

FY20 Search 1 Email Performance

Office of Marketing and Brand Management

9/8/2020

Basic Description

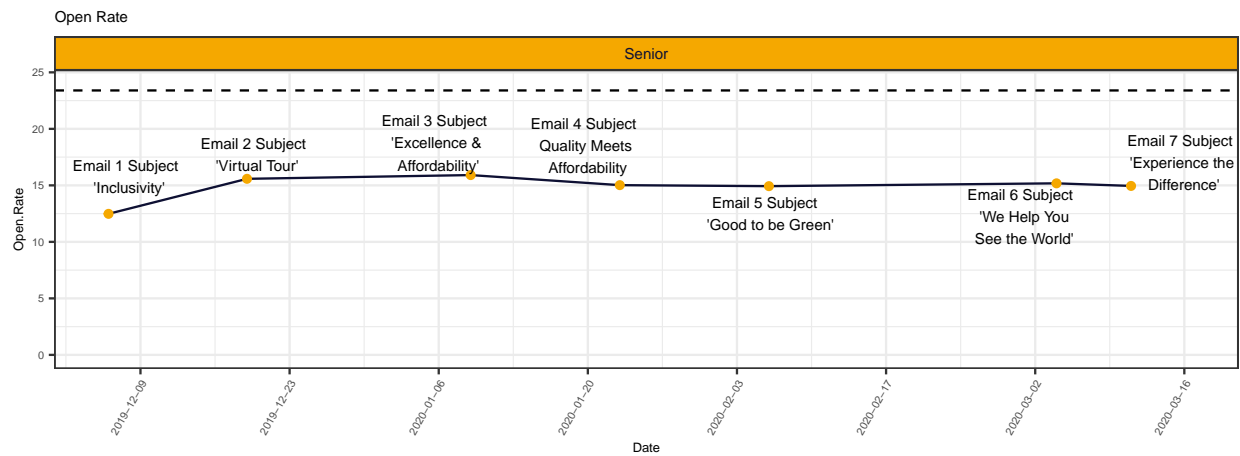
The performance results for FY20 Search 1 are illustrated in this report.

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.

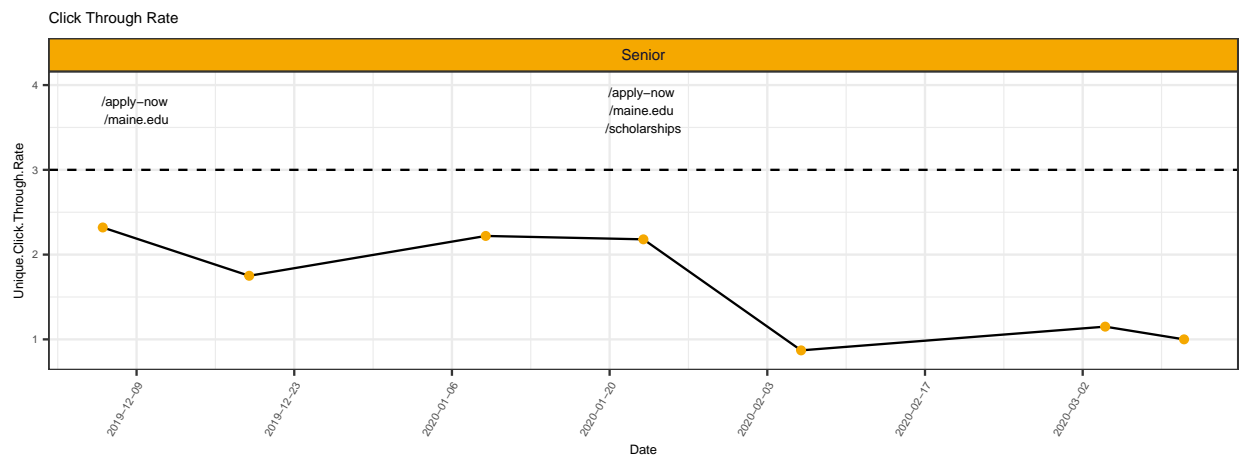
Findings

Senior Search

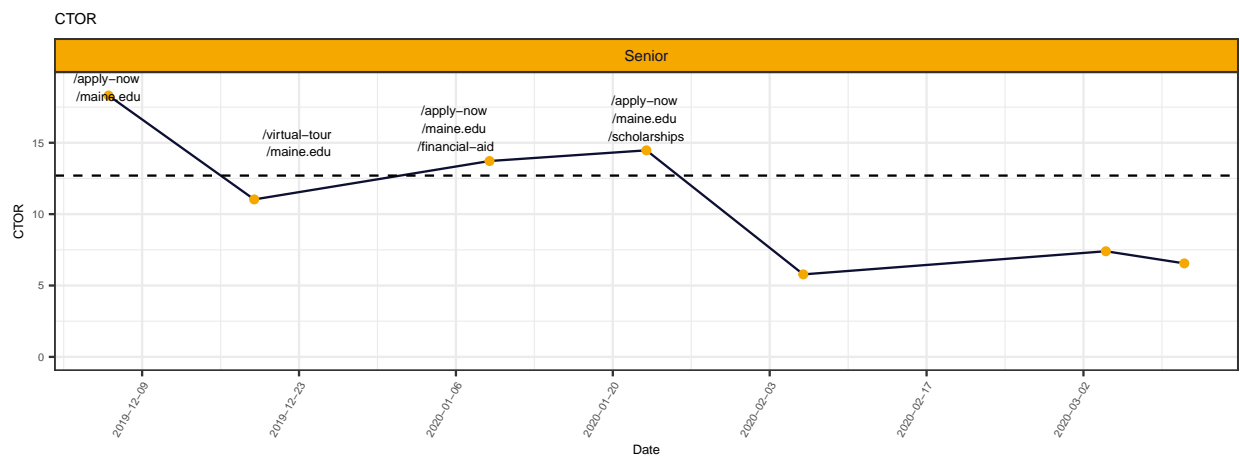
Open Rate



Click through Rate



Click to Open Rate

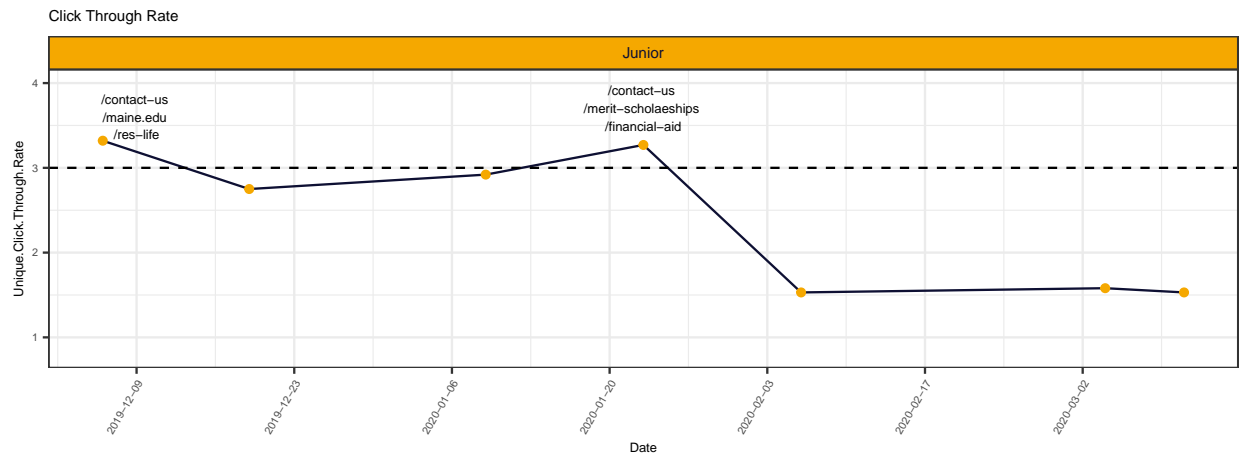


Junior Search

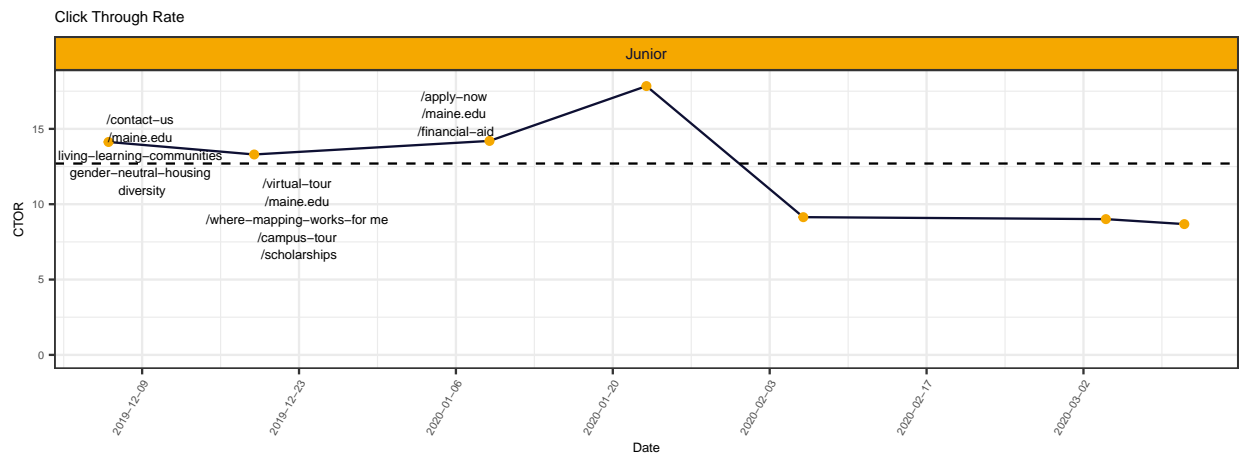
Open Rate



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.