

## Performance & Final Submission Phase

### Model Performance Metrics

Date	03 November 2023
Team ID	NM2023TMID02623
Project Name	Create an Email Campaign in MailChimp

### Model Performance Metrics

**Open Rate:** This metric indicates how many recipients opened your email. It's a crucial metric for measuring the effectiveness of your subject line and email content.

**Click-Through Rate (CTR):** CTR measures the percentage of recipients who clicked on links or CTAs in your email. It shows how engaging your content is and whether your email achieved its intended goal.

**Conversion Rate:** This metric tracks the number of recipients who completed the desired action after clicking on a link in your email, such as making a purchase or signing up for a webinar.

**Bounce Rate:** Bounces occur when emails are undeliverable. There are "soft" bounces (temporary issues) and "hard" bounces (permanent issues). Monitoring bounce rates helps maintain a clean email list.

**Unsubscribe Rate:** This metric measures the number of people who opted out of your email list after receiving your campaign. It's essential to keep this rate low.

**List Growth Rate:** Track how your email list is growing over time. Healthy list growth is essential for the success of future campaigns.

**Spam Complaint Rate:** This indicates how many recipients marked your email as spam. High spam complaint rates can negatively impact your email deliverability.

**Forward Rate:** Measure how often your email campaign is forwarded to others, which can expand your reach.

**Revenue and ROI:** If applicable, measure the revenue generated by your email campaign and calculate the return on investment.