**Instructions:**

● There is no single correct answer to this case. It’s more important to train and see how you approach the problem and incorporate relevant external information that may not be directly represented in the case.

● If something is unclear, feel free to reach out with any questions or make an assumption and move on.

● Feel free to prepare your materials in whatever tool you are most comfortable with (e.g. Google sheets, Slides, Excel, Powerpoint, SQL, PowerBI, Tableau etc).

**Background:**

Shopify merchants use email marketing to engage customers and drive sales. Merchants can use email marking app developed by Shopify or 3rd party software developers; all can be downloaded via the Shopify App Store.

***Shopify Email*** has now 2,000 monthly active users (MAU). The cost of Shopify Email is $0.0003/email; For every $1 in merchant sales, Shopify generates payments revenue of 0.5%; Merchants send an increased volume of emails during the Black Friday/Cyber Monday (BFCM) and holiday period, which spans two months of the year (Nov-Dec); On average, merchants see a 1.3x increase in avg mthly sales during the BFCM/holiday period

**Your task:**

You are a product data analyst for **Shopify Email**. Your project is to review the product, and to compare it with competitors’, and with data and information you gathered and analyzed, make a recommendation on how to improve the product, as well as the best pricing strategy for **Shopify Email** by exploring the potential offering of an unlimited email plan.

**General Guidance:**

Finish product review and comparison with competitors; explore the data provided and show your findings and insight; show useful and relevant external data you found; make recommendations on product improvement. Finish pricing review for the product, use data you have to show income, cost, margin and recommend pricing strategy that you think the best, and why.

For the final meeting – consolidate everything you have, put them in a PPT file, and do a 15 mins formal presentation.



***Competitor reserarch***

| **Provider** | **Free** | **Starter Paid Tier** | **Higher Tier / Unlimited Emails** |
| --- | --- | --- | --- |
| **Klaviyo** | 250 profiles, 500 emails, 150 SMS | US $20/mo (251–500 profiles, 5K emails) | Unlimited sends tied to active profiles (e.g. $150/mo at 10K; enterprise custom pricing) |
| **Omnisend** | 250 contacts, 500 emails, 60 SMS | US $16/mo (up to 500 contacts, 6K emails) | US $59/mo for unlimited sends up to 2,500 contacts; scalable tiers beyond |
| **Mailchimp** | 500 contacts, 1K emails (ads) | US $13–20/mo depending on features & contacts (5K–6K emails) | US $350+/mo for Premium: unlimited contacts & higher sends |

***External benchmarks***

| **Metric** | **2025 Benchmark** | **Notes / Range** | **Source** |
| --- | --- | --- | --- |
| **Open Rate** | ~42.35% | Range: ~22.5% to ~59.7% | [ActiveCampaign](https://www.activecampaign.com/glossary/email-marketing-benchmarks), [Growth-onomics](https://growth-onomics.com/email-marketing-benchmarks-2025-open-rates-ctrs/) |
| **Click-Through Rate** | ~2.00% | Range: ~0.77% to ~4.36% | [MailerLite](https://www.mailerlite.com/blog/compare-your-email-performance-metrics-industry-benchmarks), [Growth-onomics](https://growth-onomics.com/email-marketing-benchmarks-2025-open-rates-ctrs/) |
| **Click-To-Open Rate** | ~5.63% | Range: ~2.93% to ~10.71% | [MailerLite](https://www.mailerlite.com/blog/compare-your-email-performance-metrics-industry-benchmarks), [Growth-onomics](https://growth-onomics.com/email-marketing-benchmarks-2025-open-rates-ctrs/) |
| **Unsubscribe Rate** | ~0.08% – 0.50% | <0.2% = excellent; <0.5% = good | [ActiveCampaign](https://www.activecampaign.com/glossary/email-marketing-benchmarks), [WebFX](https://www.webfx.com/blog/marketing/email-marketing-benchmarks/) |
| **Bounce Rate** | <2% (ideal: <1%) | Hard + soft bounces combined | [ActiveCampaign](https://www.activecampaign.com/glossary/email-marketing-benchmarks), [WebFX](https://www.webfx.com/blog/marketing/email-marketing-benchmarks/) |