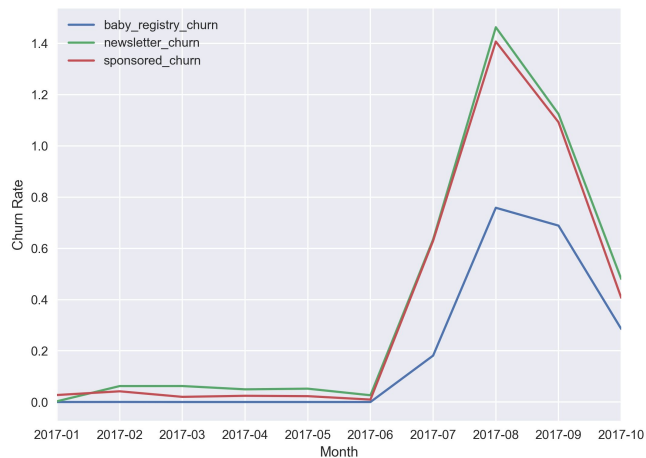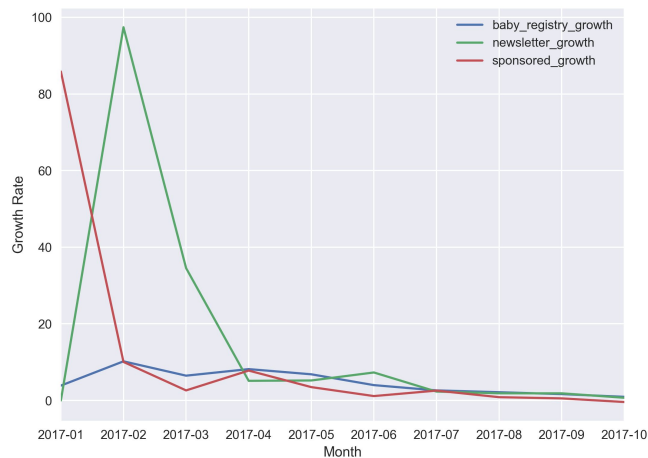# Email List Analysis

Sukeerthi Varadarajan

Growth and Churn

- Growth rate is declining (June- Oct 2017)
- Churn rate is high from Jul- Oct 2017
- Highest churn is in Aug 2017 for all lists

Average Lifetime

- For each email cohort

Baby registry	143 days
Newsletter	200 days
Pregnancy weekly	90 days
Sponsored	220 days

- Overall average lifetime- 208 days
- The average lifetime varies with referrers
  - Users from referrers like google.com had lower than average lifetime

referrer	mean_total_lifetime	subscribers
www.google.com	92.900120	59291
www.pinterest.com	57.661410	37727
m.facebook.com	77.868139	9146
www.facebook.com	74.891155	6422
www.google.ca	97.278328	3230
com.google.android.googlequicksearchbox	82.359740	1540
www.bing.com	102.306991	1316
l.facebook.com	85.568161	1093
www.oviahealth.com	113.219466	1048
www.google.co.uk	91.456140	855

Cohorts

Best Email Cohort-

Open rate	Pregnancy Weekly 32%
CTR	Pregnancy Weekly 7.5%
Average Lifetime	Sponsored 220 days

Worst Email Cohort-

Open rate	Newsletter 16%
CTR	Sponsored 0.9%
Average Lifetime	Baby Registry 143 days
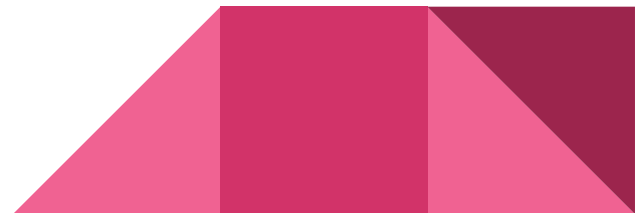
Monthly Cohort Analysis

- January cohort- best retention rate
- Open rate and CTR were high for the Summer months
  - But retention rates were low
- User engagement-
  - CTR-
    - Best in- Mar (Baby Registry), Sep (Newsletter)
  - Open Rate-
    - Best in- Feb (Baby Registry), May (Newsletter)

Retention rate for baby_registry_101
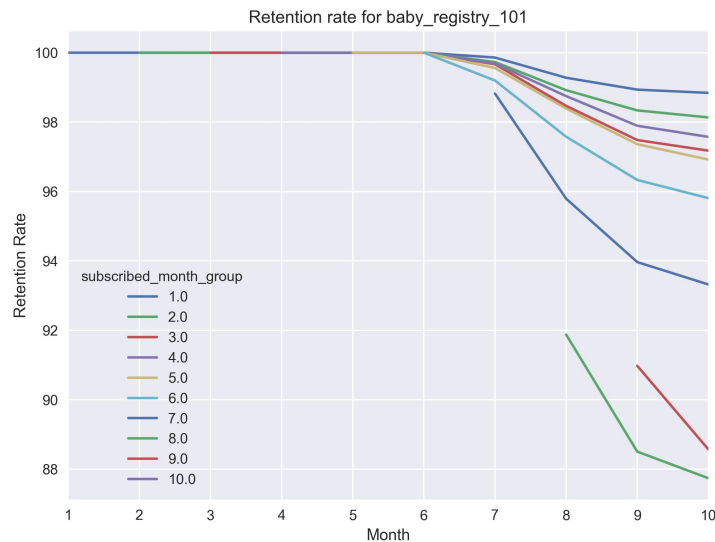
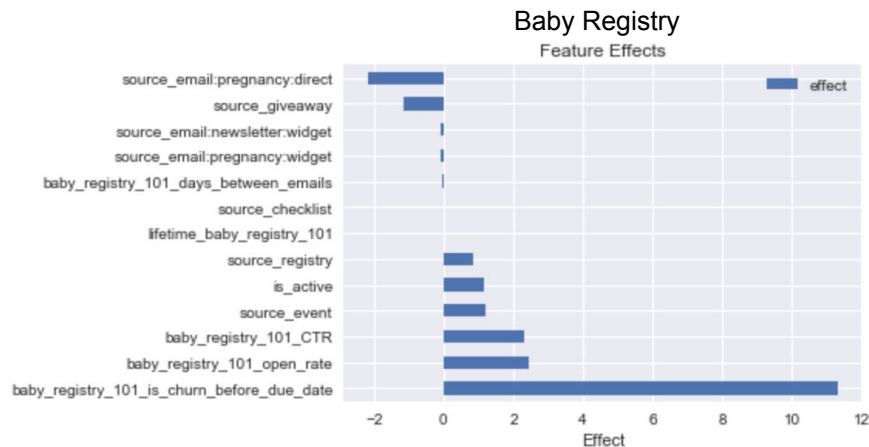# Churn Analysis

- ## What drove users to unsubscribe?
    - Positive Effect on Churn-
        - Left before Due Date-
        - Open Rate
        - CTR
        - Sources- registry, checklist
        - Active users
    - Negative Effect on Churn-
        - Days between Emails

Baby Registry
Feature Effects

Retention Strategy

- Analysis of Email Content in months of high churn
  - Analyze months where retention rate and user engagement is high
- Decrease email frequency
- Push to retain subscribers 3- 5 months before due date
- Engage users coming in through the checklist and registry acquisition source