

# FY20 Search 1 Email Performance

Office of Marketing and Brand Management

9/8/2020

## Basic Description

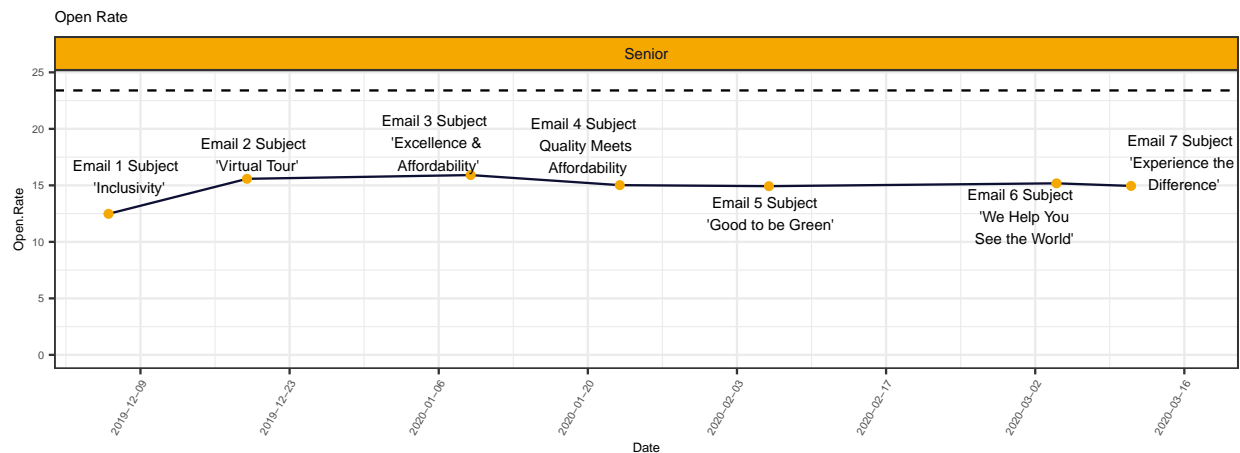
The performance results for FY20 Search 1 are illustrated in this report.

Search 1 consisted of 7 emails sent between December 6, 2019 and March 11, 2020, each roughly 2 weeks apart. There were 2 different audiences, Seniors and Juniors, respectively. In this report, I show Senior and Junior performance separately, using 3 KPIs, Open Rate, Click Through Rate, and Click to Open Rate.

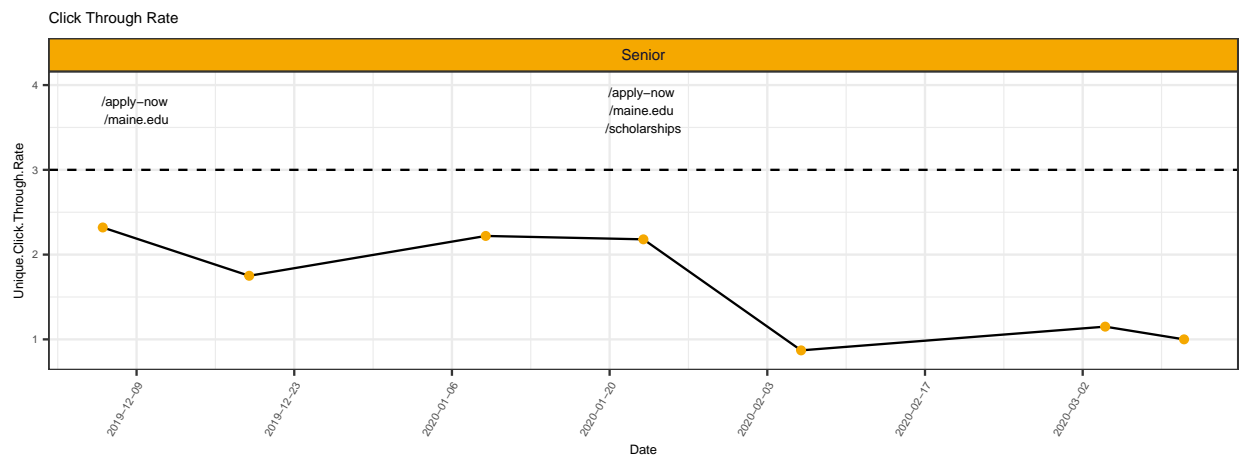
## Findings

### Senior Search

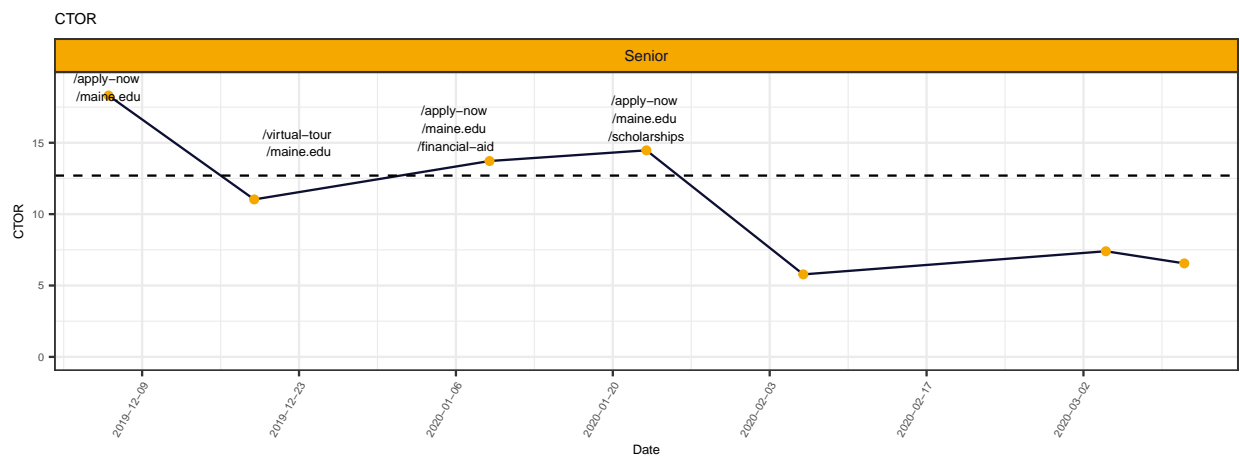
#### Open Rate



Click through Rate



Click to Open Rate

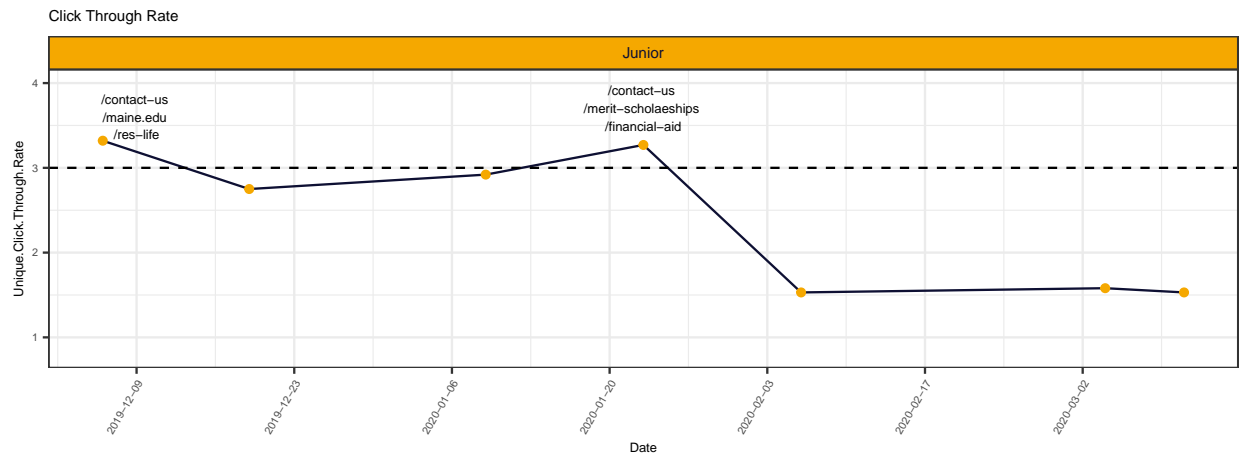


# Junior Search

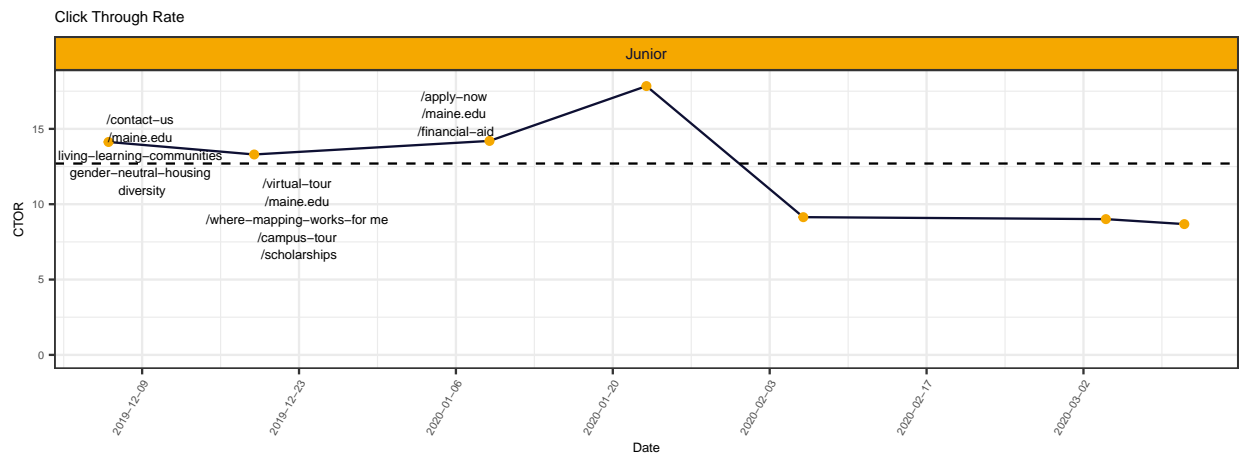
## Open Rate



## Click Through Rate



## Click to Open Rate



## Conclusions

- Overall Junior open rates are much higher than Senior Open Rates
- Open rates trend down as the campaign goes on.
- “Good to be green” subject lines did not yield high open rates. This could be because they were email #5 out of 7.
- The most clicked on links are the higher ones within the email.
- Emails 4 and 5 had very similar subject lines.