



# Prince Of Wales Hospital

## Annual Cardiothoracic Data Review



**“This report is to  
show periodical  
email campaign  
analytics and  
metrics.”**

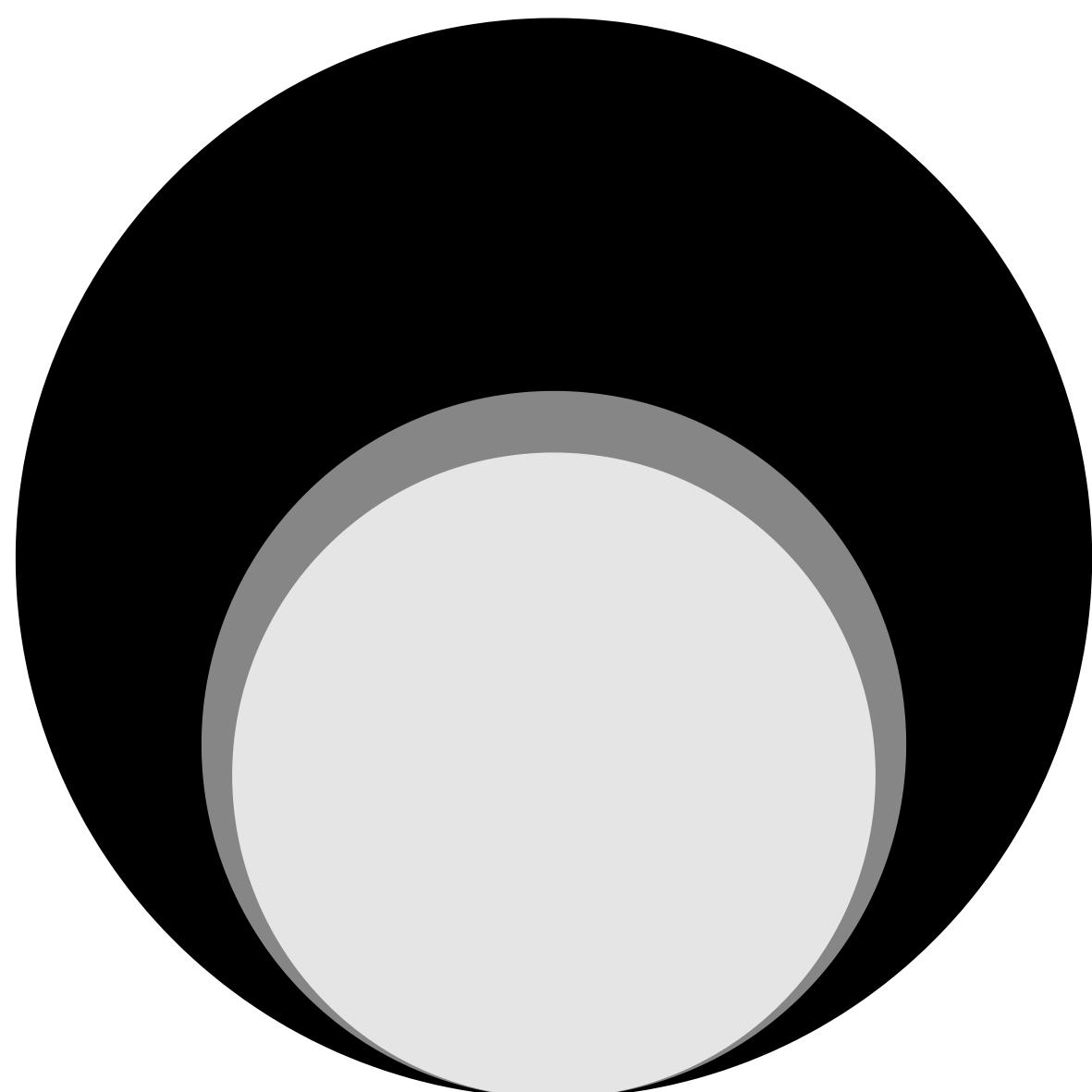
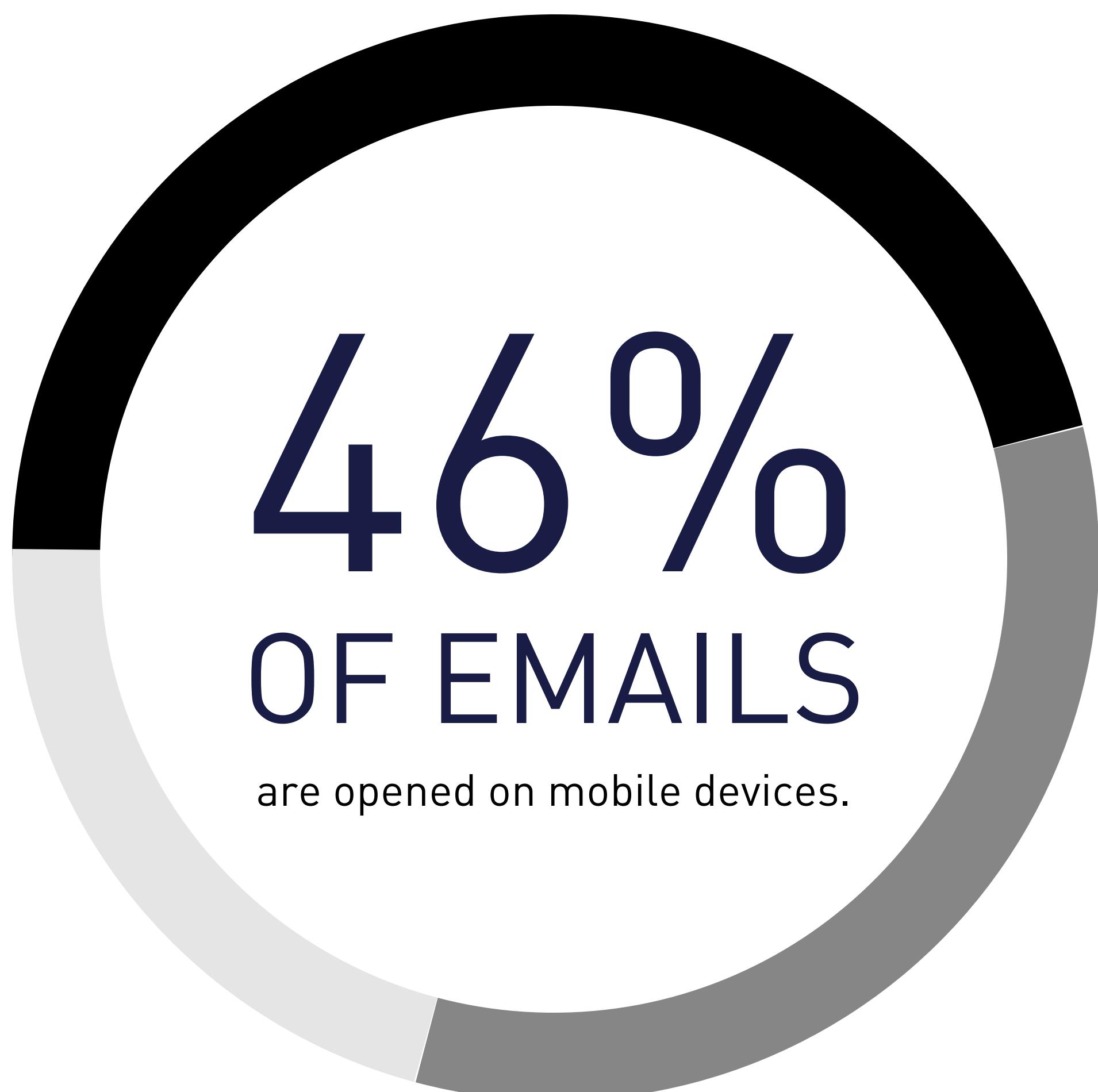


Here you can show generic  
stats and metrics for your  
email campaign.



# Campaign Goals

Here you can dig a little deeper and explore more stats retrieved from an email campaign.



## OPEN RATES BY DEVICE

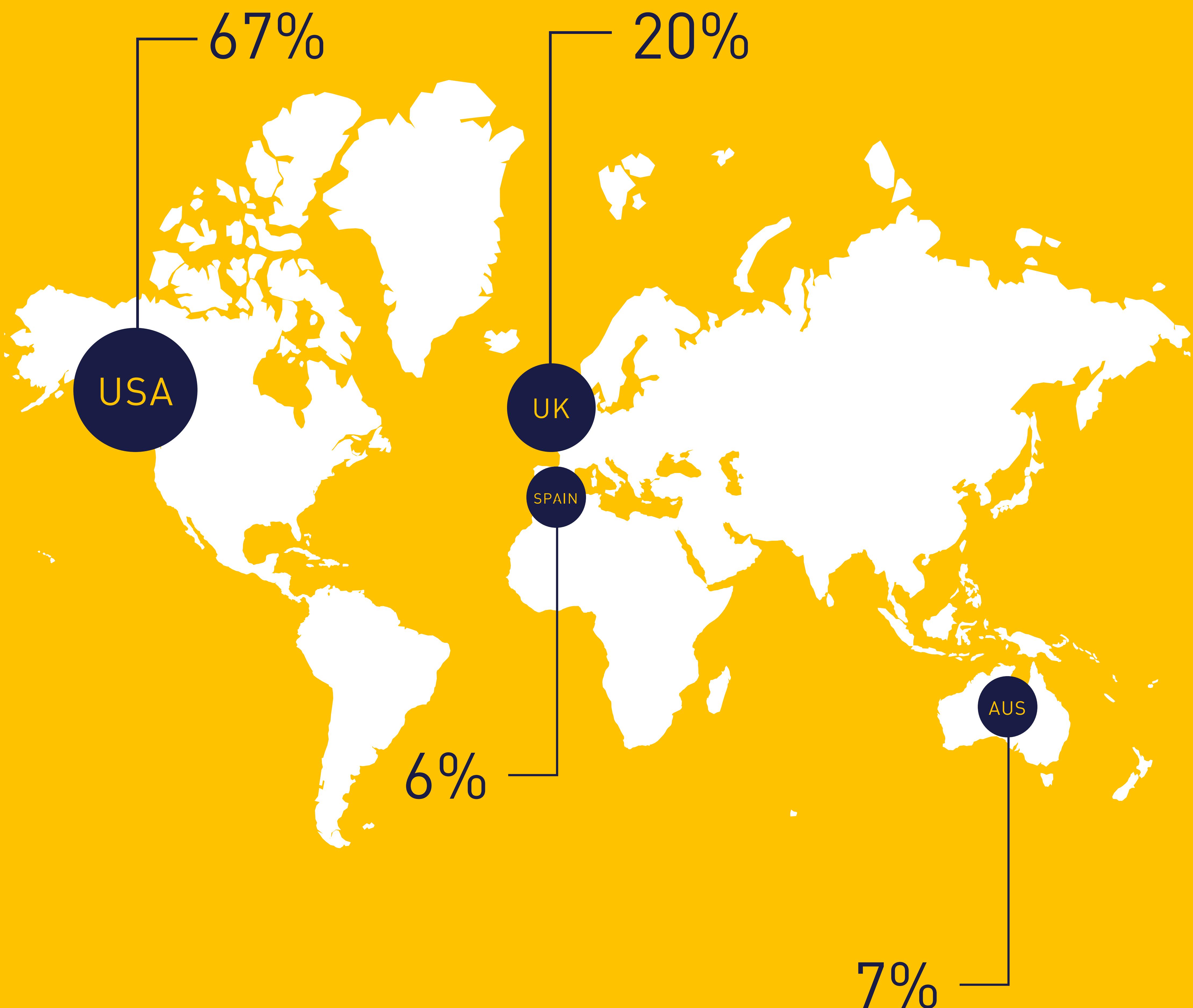
|              |     |
|--------------|-----|
| ■ SMARTPHONE | 46% |
| ■ DESKTOP    | 33% |
| ■ TABLET     | 21% |

## OPEN RATES BY DEVICE

|             |     |
|-------------|-----|
| ■ MARKETERS | 56% |
| ■ EDUCATORS | 24% |
| ■ NGOS      | 20% |



# Top 3 Countries By User Engagement



**Subheadline  
Here**

Here you can show generic  
stats and metrics for your  
email campaign.

Think of it as a mini  
dashboard, but keep it  
clean and minimal.



# Best Performing Emails

PERIOD

1 – 31 Jan 2018

Here you can provide an overview of the best performing emails in your campaign.

| EMAIL TITLE                                      | SENT  | OPENS        | CLICKS | CONVERSIONS | UNSUBS |
|--|-------|--------------|--------|-------------|--------|
| <strong>Welcome Email</strong>                   |       |              |        |             |        |
| #1: Choose a template<br>04 Jan 2018 9:00 AM     | 4,482 | 933<br>20.9% | 68     | 27          | 19     |
| #2: Customize your visual<br>11 Jan 2018 9:00 AM | 4,429 | 903<br>20.5% | 68     | 23          | 28     |
| #3: Publish your work<br>18 Jan 2018 9:00 AM     | 4,239 | 880<br>20.9% | 40     | 30          | 31     |
| Right click to Add Link<br>22 Jan 2018 9:00 AM   | 4,272 | 933<br>20.9% | 68     | 27          | 19     |
| Right click to Add Link<br>26 Jan 2018 9:00 AM   | 3,998 | 903<br>20.5% | 68     | 23          | 28     |
| Right click to Add Link<br>31 Jan 2018 9:00 AM   | 4,013 | 880<br>20.9% | 40     | 30          | 31     |



# Specific Email Metrics

PERIOD

1 – 31 Jan 2018

EMAIL TITLE

ADD THE EMAIL TITLE

Use this space to show generic stats and metrics for a specific email within your campaign.



Emails sent

2576

OPENED

1648 64%

CLICKED

953 37%

BOUNCED

19 1%

FAILED

0 0%



Subheadline  
Here

Here you can show generic stats and metrics for your email campaign.

Think of it as a mini dashboard, but keep it clean and minimal.



# Campaign Goals

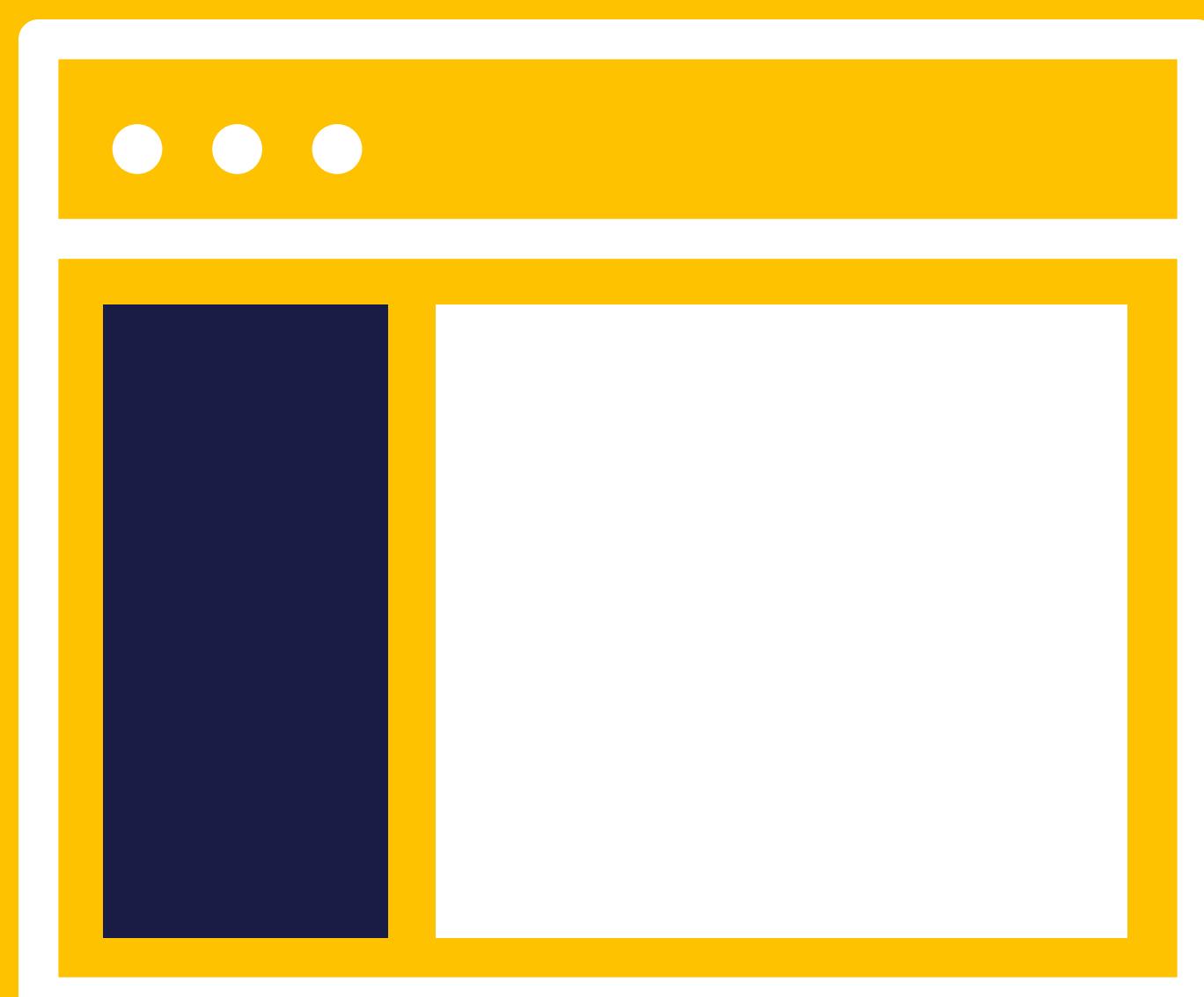
Comparing to prior 30 days

PERIOD

1 – 31 Jan 2018



Insert Name of Your Email  
Campaign Here.



Variation A

23%

CONVERSION

Drag your email  
screenshot here.



Variation B

51%

CONVERSION

Drag your email  
screenshot here.

APPROVED!



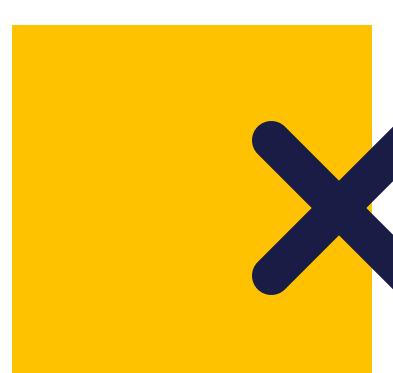
# Takeaways and Conclusions

“Use this text box to describe what worked, what hasn’t worked and the things you would like to try in the future.”



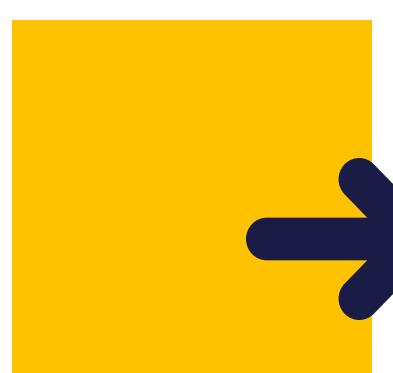
## Dos

Describe what worked.



## Dont’s

Describe what did not work



## Next

What are you going to try next?

“You might insert your conclusion here.”



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company name

