved timeliness and consistency, increasing conversions and reducing cart abandonment.
4. Using AI for subject line optimization, send-time prediction, and content customization produced higher engagement than manual strategies.

5. A large portion of users accessed emails via mobile, so optimizing design and CTA placement for smaller screens contributed heavily to improved CTR.
6. A/B testing of headlines, layout, send times, and CTAs was key to identifying what resonated best with different user groups.
7. Constant analysis of user behavior, campaign metrics, and conversion funnels allowed the team to iterate and refine strategies quickly and efficiently.

## **Conclusion**

Othoba.com's 30% CTR surge was not accidental—it was the result of a well-structured, data-backed email marketing overhaul, combining segmentation, automation, personalization, and AI tools. The campaign proved that context and timing are just as important as content. Emails sent at the right moment with personalized messages outperformed generic campaigns. By embracing a customer-first approach, the brand built better relationships, which translated to higher revenue and brand loyalty.