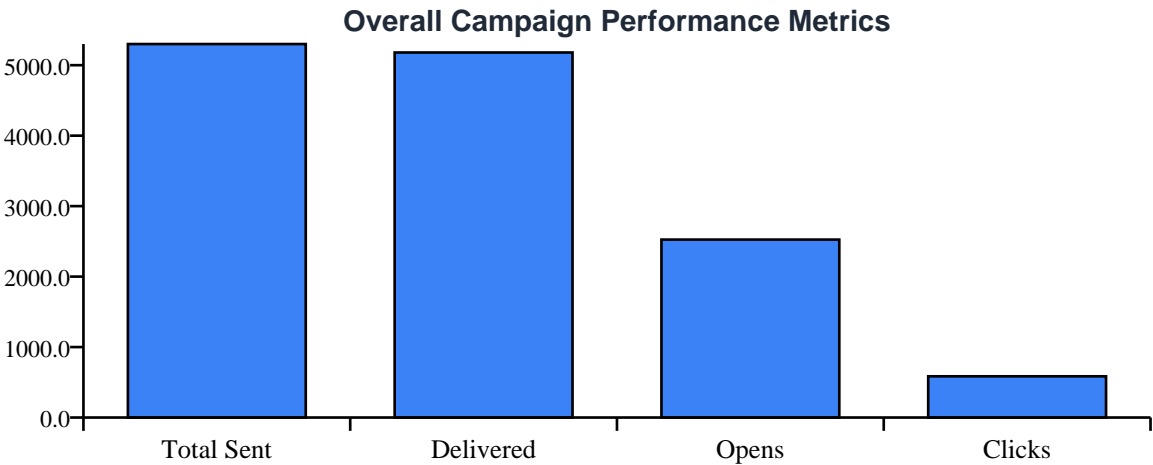


EMAIL CAMPAIGN PERFORMANCE REPORT

Campaign Data From: 1/15/2024 onwards • Generated: September 01, 2025 at 12:05 PM

■ TOTAL CAMPAIGNS	■ EMAILS SENT	■ DELIVERED	■■ OPENS
3	5,300	5,180	2,525
■■ CLICKS	■ OPEN RATE	■ CLICK RATE	■ ENGAGEMENT
585	48.7%	11.3%	60.0%



CAMPAIGN PERFORMANCE BREAKDOWN (3 Campaigns)

Campaign Name	Sent	Opens	Clicks	Open Rate	CTR	Status
Welcome Email Campaign	1,000	450	89	45.9%	9.1%	■ Excellent
Product Launch Newsletter	2,500	1,200	340	49.0%	13.9%	■ Excellent
Monthly Newsletter	1,800	875	156	50.0%	8.9%	■ Excellent

KEY INSIGHTS & RECOMMENDATIONS

■ PERFORMANCE ANALYSIS	VALUE	RECOMMENDATION
Overall Open Rate	48.7%	Excellent (>25%)
Overall Click Rate	11.3%	Excellent (>3%)
Best Performing Campaign	Monthly Newsletter...	Open Rate: 50.0% - Analyze for best practices

Lowest Performing Campaign	Welcome Email Campai...	Open Rate: 45.9% - Review subject line & timing
Total Engagement	60.0%	Focus on mobile optimization & personalization

■ INDUSTRY BENCHMARK COMPARISON

Metric	Your Performance	Industry Average	Status
Open Rate	48.7%	21.3%	■ Above Average
Click Rate	11.3%	2.6%	■ Above Average
Delivery Rate	97.7%	95.0%	■ Excellent