

Campaign Code

All

Year of Email sent

All

Month of Email sent

All

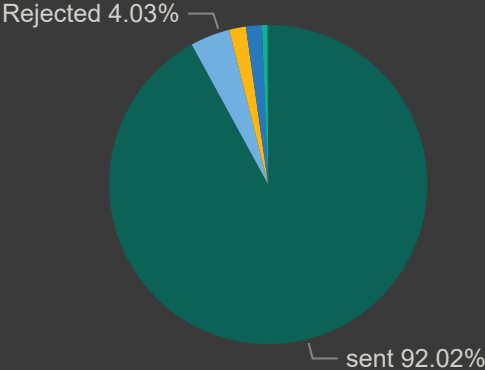
Day of Email sent

All

# EMAIL CAMPAIGN ANALYSIS

## TOTAL RATE ANALYSIS

CTR Click Through Rate	BR Bounce Rate	OR Open Rate	DR Delivery Rate
2.46%	1.61%	22.72%	92.02%
CTR	BR	OR	DR



## CAMPAIGN KPI

Total campaign	269
Unique click count	156
Unique open count	1609
Total Email click count	242
Total Email open count	2091
Total Bounce Email	161
Total delivered Email	9202
Total Email send	10000

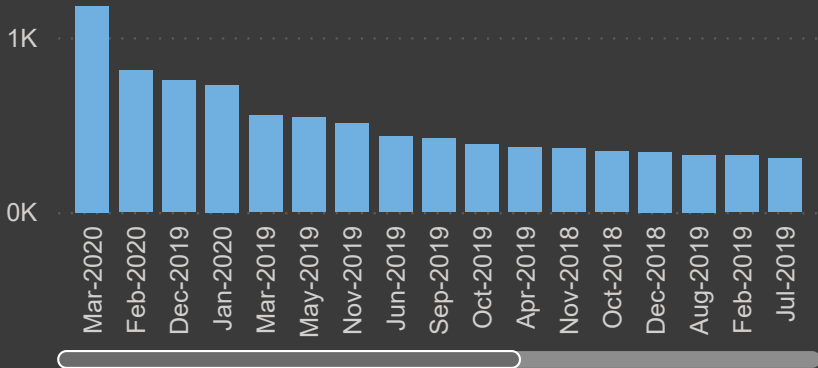
Member who opened Email

1609

Member who clicked Email

156

## Monthwise Email sent



CampaignCodJ	Email_Click_Count	Email_Open_Count	DR	BR	Unique click	u
DIY-InvitJ-180106	0	0	66.67%	33.33%	0	
HYBD-180305	1	12	100.00%	0.00%	1	
HYDJRABAD-MONTHLY-SUMMARY-201803	0	2	100.00%	0.00%	0	
IDJAS-AND-INSPIRATIONS	0	6	100.00%	0.00%	0	
IDJAS-INSPIRATION-SUMMJR-HOLIDAYS-180327	0	0	100.00%	0.00%	0	
J-Birthday-01-HYD-Launch	0	26	94.03%	0.00%	0	
J-Birthday-02-HYD-Launch	0	0	100.00%	0.00%	0	
Total	242	2091	92.02%	1.61%	156	

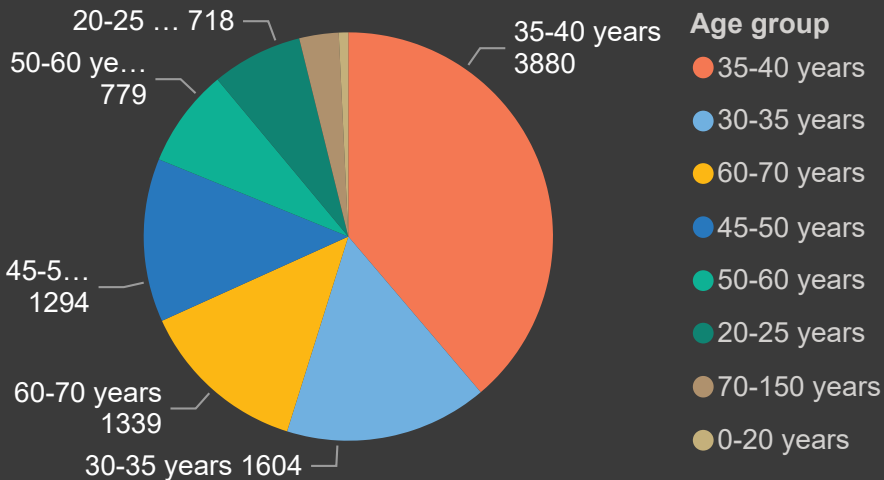
Enrolled on

11/21/2017

4/13/2020

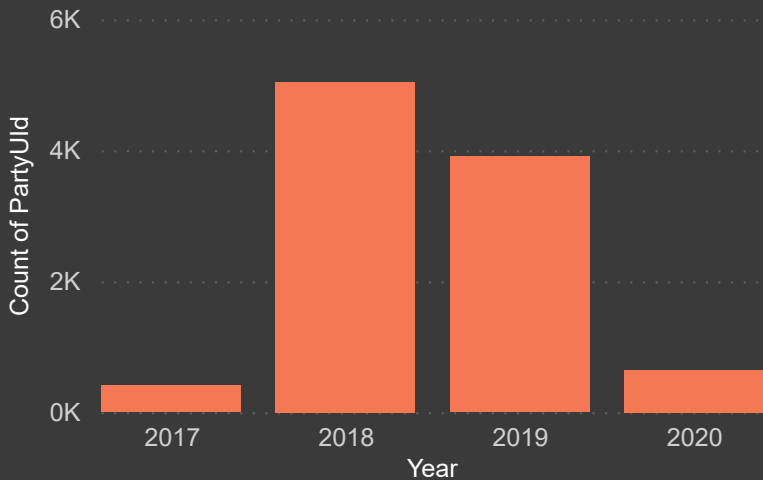
# CUSTOMER ENROLLMENT DASHBOARD

Count of customers by Age group

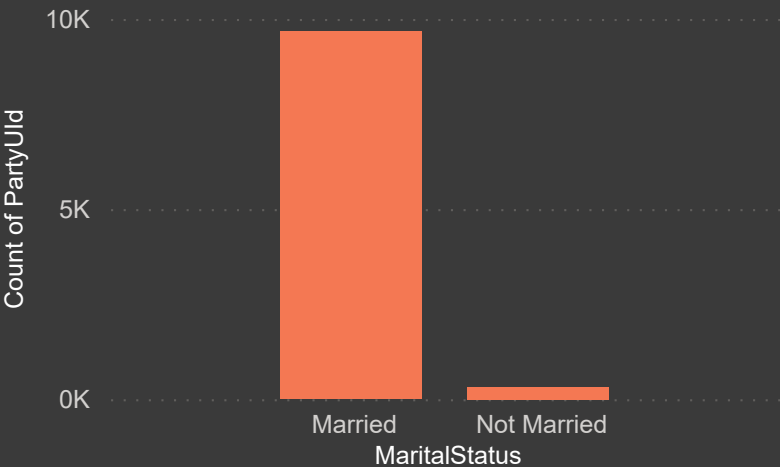


State	FEMALE	MALE	Not Married	Not Mention	OTHER	Total
ANDHRA PRADESH	583	1538	73	9	5	21
ARUNACHAL PRADESH	1					
ASSAM	1	3		1		
BIHAR		7		3		
CHANDIGARH	2	2				
CHATTISGARH	1	4				
CHHATTISGARH				1		
DAMAN and DIU		1				
DELHI	69	66		15		1
GOA	3	6		2		
GUJARAT	13	49		7		
HARYANA	21	46		3		
HIMACHAL PRADESH	1	3				
JHARKHAND	3	5		2		
Total	2907	6814	73	189	17	100

Count of customer by Year



Count of customers by MaritalStatus



Count of customers by State and Status

