

Email Marketing Campaign Report

Did you find any interesting pattern on how the email campaign performed for different segments of users? Explain.

Yes, the data reveals some **interesting patterns** in how different user segments responded to the email campaign:

1. Email Content

- **Short emails (CTR: 2.39%)** outperformed **long ones (1.85%)**.
- Concise messages seem to drive better engagement.

2. Personalization

- **Personalized emails (2.73%)** got nearly **double** the clicks compared to generic ones (1.51%)
- Personalization works — users are more likely to click when the content feels tailored.

3. User Country

- **UK (2.47%)** and **US (2.44%)** users clicked more often than users from **Spain (0.83%)** and **France (0.80%)**
- Cultural or language differences might influence response rates.

4. Past Purchase Behavior

- Users with more purchases clicked more:
 - **6+ purchases → 3.65% CTR**
 - **0–1 purchases → 0.58% CTR**
- More engaged customers are much more likely to respond — prioritize them!

5. Time of Day

- Best times to send:
 - **Morning (2.26%)** and **Afternoon (2.25%)**
 - **Evening (1.46%)** and **Night (1.78%)** underperform
- Early hours = higher engagement.