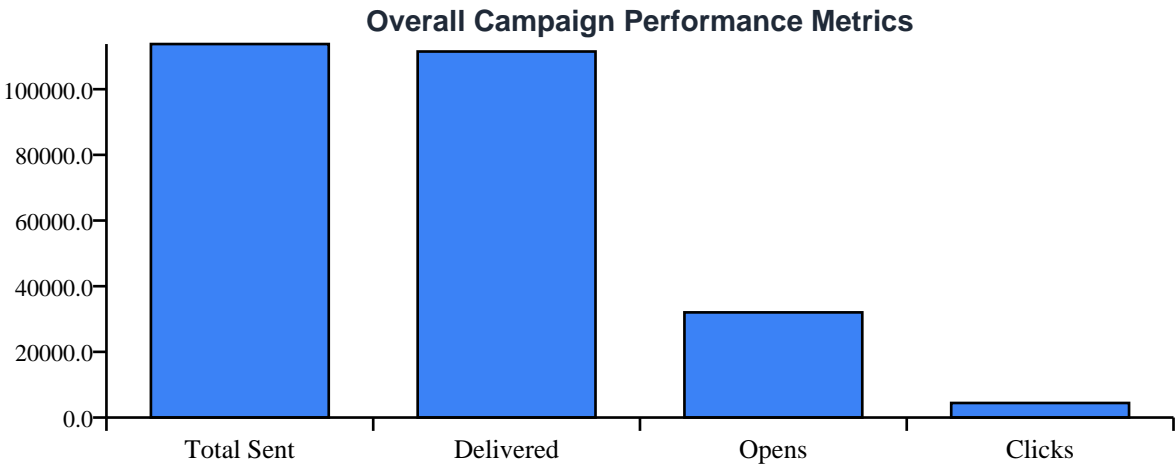


EMAIL CAMPAIGN PERFORMANCE REPORT

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

■ TOTAL CAMPAIGNS	■ EMAILS SENT	■ DELIVERED	■■ OPENS
50	113,750	111,475	32,025
■■ CLICKS	■ OPEN RATE	■ CLICK RATE	■ ENGAGEMENT
4,434	28.7%	4.0%	32.7%



CAMPAIGN PERFORMANCE BREAKDOWN (50 Campaigns)

Campaign Name	Sent	Opens	Clicks	Open Rate	CTR	Status
Email Campaign 01 - Product Up...	1,050	185	30	18.0%	2.9%	■ Good
Email Campaign 02 - Product Up...	1,100	226	43	21.0%	4.0%	■ Good
Email Campaign 03 - Weekly New...	1,150	270	56	24.0%	5.0%	■ Good
Email Campaign 04 - Product Up...	1,200	317	70	27.0%	6.0%	■ Excellent
Email Campaign 05 - Holiday Sp...	1,250	367	24	30.0%	2.0%	■ Excellent
Email Campaign 06 - Weekly New...	1,300	420	38	33.0%	3.0%	■ Excellent
Email Campaign 07 - Product Up...	1,350	476	52	36.0%	3.9%	■ Excellent
Email Campaign 08 - Product Up...	1,400	535	68	39.0%	5.0%	■ Excellent
Email Campaign 09 - Weekly New...	1,450	596	85	41.9%	6.0%	■ Excellent
Email Campaign 10 - Holiday Sp...	1,500	220	29	15.0%	2.0%	■ Needs Work
Email Campaign 11 - Product Up...	1,550	273	45	18.0%	3.0%	■ Good
Email Campaign 12 - Weekly New...	1,600	329	62	21.0%	4.0%	■ Good

Email Campaign 13 - Product Up...	1,650	388	80	24.0%	4.9%	■ Good
Email Campaign 14 - Product Up...	1,700	449	99	27.0%	5.9%	■ Excellent
Email Campaign 15 - Holiday Sp...	1,750	514	34	30.0%	2.0%	■ Excellent
Email Campaign 16 - Product Up...	1,800	582	52	33.0%	2.9%	■ Excellent
Email Campaign 17 - Product Up...	1,850	652	72	36.0%	4.0%	■ Excellent
Email Campaign 18 - Weekly New...	1,900	726	93	39.0%	5.0%	■ Excellent
Email Campaign 19 - Product Up...	1,950	802	114	42.0%	6.0%	■ Excellent
Email Campaign 20 - Holiday Sp...	2,000	294	39	15.0%	2.0%	■ Good
Email Campaign 21 - Weekly New...	2,050	361	60	18.0%	3.0%	■ Good
Email Campaign 22 - Product Up...	2,100	432	82	21.0%	4.0%	■ Good
Email Campaign 23 - Product Up...	2,150	505	105	24.0%	5.0%	■ Good
Email Campaign 24 - Weekly New...	2,200	582	129	27.0%	6.0%	■ Excellent
Email Campaign 25 - Holiday Sp...	2,250	661	44	30.0%	2.0%	■ Excellent

Campaigns 1-25 of 50 total

■ CAMPAIGN PERFORMANCE (Continued - Page 2)

Campaign Name	Sent	Opens	Clicks	Open Rate	CTR	Status
Email Campaign 26 - Product Up...	2,300	743	67	33.0%	3.0%	■ Excellent
Email Campaign 27 - Weekly New...	2,350	829	92	36.0%	4.0%	■ Excellent
Email Campaign 28 - Product Up...	2,400	917	117	39.0%	5.0%	■ Excellent
Email Campaign 29 - Product Up...	2,450	1,008	144	42.0%	6.0%	■ Excellent
Email Campaign 30 - Holiday Sp...	2,500	367	49	15.0%	2.0%	■ Needs Work
Email Campaign 31 - Product Up...	2,550	449	74	18.0%	3.0%	■ Good
Email Campaign 32 - Product Up...	2,600	535	101	21.0%	4.0%	■ Good
Email Campaign 33 - Weekly New...	2,650	623	129	24.0%	5.0%	■ Good
Email Campaign 34 - Product Up...	2,700	714	158	27.0%	6.0%	■ Excellent
Email Campaign 35 - Holiday Sp...	2,750	808	53	30.0%	2.0%	■ Excellent
Email Campaign 36 - Weekly New...	2,800	905	82	33.0%	3.0%	■ Excellent
Email Campaign 37 - Product Up...	2,850	1,005	111	36.0%	4.0%	■ Excellent
Email Campaign 38 - Product Up...	2,900	1,108	142	39.0%	5.0%	■ Excellent
Email Campaign 39 - Weekly New...	2,950	1,214	173	42.0%	6.0%	■ Excellent
Email Campaign 40 - Holiday Sp...	3,000	441	58	15.0%	2.0%	■ Good
Email Campaign 41 - Product Up...	3,050	538	89	18.0%	3.0%	■ Good
Email Campaign 42 - Weekly New...	3,100	637	121	21.0%	4.0%	■ Good
Email Campaign 43 - Product Up...	3,150	740	154	24.0%	5.0%	■ Good
Email Campaign 44 - Product Up...	3,200	846	188	27.0%	6.0%	■ Excellent
Email Campaign 45 - Holiday Sp...	3,250	955	63	30.0%	2.0%	■ Excellent
Email Campaign 46 - Product Up...	3,300	1,067	97	33.0%	3.0%	■ Excellent
Email Campaign 47 - Product Up...	3,350	1,181	131	36.0%	4.0%	■ Excellent
Email Campaign 48 - Weekly New...	3,400	1,299	166	39.0%	5.0%	■ Excellent
Email Campaign 49 - Product Up...	3,450	1,420	202	42.0%	6.0%	■ Excellent
Email Campaign 50 - Holiday Sp...	3,500	514	68	15.0%	2.0%	■ Needs Work

Campaigns 26-50 of 50 total

■ KEY INSIGHTS & RECOMMENDATIONS

■ PERFORMANCE ANALYSIS	VALUE	RECOMMENDATION
Overall Open Rate	28.7%	Excellent (>25%)

Overall Click Rate	4.0%	Excellent (>3%)
Best Performing Campaign	Email Campaign 49 - ...	Open Rate: 42.0% - Analyze for best practices
Lowest Performing Campaign	Email Campaign 10 - ...	Open Rate: 15.0% - Review subject line & timing
Total Engagement	32.7%	Focus on mobile optimization & personalization

■ INDUSTRY BENCHMARK COMPARISON

Metric	Your Performance	Industry Average	Status
Open Rate	28.7%	21.3%	■ Above Average
Click Rate	4.0%	2.6%	■ Above Average
Delivery Rate	98.0%	95.0%	■ Excellent