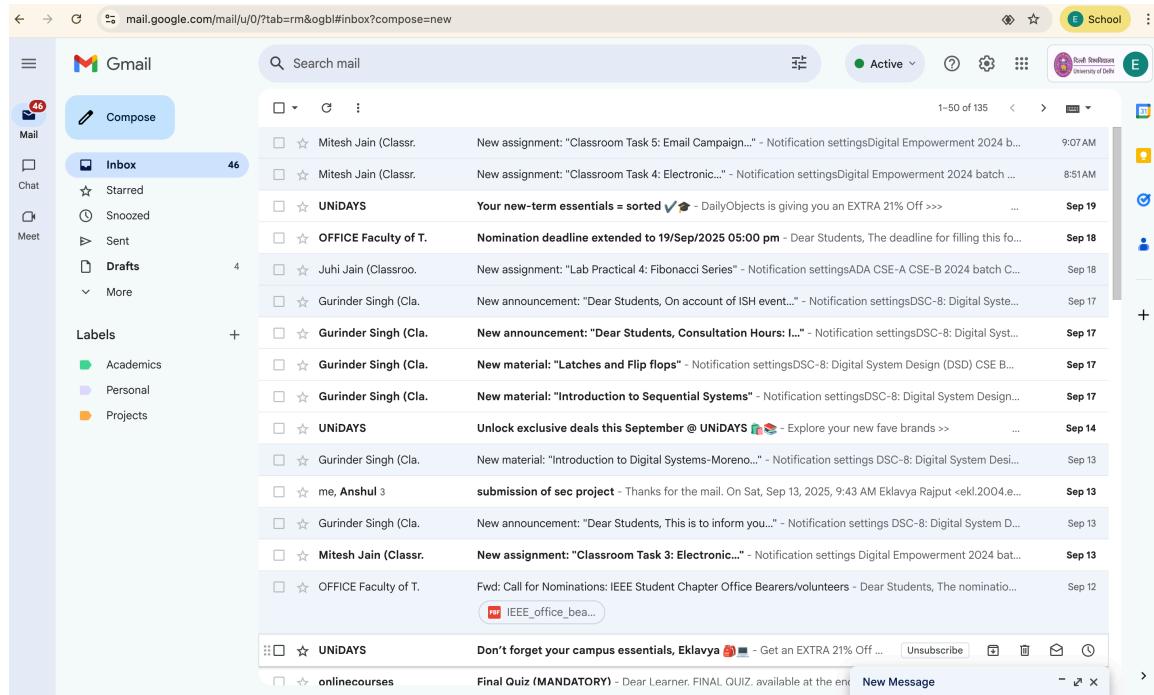


Email Campaign Simulation Report

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.

The screenshot shows an open Gmail message window. The subject of the email is "Subject : "Spring Fest 2025 - Early-bird tickets 🎟️"" and it is addressed to "anshulsingh1907@ce.du.ac.in". The message body contains promotional text for the Spring Fest 2025, mentioning early-bird ticket discounts and various festival activities. It includes a list of benefits, a call to action to get tickets now, and a note about group discount codes. The interface shows standard Gmail controls like a toolbar, a reply button, and a "Send" button.

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.

This screenshot shows the same email message from "Spring Fest 2025" but with three recipients listed in the "To" field: "anshulsingh1907@ce.du.ac.in", "ekl.knit2004.er@gmail.com", and "salmansingh023@gmail.com". The message content is identical to the one in the previous screenshot, containing promotional text for the festival and its benefits. The interface includes a recipient dropdown, a "Send" button, and a "New Message" button.

Step 6: Send the Email

Clicked Send to complete the campaign simulation.

The screenshot shows a Gmail inbox with the search bar set to "in:sent". There are 11 messages in the inbox, with one message selected. The subject of the selected message is "Subject : “Spring Fest 2025 – Early-bird tickets 🎟”". The message is from "Eklavya Rajput <ekl.2004.er@ce.du.ac.in>" and was sent at "9:31 AM (0 minutes ago)". The message content includes:

Hi Anshul Singh,

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 your ticket now:
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!

If you no longer wish to receive these updates, unsubscribe [here](#).

At the bottom of the message are three buttons: "Reply", "Reply all", and "Forward".

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!").