

Analyzing Zero's Email Metrics

1. Open Rate : 1%
2. CTOR : 0.5%
3. Conversion Rate : 0%
4. Unsubscribe Rate : 5%

ANALYSIS

1. Open Rate (1%)

The open rate for this email campaign is significantly low, falling below the ideal benchmark of 20%. In fact, businesses in the hobby industry typically achieve even higher open rates compared to the general average.

- The Zero's campaign lacks **a strong subject line**. It does not provide any clear, catchy, or curiosity-driven message that can motivate the audience to open the email.
- The **timing of the email delivery**. Understanding and aligning with the daily routines and email-checking behavior of US audiences is crucial to increase the engagement.

2. Click to Open Rate (0.5%)

The CTOR is below the average benchmark of 5% or higher. This result may be influenced by several factors:

- Although the email included links, **the link text was not compelling** enough. The wording was too lengthy, and most readers tend to skim emails quickly, giving little attention to content that exceeds more than three paragraphs.
- The **call-to-action (CTA) lacked** strong, engaging wording, and its placement was not optimized to encourage clicks.
- **The design of Zero's email campaign is overly simple**. It lacks visual elements such as images, proper spacing, and compelling wording that could enhance readability and capture the audience's interest.

- There was a **lack of proper audience segmentation** in relation to the content. While the content itself was strong, certain parts were not relevant to all subscribers, which may have negatively affected audience engagement.

3. Conversion Rate (0%)

The ideal benchmark for a conversion rate typically ranges from 2 to 5%. However, Zero's email campaign showed no recorded conversions. This issue may have been influenced by several factors, such as:

- The content driving users to **the landing page lacks compelling elements**, which limits its ability to encourage audience action.
- The email **lacked a strong call to action** that motivates the audience to take further action beyond just opening and reading it.

4. Unsubscribe Rate (5%)

The ideal benchmark for an unsubscribe rate is around 0.5%, and even better if it stays close to 0.2%. However, Zero's email campaign reported a higher-than-average unsubscribe rate. This might have been influenced by several factors, such as:

- **Lack of audience segmentation** in email campaigns can negatively affect how recipients perceive the **value and relevance** of the content.
- The **factors mentioned above** may have also contributed to the increased unsubscribe rate. Elements such as suboptimal sending time, an unappealing subject line, a weak CTA, and the overall design could influence users' decisions to unsubscribe.

RECOMMENDATIONS

1. **Providing engaging and curiosity-driven subject lines** can motivate the audience to open and interact with the email. Since the content in the campaign was too lengthy, it would be more effective to divide it into smaller and more focused sections, such as promotion, webinars, and educational content segments. Here are some recommended subject lines (educational content):

- Move More, Feel Better: The Secret to Staying Healthy Every Day

- Top Exercises That Keep You Moving (Even on Busy Days!)
- Recover Faster: What Your Body Craves Before & After Surgery
- Run Stronger: The Supplement Combo Runners Swear By
- Run Smarter, Not Just Faster. Here's How

2. Optimal time for delivering the email.

As most of Zero's audiences are coming from the US, it would be better to consider their behaviour and effective hours to read the email.

- A commonly recommended guideline for U.S. audiences is to schedule emails so they arrive between **9:00 a.m. and 11:00 a.m. on Tuesday, Wednesday, or Thursday** (based on the recipient's local time zone). This timing provides a strong baseline for optimizing engagement.
- Observing **audience behavior and daily routines** is essential. For instance, retail shoppers may be more responsive in the evening, while professionals tend to engage more during work hours in the morning. Therefore, segmenting email campaigns based on subscriber behavior and activity patterns would help improve overall engagement.

3. Enhancing the email design can encourage the audience to take meaningful actions beyond simply reading the message. Here are several recommendations:

- Implementing a structured visual hierarchy improves readability and directs user attention to key elements efficiently.
- Integrating contextual imagery enhances cognitive processing and increases the likelihood of user engagement with the intended actions.
- Proper use of white space enhances visual clarity and reduces cognitive load during reading.
- Make the content easy to skim. Short paragraphs, bullet points, and bold highlights keep readers engaged and focused on what matters most.
- Optimize for mobile first. With the majority of users checking emails on their phones, a responsive design can significantly boost engagement.
- Show what others are saying. Testimonials or success stories can boost trust and motivate readers to engage more.

4. Segmentation ensures that the email content remains valuable and relevant to the targeted audience. Here are several recommendations:

- Considering the engagement level of how active the readers in the last 7 - 30 days, for instance.
- Using what the audiences have done before, such as past buyers, pending actions, etc.
- Using demographics or geographics segmentation such as age, gender, location, etc.
- Design the Call to Action (CTA) more eye-catching.
- Using psychographics and interests such as their activity, their lifestyle, jobs or interests.
- Frequently ask the subscribers through social media or other platforms what they want to receive whether promotional, educational, or events updates.