

Email Campaign Effectiveness Analysis

Overview

Click Rate

1.70%

Open Rate

21.92%

Unsubscribed Rate

0.06%

Bounce Rate

0.02%

Conversion Rate

1.15%

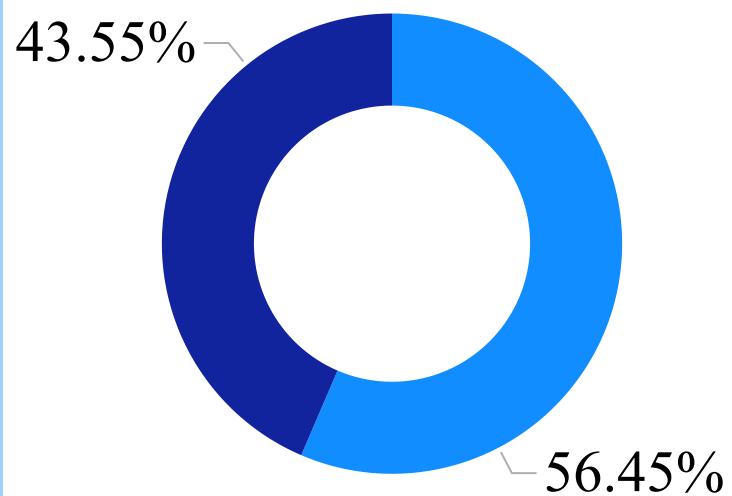
Client Segment

All

Campaign Type

All

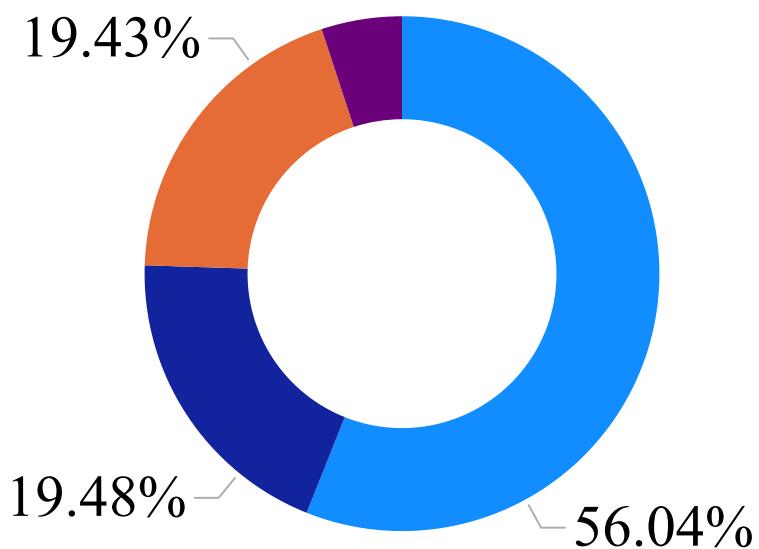
Click Rate by Client Segment



Client Seg...

- Lead
- Customer

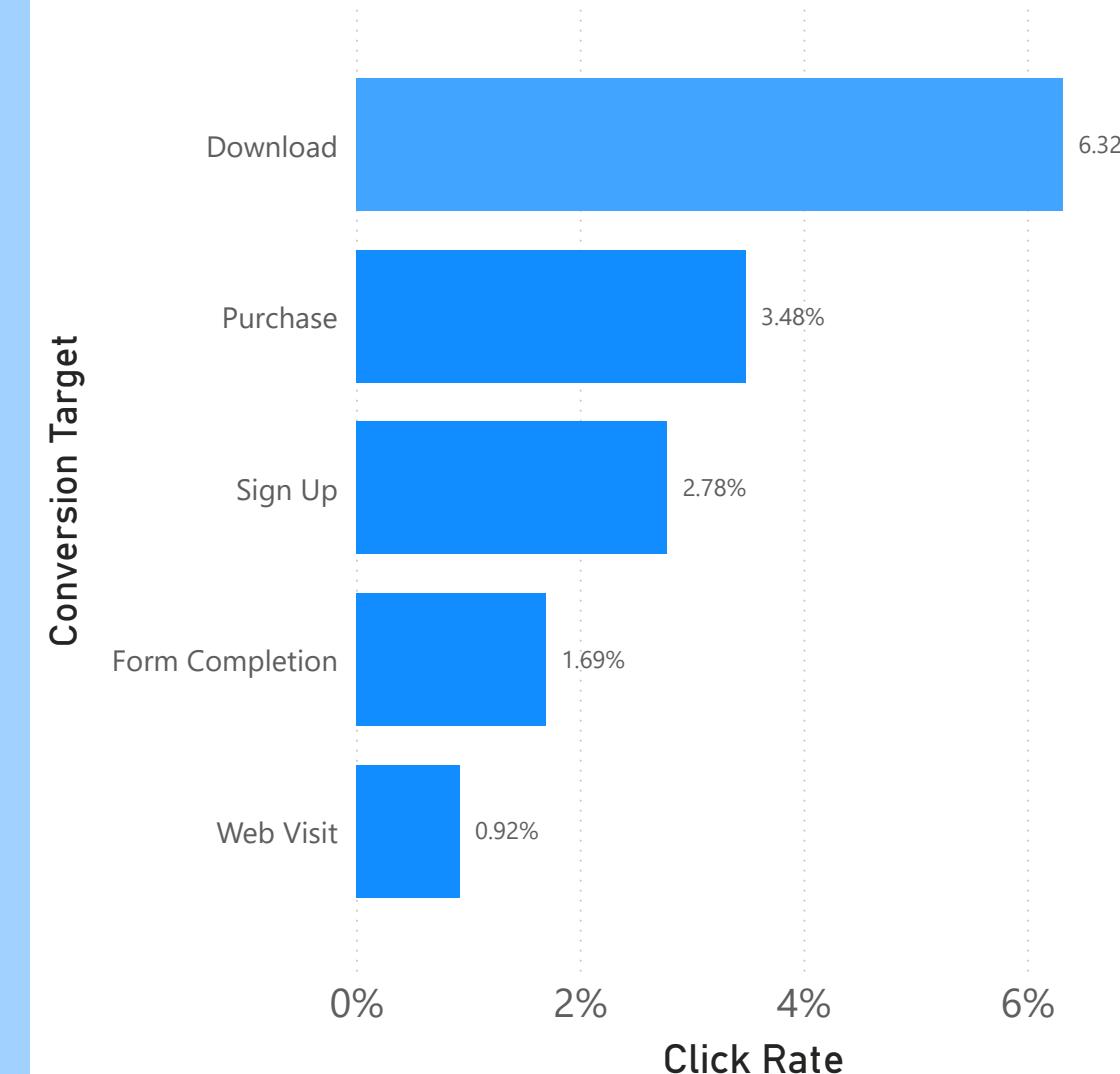
Click Rate by Campaign Type



Campaign...

- Promoti...
- Events ...
- Lead Nu...
- Newsletter

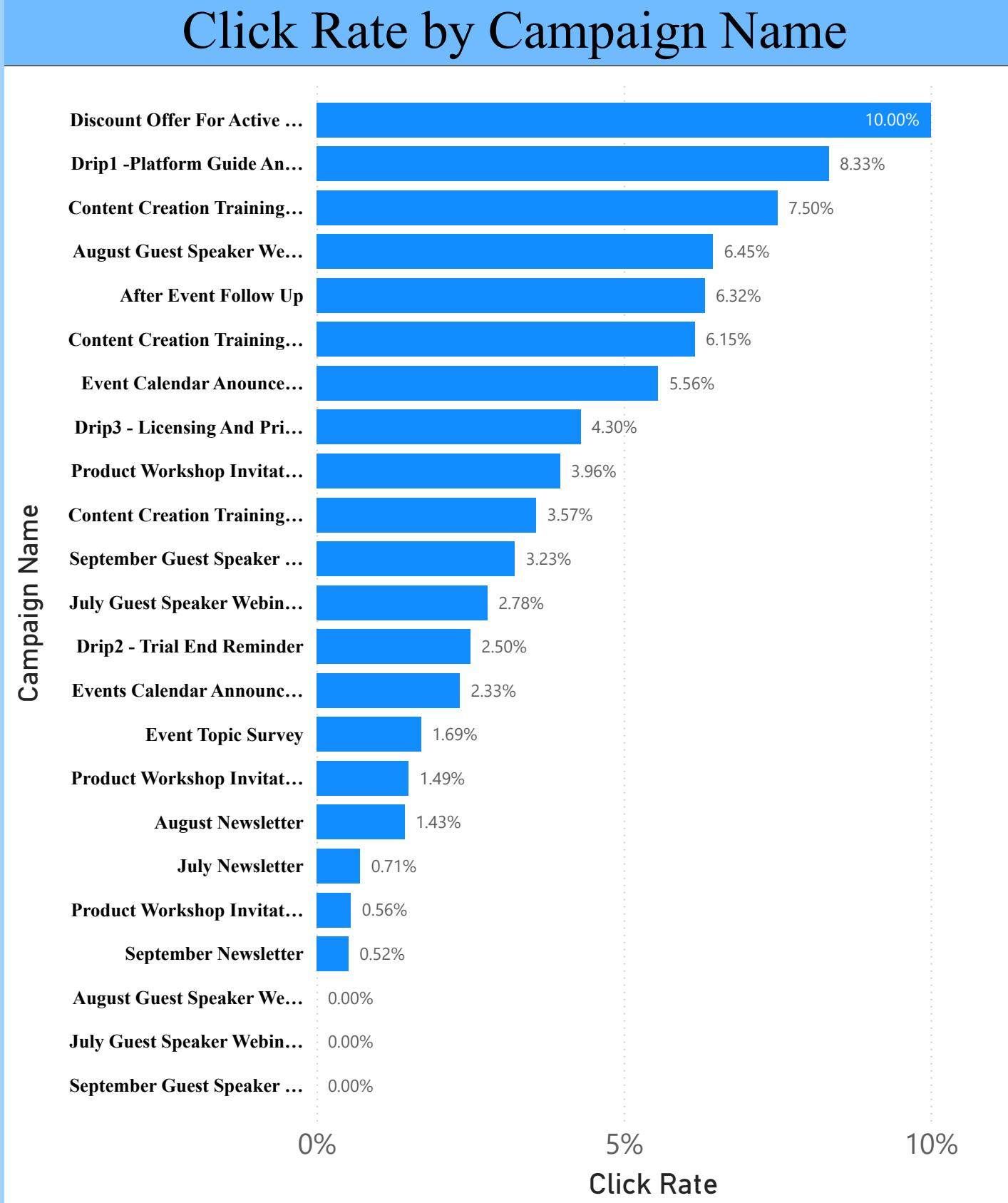
Click Rate by Conversion Target



Campaign Type	Delivered	Sum of Conversion	Click Rate
Events And Webinars	1352	28	3.48%
Lead Nurturing	548	10	3.47%
Newsletter	4326	33	0.90%
Promotional	10	1	10.00%
Total	6236	72	1.70%

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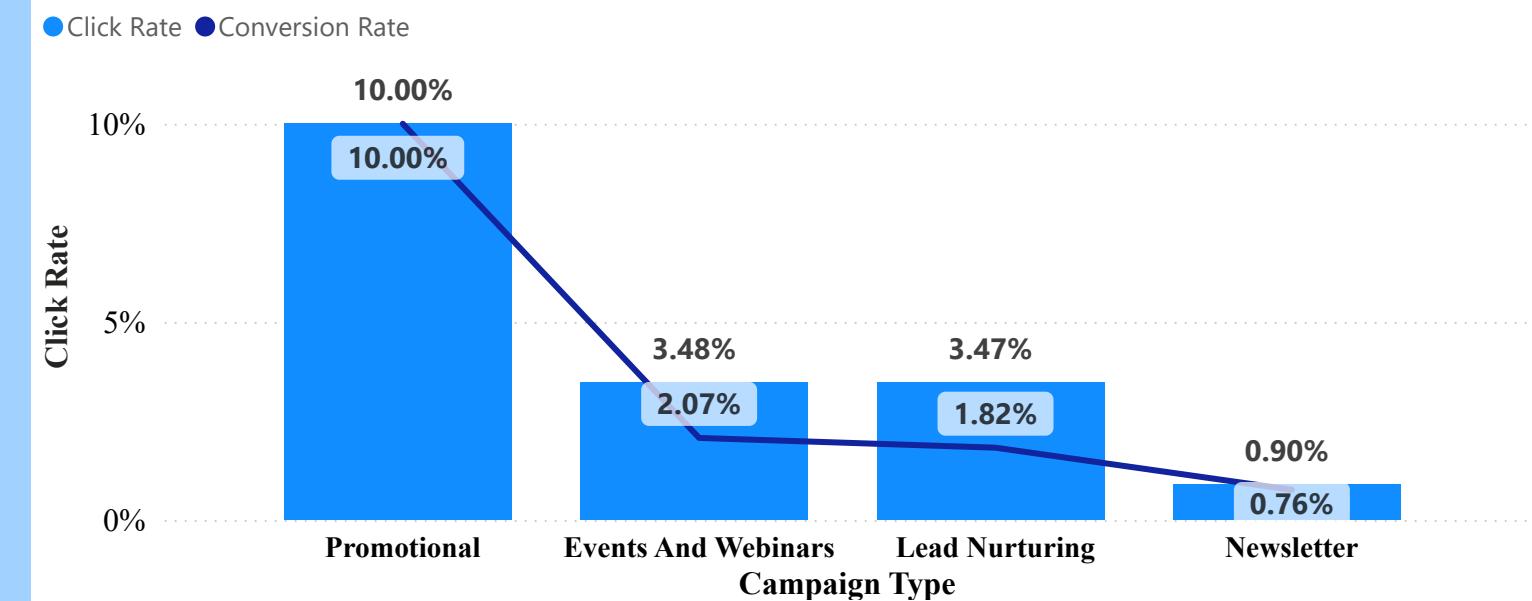
Performance



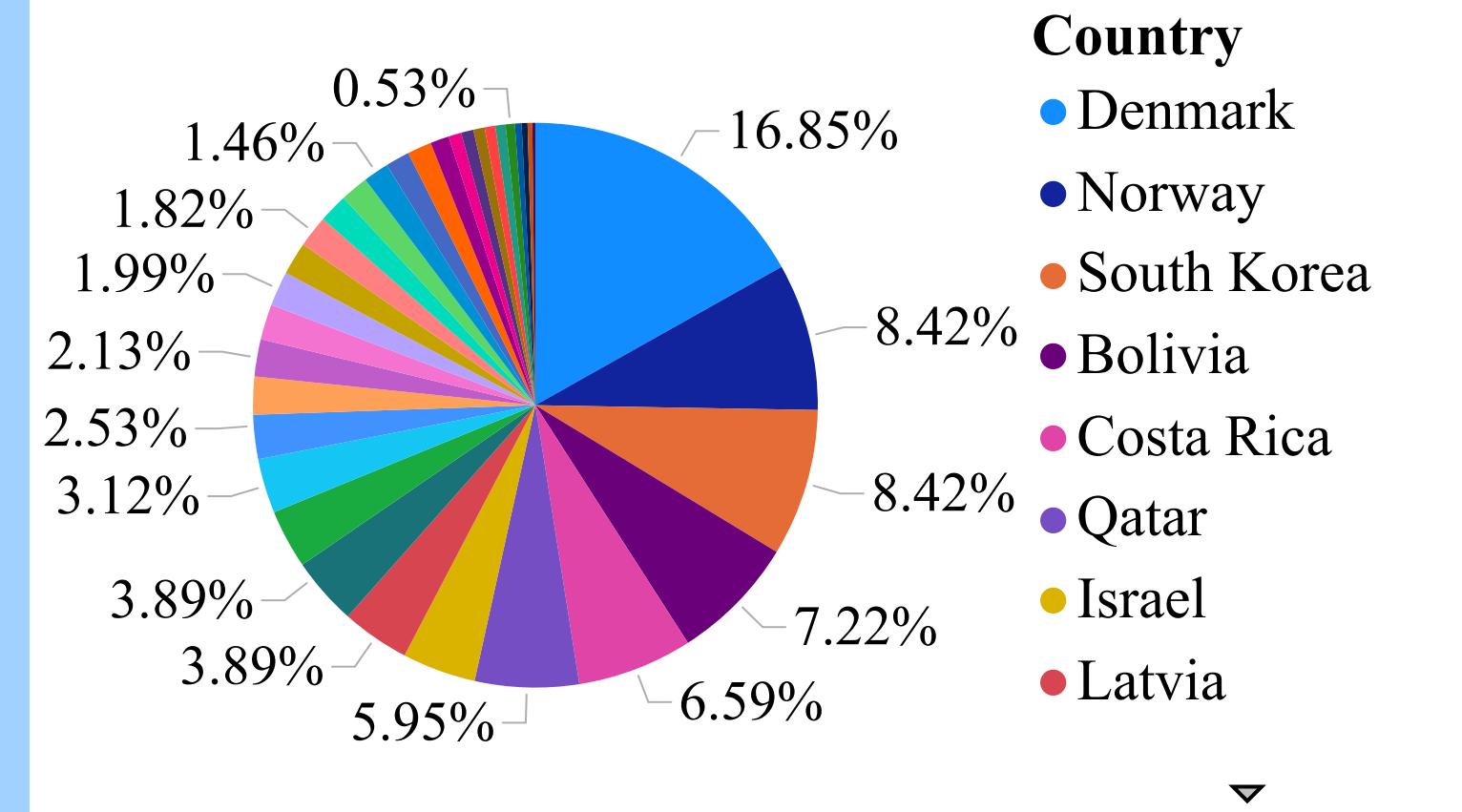
Campaign Name

Campaign Type

Click Rate and Conversion Rate by Campaign Type



Click Rate by Country



- Country**
- Denmark
 - Norway
 - South Korea
 - Bolivia
 - Costa Rica
 - Qatar
 - Israel
 - Latvia