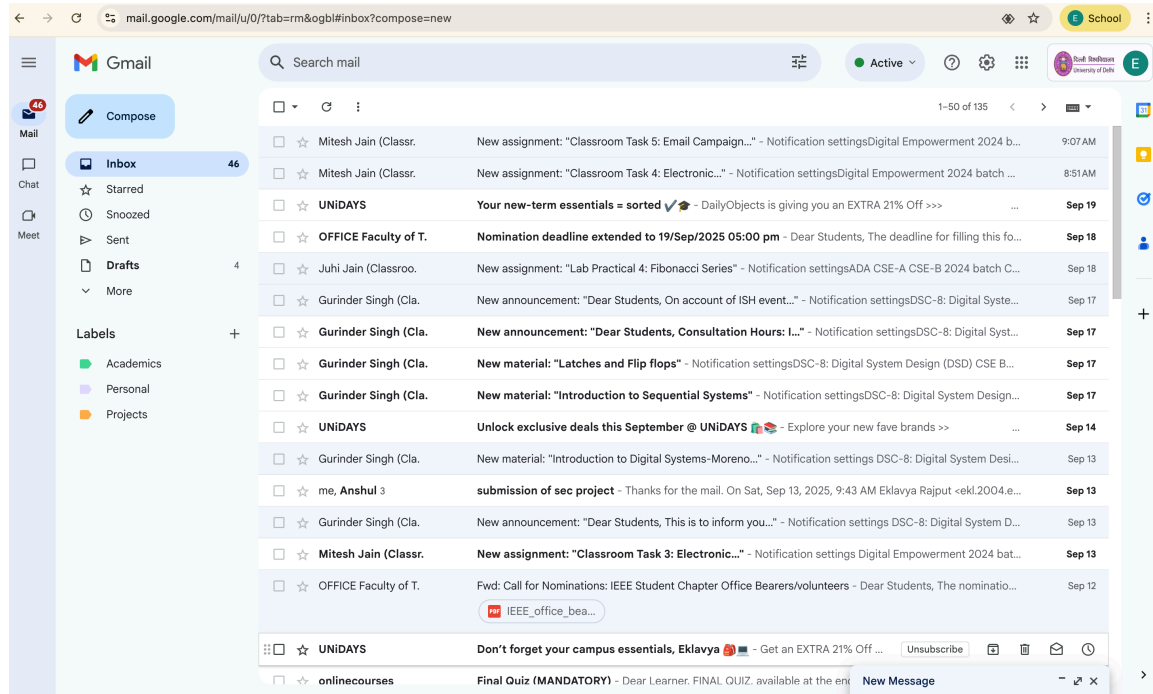


Email Campaign Simulation Report

Step-by-Step Process

Step 1: Login to Gmail


Opened Gmail to create a new campaign draft.



Step 2: Create a New Email

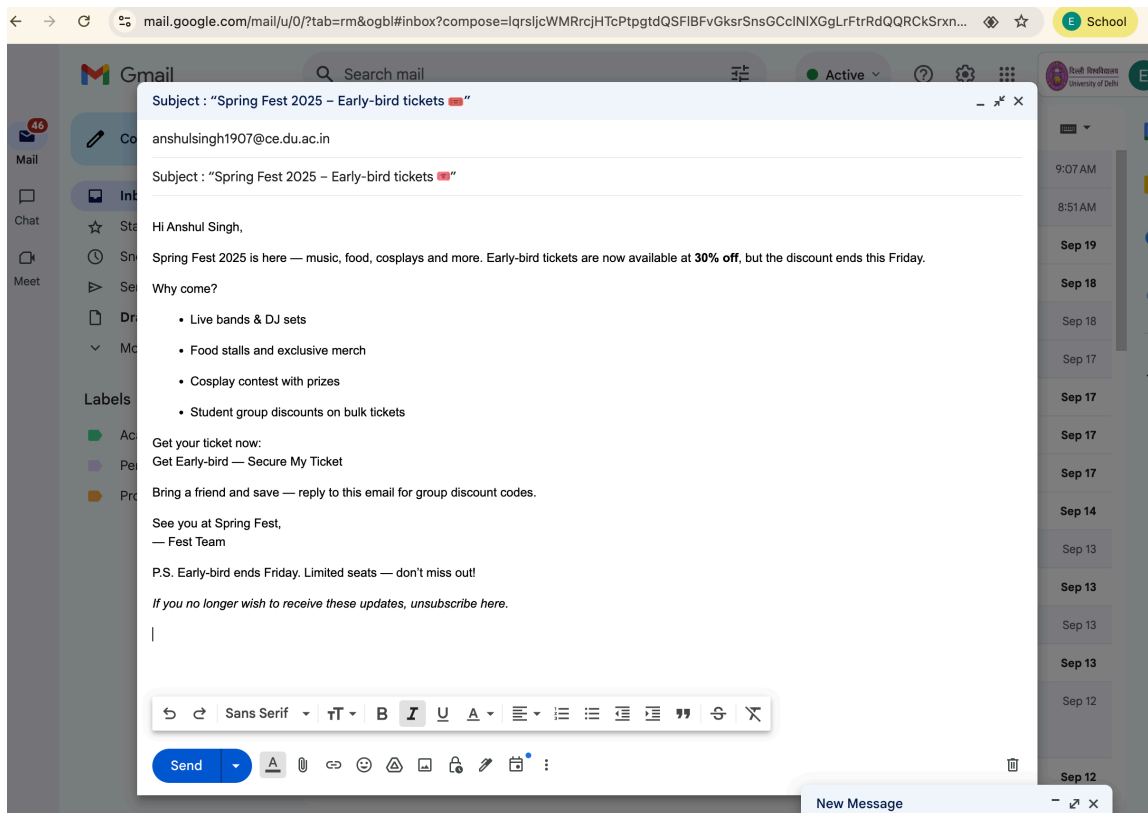
Clicked on Compose to start drafting the promotional email.

Step 3: Write Subject and Body

Entered the subject: "Spring Fest 2025 – Early-bird tickets  " and drafted the email body with event details, highlights, and a clear CTA (Get Early-bird Ticket).

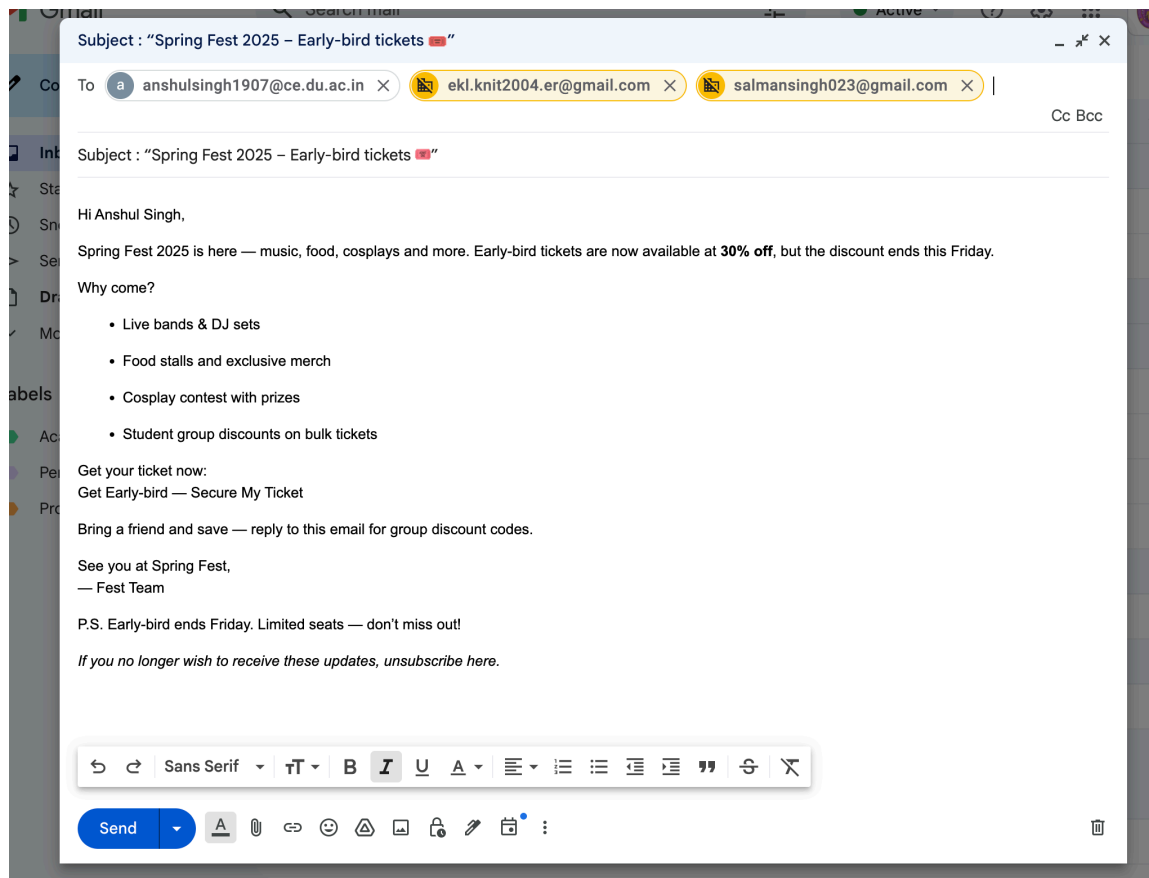
Step 4: Select Recipients (Group Simulation)

Added multiple recipients in the To field (dummy or real addresses). This simulates sending the campaign to a targeted group.



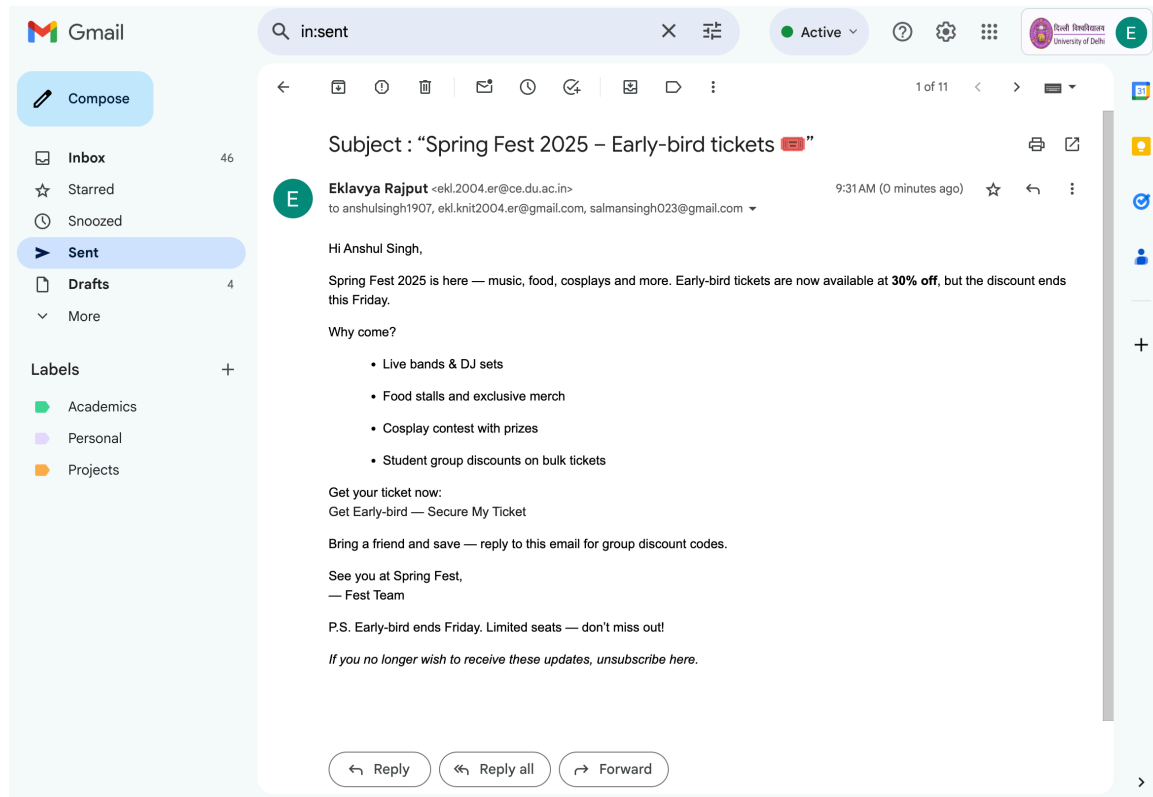
Step 5: Read Receipt / Open Tracking

In personal Gmail accounts, read receipts are not available. This feature is only available in Gmail Workspace (college/office IDs) if enabled by the administrator. For simulation, we assume that open-rate tracking was enabled.




Step 6: Send the Email

Clicked Send to complete the campaign simulation.



Mock Promotional Email Content


Subject: Spring Fest 2025 – Early-bird tickets 

Hi Everyone,

Spring Fest 2025 is here — music, food, cosplays and more. Early-bird tickets are now available at 30% off, but the discount ends this Friday.

Why come?

- Live bands & DJ sets
- Food stalls and exclusive merch
- Cosplay contest with prizes
- Student group discounts on bulk tickets

 [Get Early-bird — Secure My Ticket]

Bring a friend and save — reply to this email for group discount codes.

See you at Spring Fest,
— Fest Team

P.S. Early-bird ends Friday. Limited seats — don't miss out!

Evaluation of Open-Rate Strategies (Spring Fest Campaign)

For the Spring Fest 2025 email campaign, the following strategies were evaluated and applied to maximize open rate:

- Subject line: Added urgency and emojis (🔥) to attract attention.
- Preheader: Used a limited-time discount ("30% off until Friday") to create urgency.
- Recipient list: Targeted a specific group (students), ensuring relevance.
- Personalization: Draft included 'Hi Everyone' (could be improved with names if mail merge was available).
- Mobile-friendly subject: Kept subject short enough to fit on mobile previews.
- Clear Call-to-Action: Placed a single button-like link (Get Early-bird Ticket) for focus.
- Resend plan: If open rate is low, resend with an alternative subject (e.g., "30% Off Early-bird Tickets – Last Chance!").