

Email Campaign Effectiveness Analysis

Overview

Client Segment

All

Campaign Type

All

Click Rate

1.70%

Open Rate

21.92%

Unsubscribed Rate

0.06%

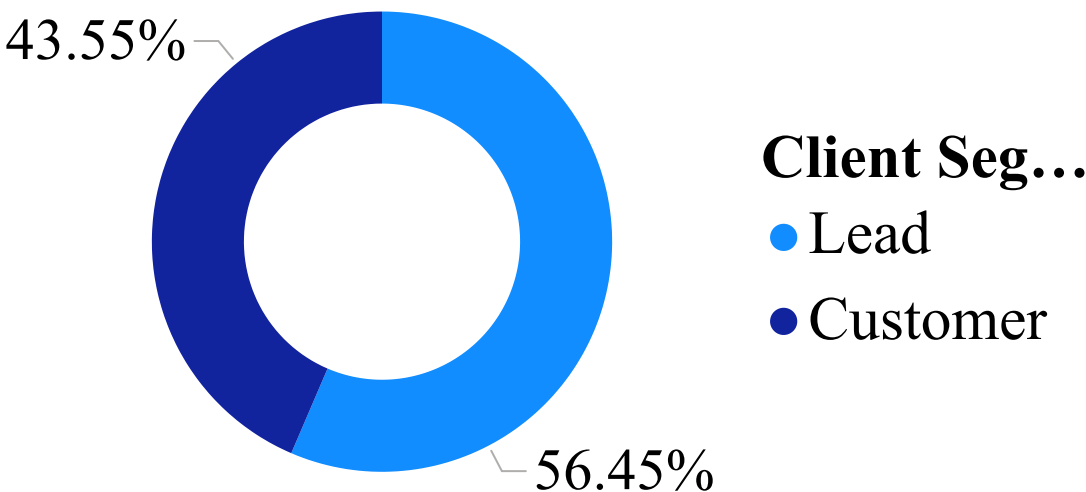
Bounce Rate

0.02%

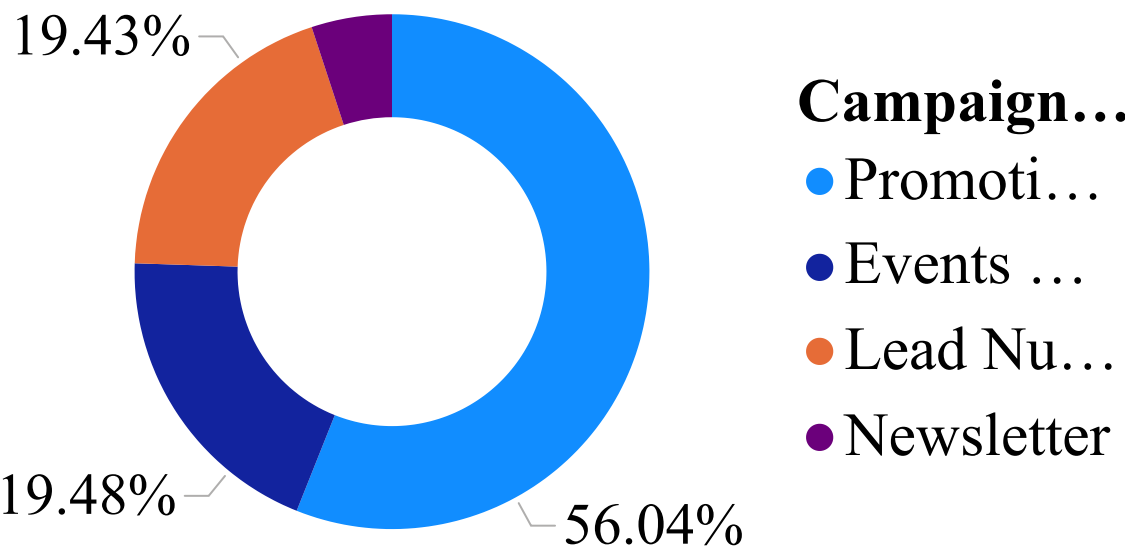
Conversion Rate

1.15%

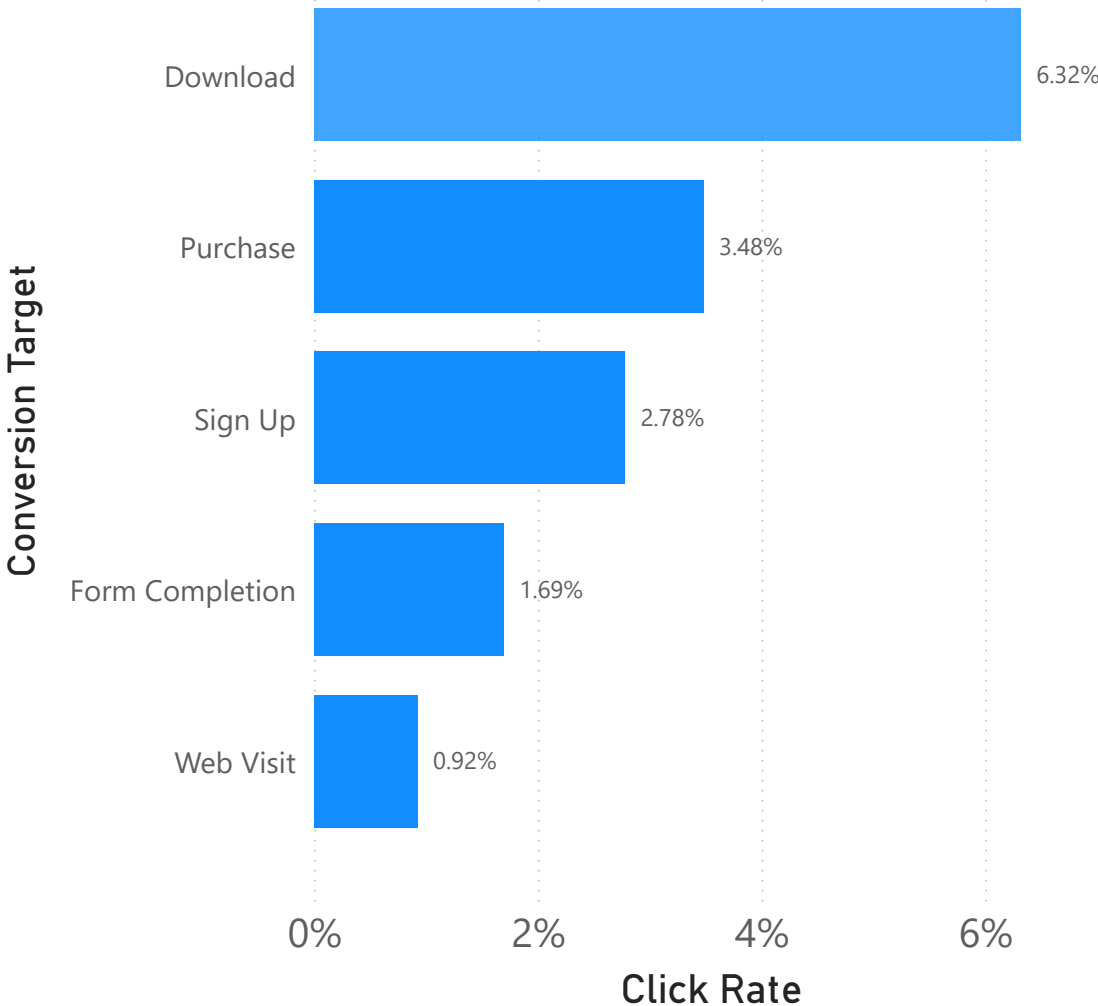
Click Rate by Client Segment



Click Rate by Campaign Type



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

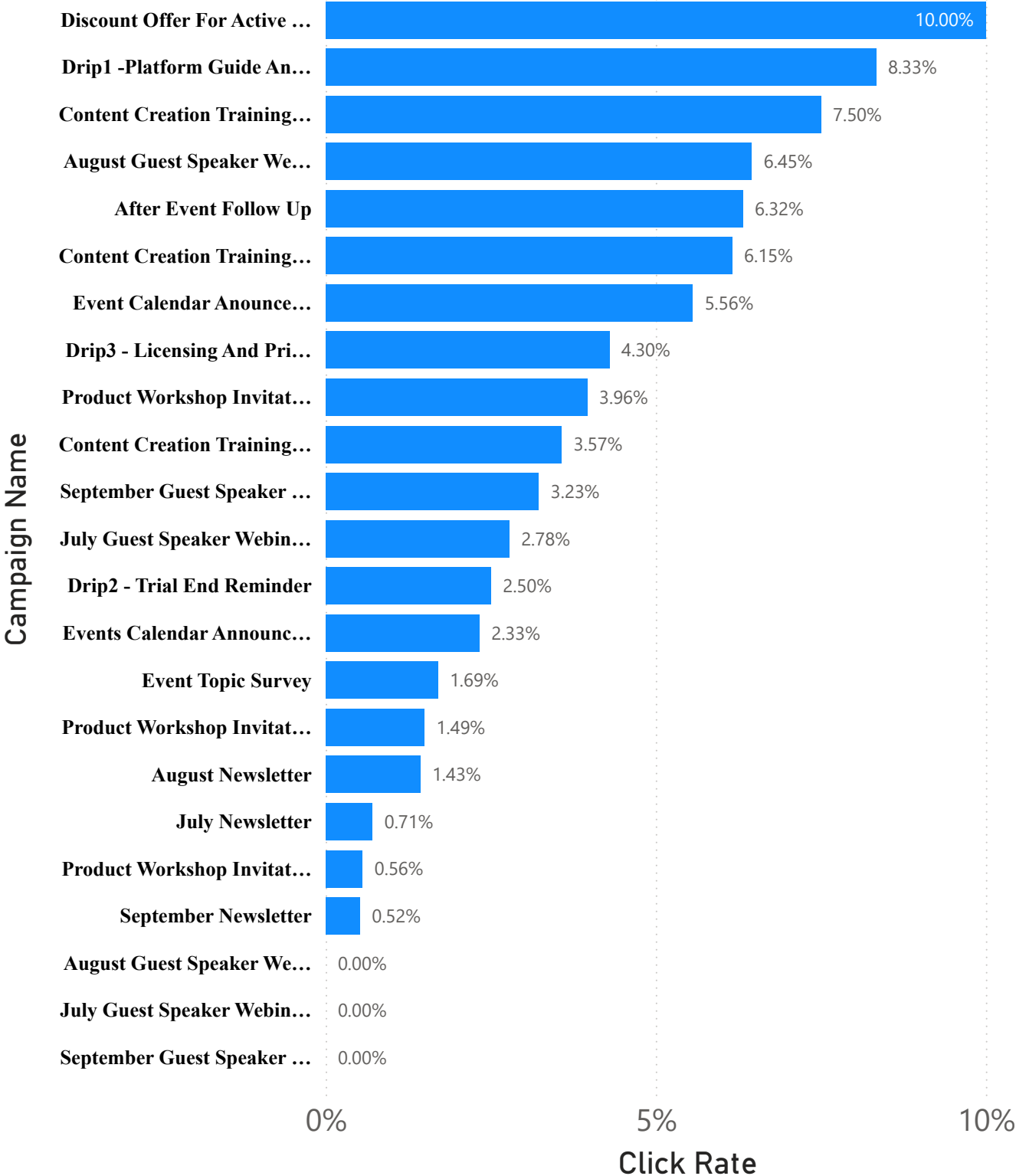
Campaign Name

All

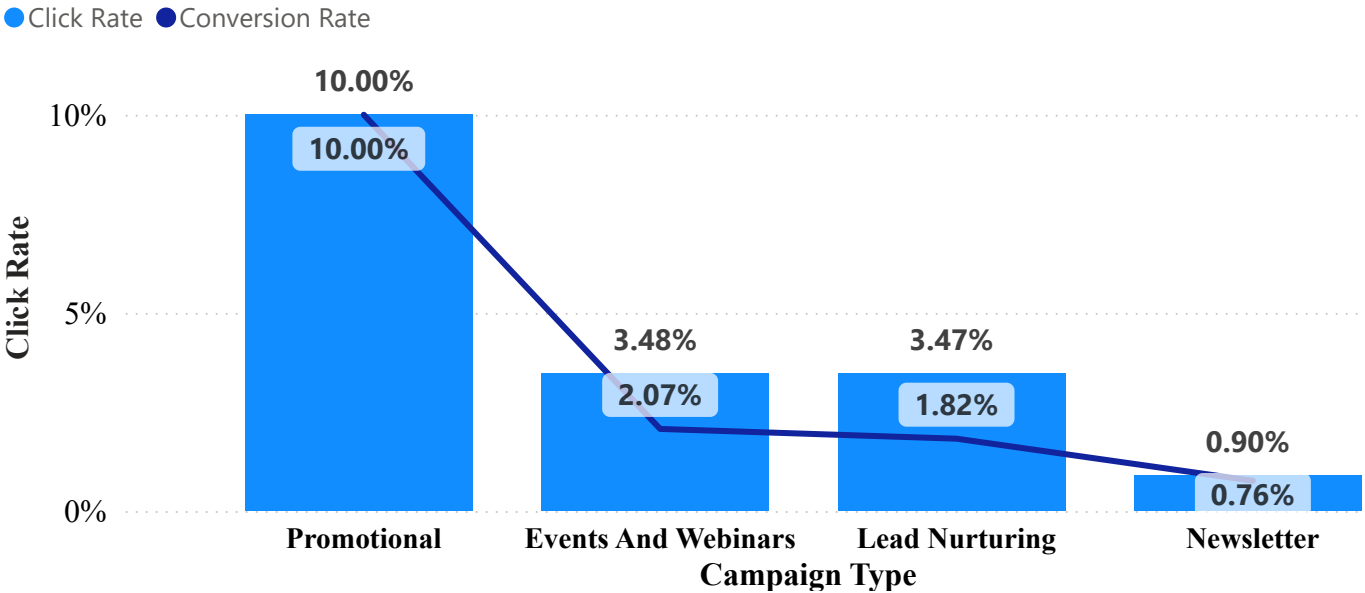
Campaign Type

All

Click Rate by Campaign Name



Click Rate and Conversion Rate by Campaign Type



Click Rate by Country

