

CAMPAIGN PERFORMANCE & PRESENTATION

The scenario involved analyzing provided email campaign performance data and presentation materials. Based on this information, a summary, set of recommendations, conclusion, and next steps were created for the fictional Feels Like Home shop.

EMAIL CAMPAIGN PERFORMANCE DATA (1 MONTH):

Email campaign performance

August 2nd – August 31st		For All campaign		New subscribers this month: 2,156		New subscribers since April: 8,663		
30-day Summary	Emails sent	Open rate	CTO rate	Conversion rate	Bounce rate	Unsub rate	Forward rate	Revenue
	97.913	24,50%	2,15%	5,50%	0,12%	0,28%	3,8%	\$1.050.499

Detailed summary

Campaign	Emails sent	Open rate	Click-to-open rate	Conversion rate	Bounce rate	Unsubscribe rate	Forward Rate	Revenue
For All newsletter	13.745	20,00%	1,30%	2,40%	0,11%	0,20%	3,5%	\$24.741
Decor ideas newsletter	8.715	20,00%	1,50%	3,00%	0,10%	0,50%	2,0%	\$26.145
For All launch	3.117	25,00%	2,55%	6,00%	0,15%	0,15%	3,0%	\$37.404
Welcome promo	2.156	23,00%	2,00%	5,20%	0,15%	0,28%	2,0%	\$16.817
Holiday promo	18.583	26,00%	2,90%	6,50%	0,11%	0,25%	3,0%	\$241.579
Referral promo	16.397	21,00%	1,60%	5,50%	0,08%	0,50%	11,0%	\$180.367
Birthday promo	8.926	23,50%	1,50%	5,20%	0,14%	0,20%	3,5%	\$69.623
Remarketing email	20.693	24,00%	2,00%	7,20%	0,10%	0,25%	1,0%	\$335.227
Abandoned cart email	5.581	38,00%	4,00%	8,50%	0,12%	0,20%	0,05	\$118.596

PROVIDED PRESENTATION INCLUDING DEVELOPED SUMMARY AND RECOMMENDATIONS:



Campaign SMART goals & activities

- Goal 1:** Grow the email subscriber list by 12,000 people by the end of September by partnering with social and paid media specialists and launching an email referral program that offers discounts to existing subscribers
- Goal 2:** Increase the monthly conversion rate of current subscribers by 2% within six months of launch by segmenting the email list for the *For All* line of products.

Campaign KPIs

- New subscribers added
- Conversion rate
- Open rate
- Click-to-open rate

New email subscribers added

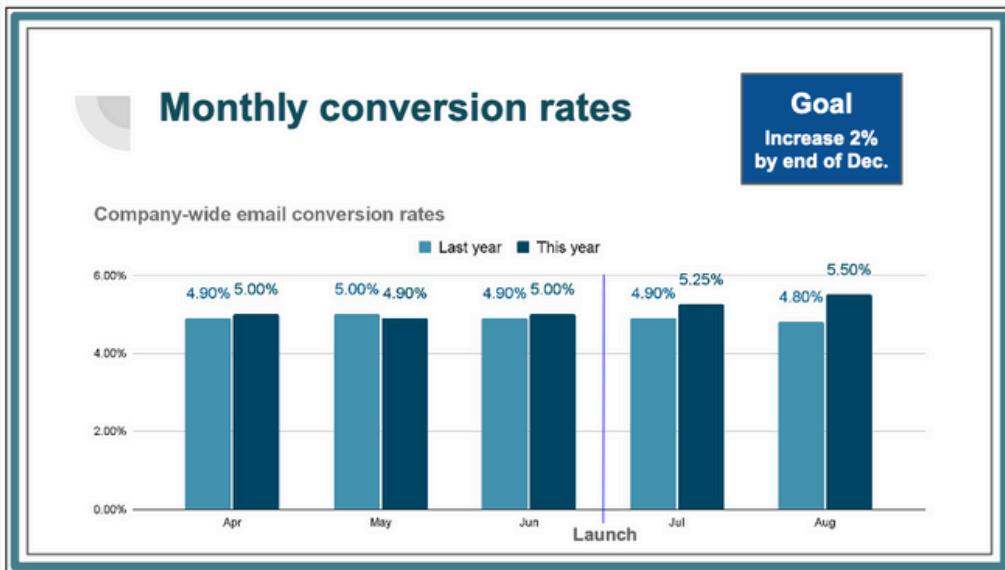
Goal
12K new subs by end of Sept.

Gap to target
Aug: 3,337



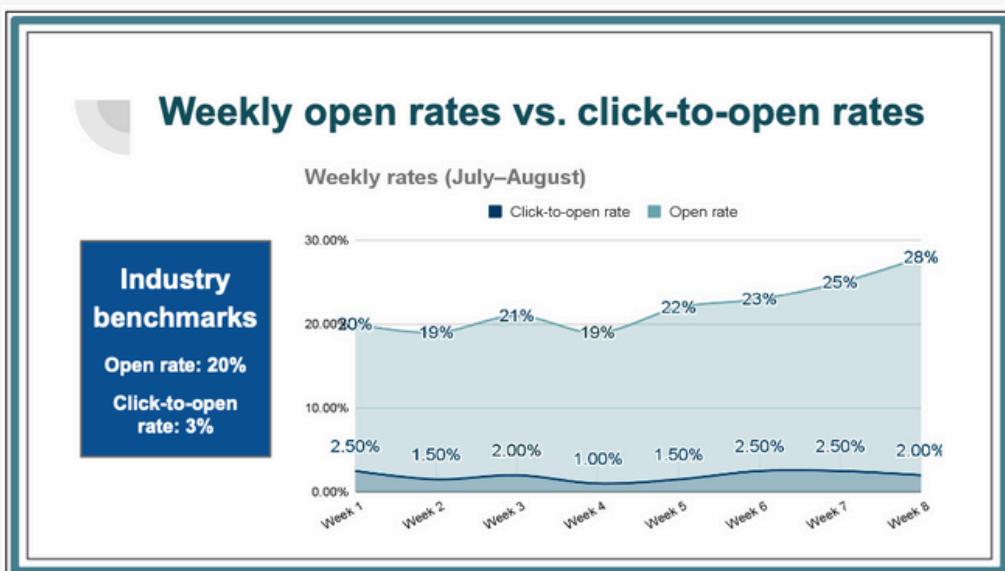
Summary: The monthly subscriber growth rate has risen steadily since April, but remains short of the goal of 12,000 new subscribers by the end of September. July's larger increase of over 400 subscribers suggests that publicity around the *For All* line launch may have played a role. We are still more than 3,000 subscribers away from the target, so at the current pace of 2,000 new subscribers per month, we are on track to reach it in October.

Recommendations: These results indicate that our goal may have been slightly ambitious. While we are likely to reach the target only a couple of weeks later than planned, no immediate action is required. We will continue monitoring subscriber metrics to assess whether growth will accelerate, stabilize, or revert to pre-launch levels.



Summary: The overall conversion rate has risen steadily since the *For All* launch at the end of June, holding at 0.25% growth in both July and August. At this pace, we are projected to reach our goal by the end of January—approximately one month later than planned.

Recommendations: While email conversions have improved since launch, further gains are possible. We should focus on optimizing key drivers of conversion—such as open rate and click-to-open rate—while continuing to collect data to assess the sustainability of recent gains. If conversions decline or plateau at 5.50%, we may need to reevaluate our broader digital marketing strategy.



Summary: Our campaign has met the industry benchmark of 20% for email open rates in six of the past eight weeks. Open rates climbed steadily in August, reaching 28% by month's end. However, the click-to-open rate has remained relatively stable at 1.5%–2.5%, consistently falling short of the industry average and staying below 3% even when open rates exceeded 20%.

Recommendations: The persistently low click-to-open rate, despite strong open rates, indicates a clear opportunity for improvement. We should consider A/B testing different CTAs, link placements, or content structures to drive more engagement. Increasing click-to-open rates would bring more visitors to our website, which could in turn lift the overall conversion rate.

CONCLUSION AND NEXT STEPS CREATED:

Conclusion and next steps

Campaign Performance:

- New subscribers have continued to grow organically since launch.
- Conversion rates are rising, even though the click-to-open rate (CTOR) remains below the industry average.

Action Items:

- Continue monitoring key performance indicators (KPIs).
- Conduct A/B tests to optimize CTOR and drive higher conversions.

Future Recommendations:

- Reassess future campaign timelines and goals based on performance results.
- Begin email list building earlier in the campaign cycle.
- Implement more pre-campaign A/B testing to refine messaging and design.