

# EMAIL MARKETING LIVE PROJECT

Get Response

Anupam singh Campaign by

## SUBMISSION

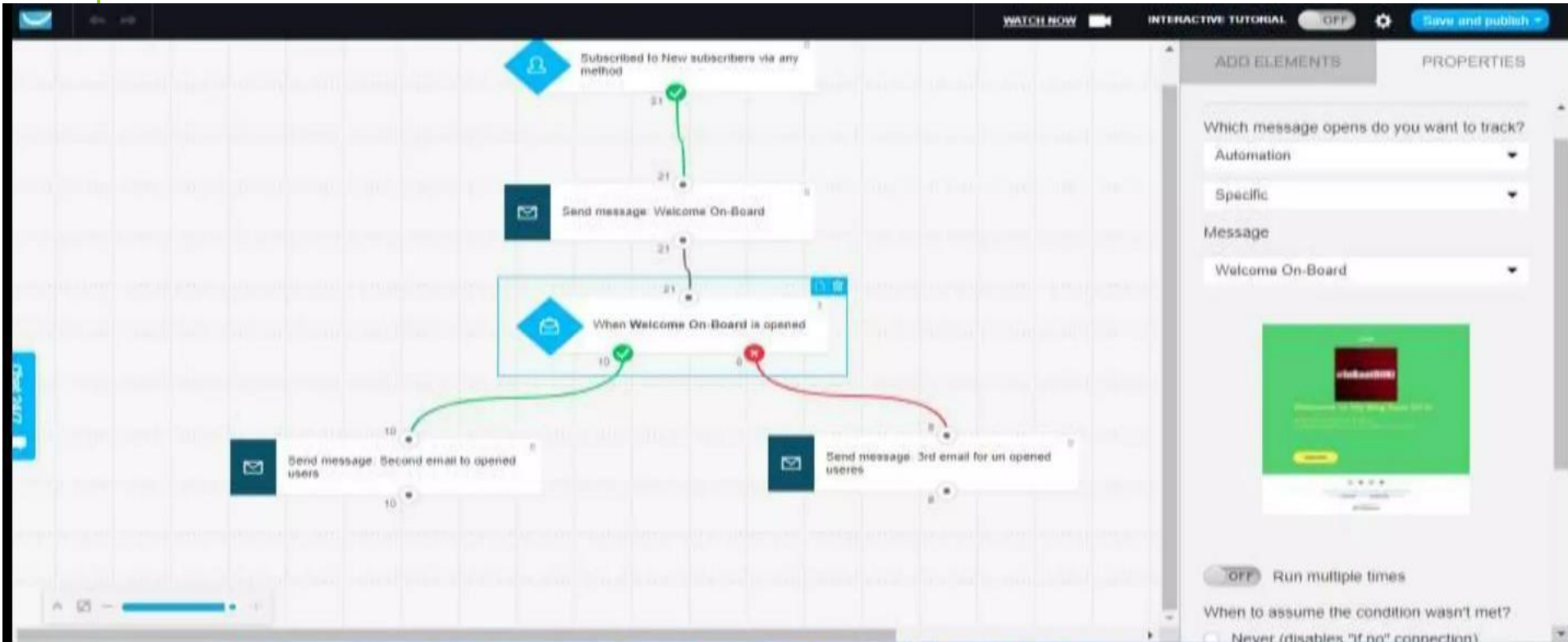
**Q1. NAME OF WEBSITE AND THE URL**

**NAME OF THE WEBSITE ISBAATDIL.COM**

**WEBSITE URL-**

**[HTTPS://WWW.BAATDIL.COM/](https://www.baatdil.com/)**

Q2.





WATCH NOW



INTERACTIVE TUTORIAL

OFF



Save and publish



Subscribed to New subscribers via any method

21



21



Send message: Welcome On-Board

21

21



When Welcome On-Board is opened

10



8



Send message: Second email to opened users

10



Send message: 3rd email for un opened users

8

ADD ELEMENTS

PROPERTIES

Use message layout from:

Automation



Second email to opened users



OR

Create new message

Your message:

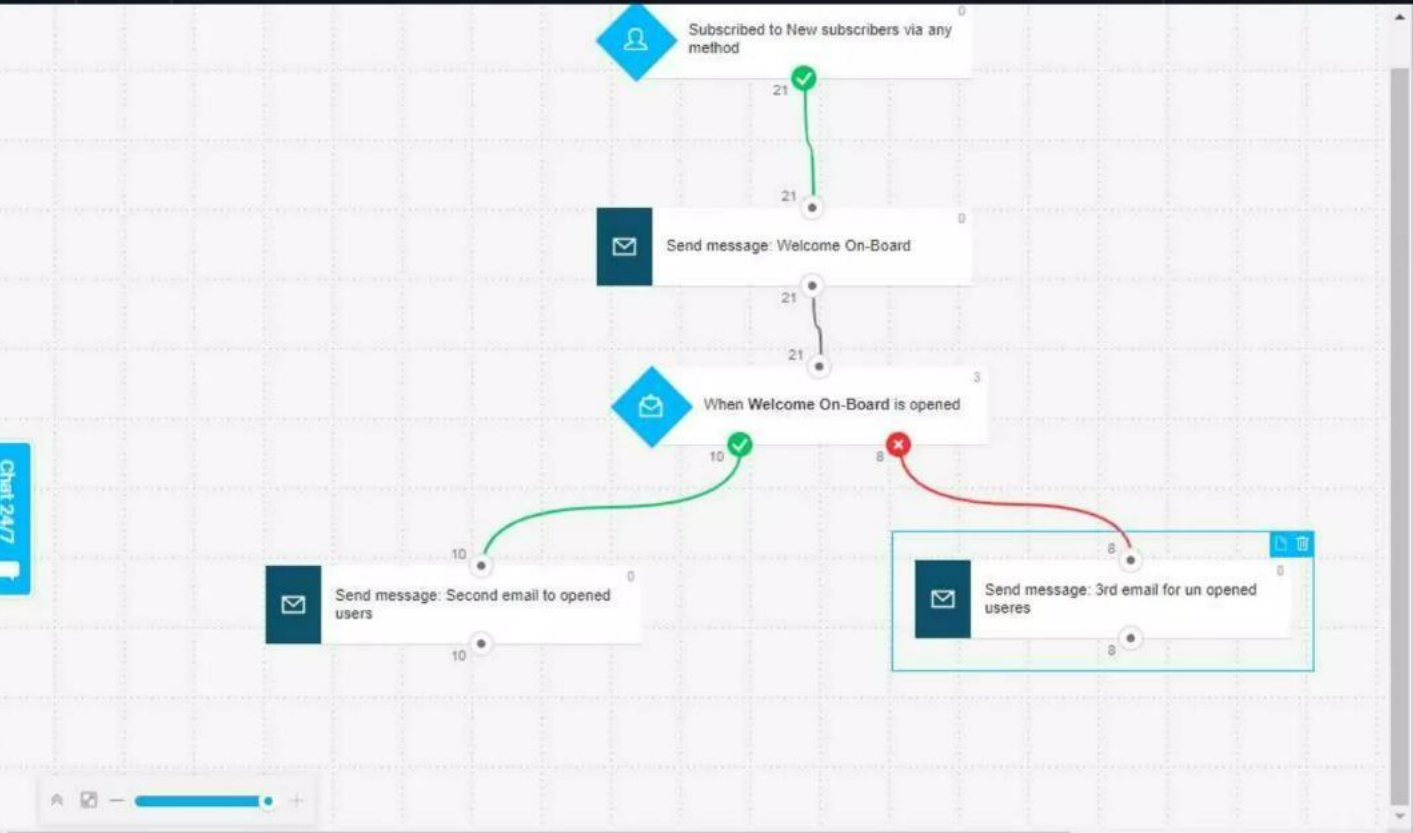


Edit message

Chat 24/7







ADD ELEMENTS

PROPERTIES

Use message layout from:


Automation

3rd email for un opened users

OR

Create new message

Your message:



Let them know what's the big deal?

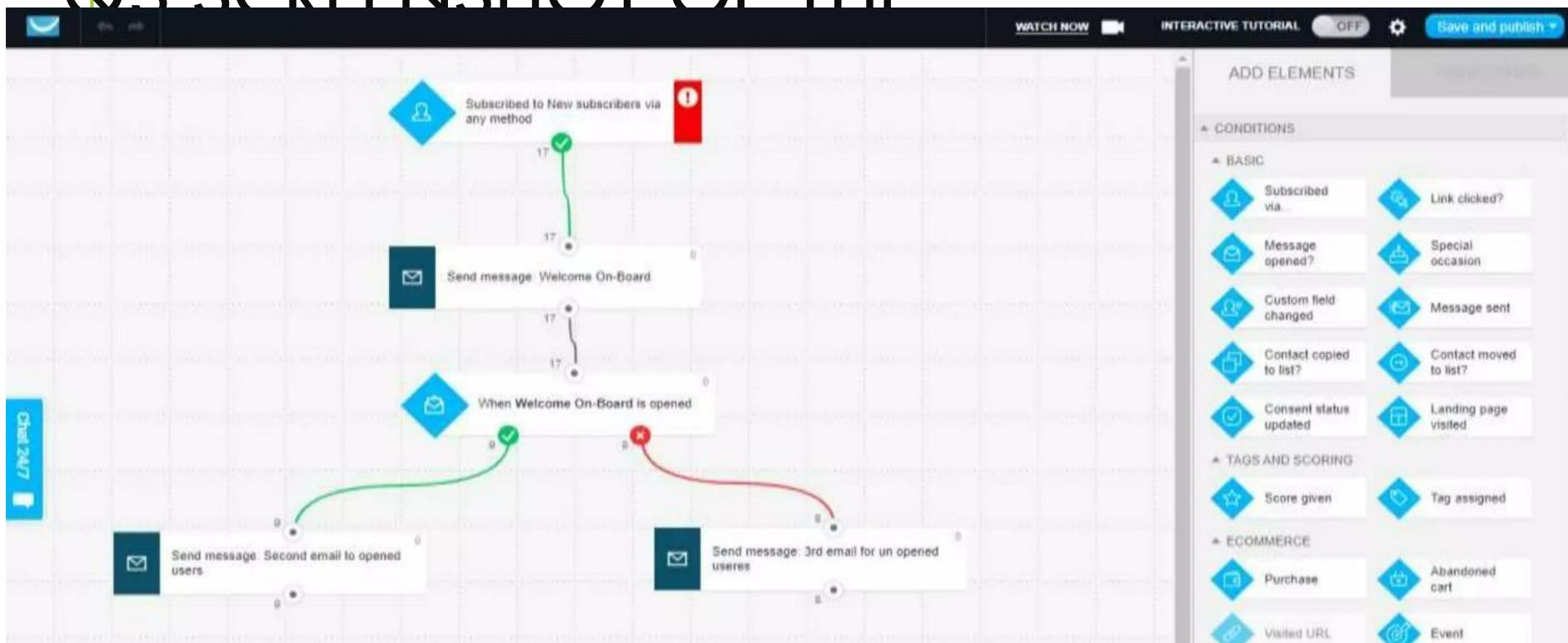
Hi,

When you first signed up, we sent you a welcome email. Now it's time to let you know what's the big deal? We have a special offer for you, and we want to make sure you know about it. So we're sending you this email. We hope you like it. We'll be in touch again soon.

Best regards,  
[Name]  
[Company]

Edit message

# Q3 SCREENSHOT OF THE



# Q4. SCREENSHOTS OF YOUR THREE EMAILS

Welcome On-Board

Edit name

16/100 characters. The name will appear on the list of your messages. Only you will see it.

Linked list ⓘ jisharma8521 ▾



"From" email address

Adarsh <jisharma8521@gmail.com> ▾

Add another address

Reply-to

Adarsh <jisharma8521@gmail.com> ▾

Subject line

Welcome to my Blog - Baat dil ki / वक्त भी जरूरी है 😊





## Design and content

[Edit message](#)

Start with a template or reuse content from your existing message. Adjust your text and off you go! You can also use the HTML editor or start with a blank layout.



### Spam check

● You're good to go ⓘ

[Send test message](#)

### Tracking +

☒ Click tracking ⓘ

☐ Ecommerce tracking ⓘ

☐ Open tracking ⓘ



# Q4. SCREENSHOTS OF YOUR THREE

Second email to opened users

Edit name

29/100 characters. The name will appear on the list of your messages. Only you will see it.

Linked list ⓘ jisharma8521 ▾

✓

"From" email address

Adarsh <jisharma8521@gmail.com> ▾

Add another address

Reply-to

Adarsh <jisharma8521@gmail.com> ▾

✓

Subject line

Here is an update which is import for you 🧡

43/150 characters. For best visibility, keep your subject line under 60 characters for mobile and under 120 characters for desktop.

Preview text ▾

✓

Design and content

Edit message

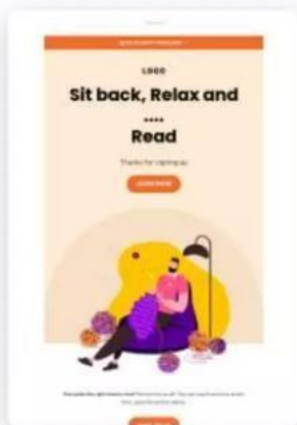
Start with a template or reuse content from your existing message. Adjust your text and off you go! You can also use the HTML editor or start with a blank layout.



## Design and content

[Edit message](#)

Start with a template or reuse content from your existing message. Adjust your text and off you go! You can also use the HTML editor or start with a blank layout.



Spam check

● You're good to go ⓘ

[Send test message](#)

Tracking ▾

☒ Click tracking ⓘ

☐ Ecommerce tracking ⓘ

☐ Track link clicks with Google Analytics ⓘ

# Q4. SCREENSHOTS OF YOUR THREE EMAILS

3rd email for un opened useres

[Edit name](#)

30/100 characters. The name will appear on the list of your messages. Only you will see it.

Linked list ⓘ [jisharma8521](#) ▼



\*From\* email address

Adarsh <jisharma8521@gmail.com> ▼

[Add another address](#)

Reply-to

Adarsh <jisharma8521@gmail.com> ▼

Subject line

You are missing out plenty of our benefits 🗨️





## Design and content

[Edit message](#)

Start with a template or reuse content from your existing message. Adjust your text and off you go! You can also use the HTML editor or start with a blank layout.



### Spam check

☒ You're good to go [i](#)

[Send test message](#)

### Tracking [+](#)

☒ Click tracking [i](#)




☐ Ecommerce tracking [i](#)

All messages ▾ All lists ▾

Sort by ▾ Created on ▾

Create automation message



<input type="checkbox"/>	Message name ▾	Status ▾	Created on ▾	Delivered	Open rate	Click rate	
<input type="checkbox"/>	 3rd email for unopened users jisharma8521	In use	Apr 7, 2022 7:42 am	8 ▾	12.50%	12.50%	⋮
<input type="checkbox"/>	 Second email to opened users jisharma8521	In use	Apr 7, 2022 7:36 am	10 ▾	90.00%	70.00%	⋮
<input type="checkbox"/>	 Welcome On-Board jisharma8521	In use	Apr 7, 2022 7:23 am	21 ▾	52.38%	42.86%	⋮





# Q5. ELEMENTS OF EMAIL



Delivery rate [↑](#)

**100.00%**

Sent [↑](#)

21

Delivered [↑](#)

21

Open rate [↑](#)

**52.38%**

Opened [↑](#)

11

Click rate [↑](#)

**42.86%**

Clicked [↑](#)

9

CTOR [↑](#)

81.82%

Bounce rate [↑](#)

**0.00%**

Bounced [↑](#)

0

Spam complaint rate [↑](#)

**0.00%**

Marked as spam [↑](#)

0

Unsubscribe rate [↑](#)

**0.00%**

Unsubscribed [↑](#)

0

Recipients

**21**

- Unique

# Q6. METRICS FOR 1<sup>ST</sup> EMAIL

{Share the metrics for the 1<sup>st</sup> email}

- No. of subscribers - 21
- No. of emails sent-21
- Bounce rate/Emails delivered- 0/21 ●
- Open rate -52.4%

- Click-through rate- 42.9% ●  
Conversions/Leads- 11  
clicks

- Unique

## Summary

Recipients **NEW**

Opens and clicks

Bounces

Unsubscribed

Complaints

Email domains **NEW**

Delivery rate ⓘ

**100.00%**

Sent ⓘ

21

Delivered ⓘ

21

Open rate ⓘ

**52.38%**

Opened ⓘ

11

Click rate ⓘ

**42.86%**

Clicked ⓘ

9

CTOR ⓘ

81.82%

Bounce rate ⓘ

**0.00%**

Bounced ⓘ

0

Spam complaint rate ⓘ

**0.00%**

Marked as spam ⓘ

0

Unsubscribe rate ⓘ

**0.00%**

Unsubscribed ⓘ

0

Recipients **21**

## Q7. METRICS FOR 2<sup>ND</sup> EMAIL

{Share the metrics for the 2<sup>nd</sup> email}

- No. of subscribers- 21 ● No. of emails sent- 10
- Bounce rate/Emails delivered- 0/10 ● Open rate- 90.0%
- Unique

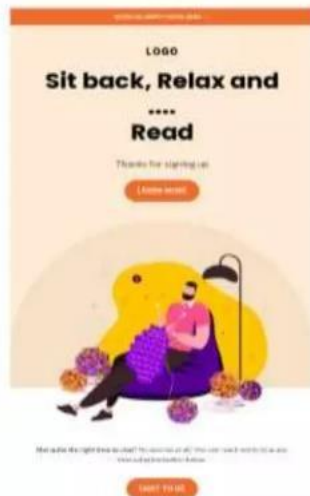
- Click-through rate- 70.0% ●

Conversions/Leads-10

clicks

- Unique





Delivery rate ⓘ  
**100.00%**

Sent ⓘ

10

Delivered ⓘ

10

Open rate ⓘ  
**90.00%**

Opened ⓘ

9

Click rate ⓘ  
**70.00%**

Clicked ⓘ

7

CTOR ⓘ

77.78%

Bounce rate ⓘ  
**0.00%**

Bounced ⓘ

0

Spam complaint rate ⓘ  
**0.00%**

Marked as spam ⓘ

0

Unsubscribe rate ⓘ  
**0.00%**

Unsubscribed ⓘ

0

Recipients **10**

## Q7. METRICS FOR 3<sup>RD</sup> EMAIL

{Share the metrics for the 3<sup>rd</sup> email}

- No. of subscribers-21
- No. of emails sent- 8
- Bounce rate/Emails delivered- 0/8 ● Open rate- 12.5%
- Click-through rate- 12.5% ● Conversions/Leads -8
  
- Unique

clicks-

- Unique



Delivery rate ⓘ

**100.00%**

Sent ⓘ

10

Delivered ⓘ

10

Open rate ⓘ

**90.00%**

Opened ⓘ

9

Click rate ⓘ

**70.00%**

Clicked ⓘ

7

CTOR ⓘ

77.78%

Bounce rate ⓘ

**0.00%**

Bounced ⓘ

0

Spam complaint rate ⓘ

**0.00%**

Marked as spam ⓘ

0

Unsubscribe rate ⓘ

**0.00%**

Unsubscribed ⓘ

0

Recipients **10**

## Q8.CAMPAIGN ANALYSIS

**Which email had a better open rate and why?**

Email campaign 2<sup>nd</sup> was better because it has segment so because of segment I got more clicks and CTR increase and in 1<sup>st</sup> campaign reach and impression was same but clicks were none so 2<sup>nd</sup> campaign was successful because it has segment so mail reaches to only those who are interested so clicks through rate was high in 2<sup>nd</sup> campaign. 1<sup>st</sup> email also have better result because those who are open 1<sup>st</sup> email the got 2<sup>nd</sup> mail also so 1<sup>st</sup> and 2<sup>nd</sup> both are better open rate. By percentage 2<sup>nd</sup> email is more open rate.

# CAMPAIGN ANALYSIS

**Which of the emails should you optimize? Justify your answer using the metrics you have calculated. Select only one email for this.**

Email which has segment is more effective as I got increase in CTR by 2%. I had audience of 21 and in which there were only 13 people who are actually interested  
And got only 10 of them clicked so after segmenting them by their interest and location I got more clicks. I have to optimize 2<sup>nd</sup> email for more click.

# CAMPAIGN ANALYSIS

**What measures would you take to optimize this email? How do you think this would help improve the open rate?**



Email campaign 2<sup>nd</sup> was better because it has segment so because of segment I got more clicks and CTR increases and in 1<sup>st</sup> campaign reach and impression was same but clicks were 11 so 2<sup>nd</sup> campaign was successful because it has so many mail reaches to only those who are interested so click through rate was high in 2<sup>nd</sup> email.

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