Data Set Overview

In the original data set, there are 494 data sets. Since the read rate is an important indicator of email strategy performance, the sample base of this analysis will exclude data sets without a read rate. In the original data, there is only one email with missing read rate data. Therefore, now we have 493 valid data sets.
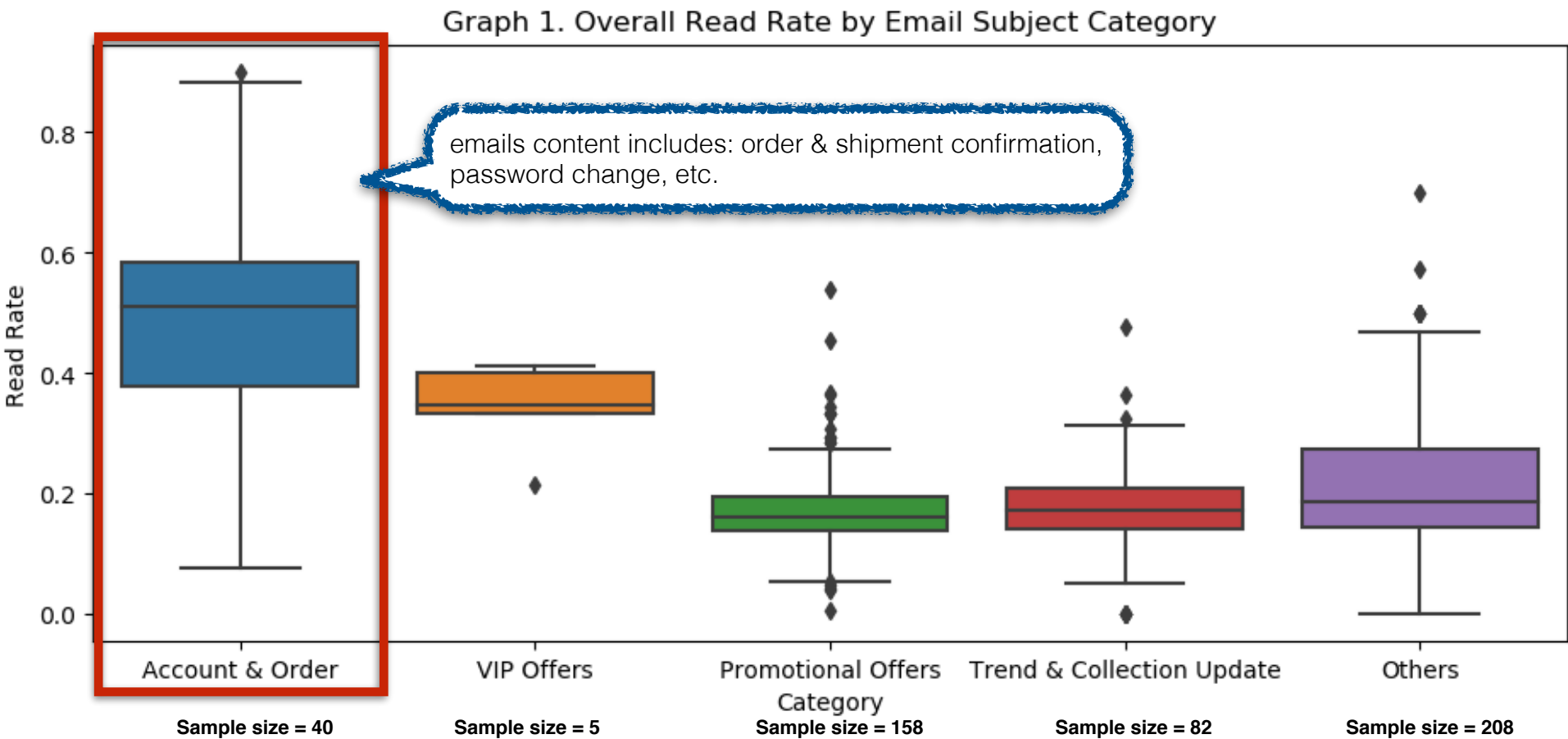
Table 1.   Sample Size

asos	Bath & Body Works	GAP	SEPHORA	VICTORIA'S SECRET
42	178	100	63	70

Remove Bias - Exclude "Account & Order" Related emails

I categorized the email subject lines into 5 categories. Categorization details can be found in the excel file, sheet "Email Subject Category". [Account & Order] emails such as password change, order, and shipment notification do not belong to branding strategy and tend to have a higher read rate, therefore is excluded from the following analysis. The higher read rate from [Account & Order] emails is verified by the read rate box plot. (Graph 1)

There are 40 [Account & Order] emails in total, therefore the sample size for this analysis is now 453. The ultimate valid sample size for each brand is ASOS = 42, Bath & Body Works =178, Gap = 100, Sephora =63, and Victoria's Secret = 70. (Table 1)

Graph 1. Overall Read Rate by Email Subject Category

emails content includes: order & shipment confirmation, password change, etc.

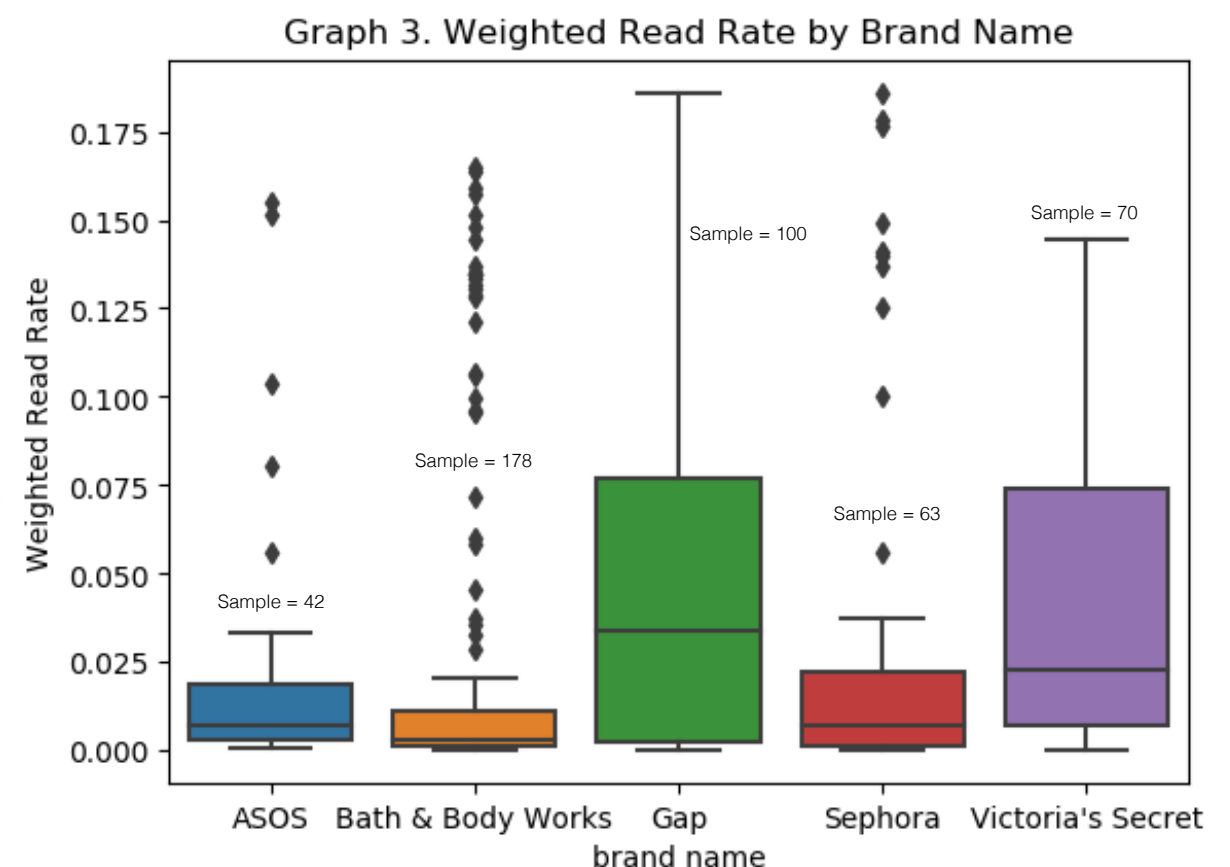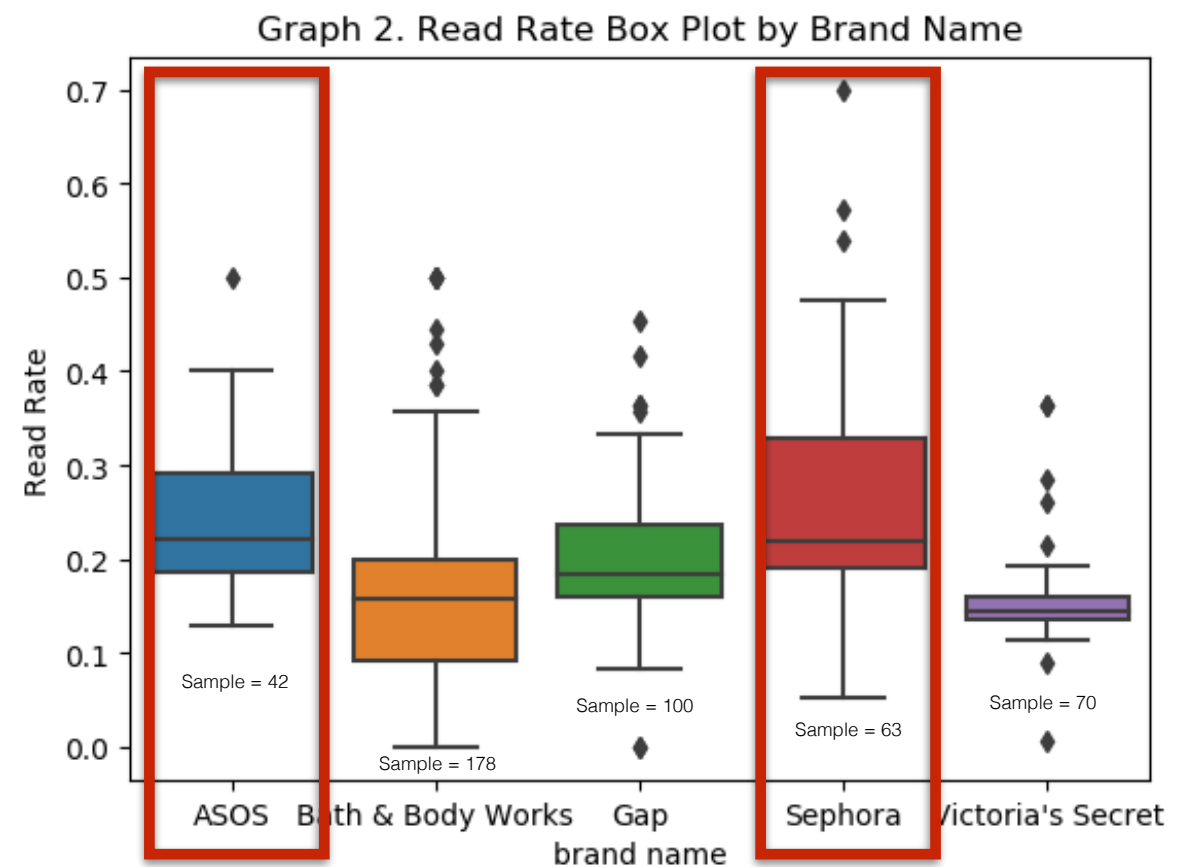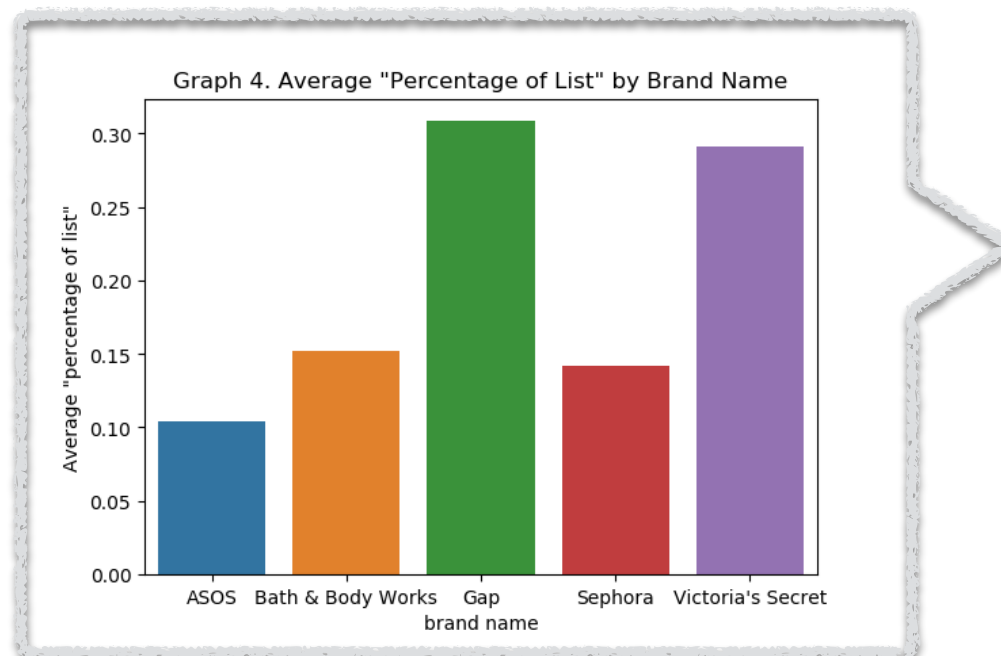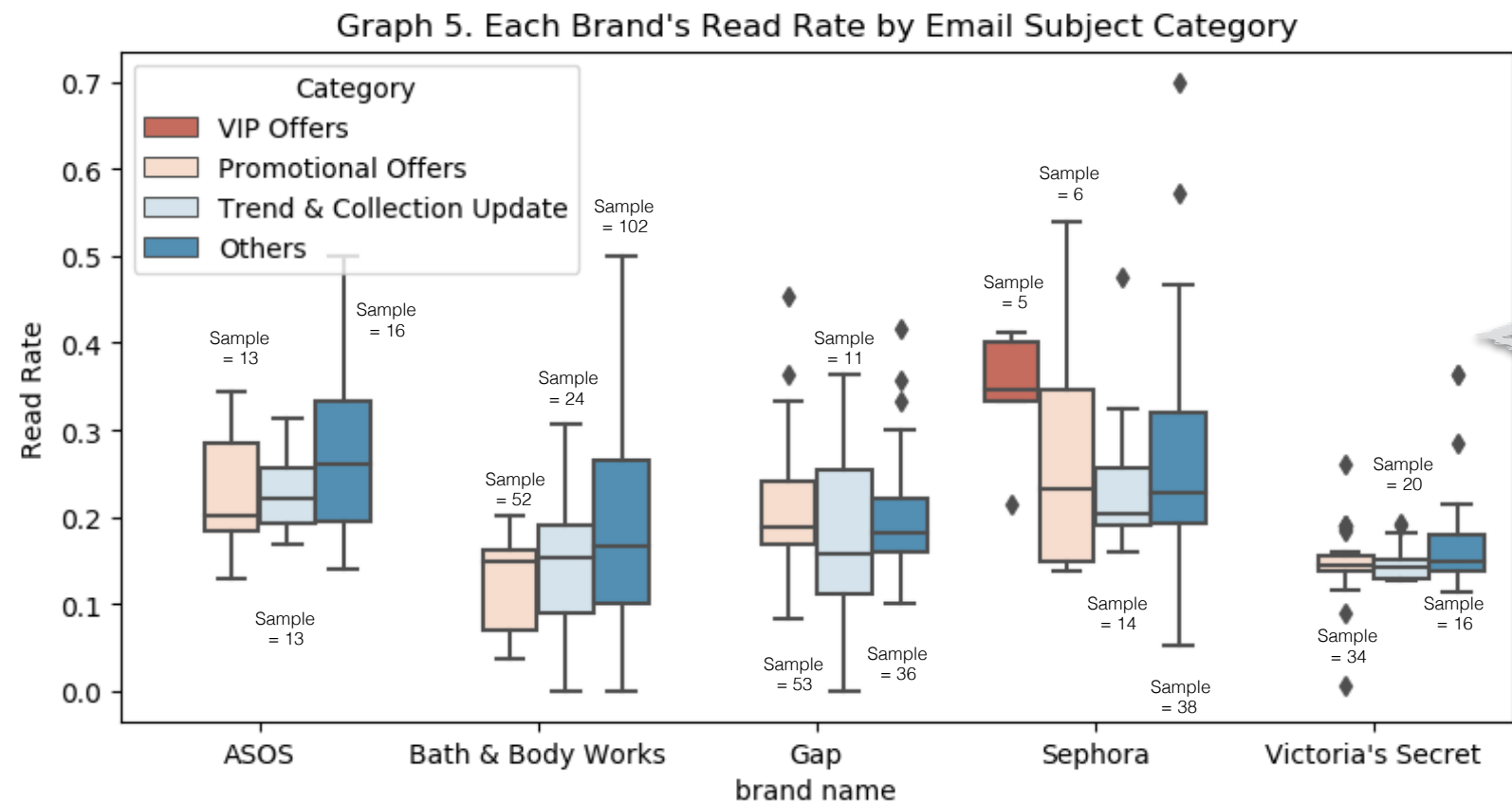| Account & Order	VIP Offers	Promotional Offers	Trend & Collection Update	Others
Sample size = 40	Sample size = 5	Sample size = 158	Sample size = 82	Sample size = 208

ASOS and Sephora have better email strategy

My following analysis assumes that each brand has targeted the right group of the audience when sending out these promotional emails. Therefore, the read rate of each email sent out is equally important.

Comparing the read rate box plot (Graph 2), ASOS and Sephora have better read rate performance. On average, they are able to get a higher percentage of recipients to click and read their emails.

If I consider the estimated number of recipients of each email and weight read rates by the "percentage of list", Gap and Victoria's Secret appear to have better performance. (Graph 3) Yet, looking into the average percentage of list (Graph 4), we can see that Gap and Victoria's Secret are shooting out emails to a higher percentage of the recipient list. The weighted read rate = read rate*percentage of list. Hence, the better outcomes from Gap and Victoria's Secret have probably resulted from the fact that they have been shooting out emails to a larger pool of recipient.

Graph 2. Read Rate Box Plot by Brand Name

Graph 3. Weighted Read Rate by Brand Name

Graph 4. Average "Percentage of List" by Brand Name

Graph 5. Each Brand's Read Rate by Email Subject Category

brand name	Email Subject Category	Average Read Rate
ASOS	Others	27%
	Promotional Offers	22%
	Trend & Collection Update	23%
Bath & Body Works	Others	19%
	Promotional Offers	13%
	Trend & Collection Update	14%
Gap	Others	20%
	Promotional Offers	21%
	Trend & Collection Update	17%
Sephora	Others	27%
	Promotional Offers	27%
	Trend & Collection Update	24%
	VIP Offers	34%
Victoria's Secret	Others	18%
	Promotional Offers	15%
	Trend & Collection Update	15%

Table 2. Each Brand's Average Read Rate
by Email Subject Category

Why ASOS and Sephora stand out

From the box plot of read rate by each email subject category (Graph 5), we can see that VIP offers from Sephora yield a high read rate. VIP offers are emails Sephora sends to its members on their birthday months or giving out free gifts occasionally. Other brands did not incorporate such offers in their email strategy. This is a possible reason why Sephora outperform other brands.

If we look at average read rate table (Table 2) instead of the percentile graph, ASOS and Sephora also appear to have better performance.

Looking into the read rate box plot by personalization (Graph 6), ASOS is the only brand that manages to get a higher read rate from its personalized emails. If a company has spent the effort to make personalization, those personalized email should yield better read rate than a normal one. Only ASOS and Gap succeeded here at personalizing email subject line.

Graph 6. Personalization