

23

Total Campaigns

0.03%

Bounce %

1.38%

Conversion %

2.18%

CTR%

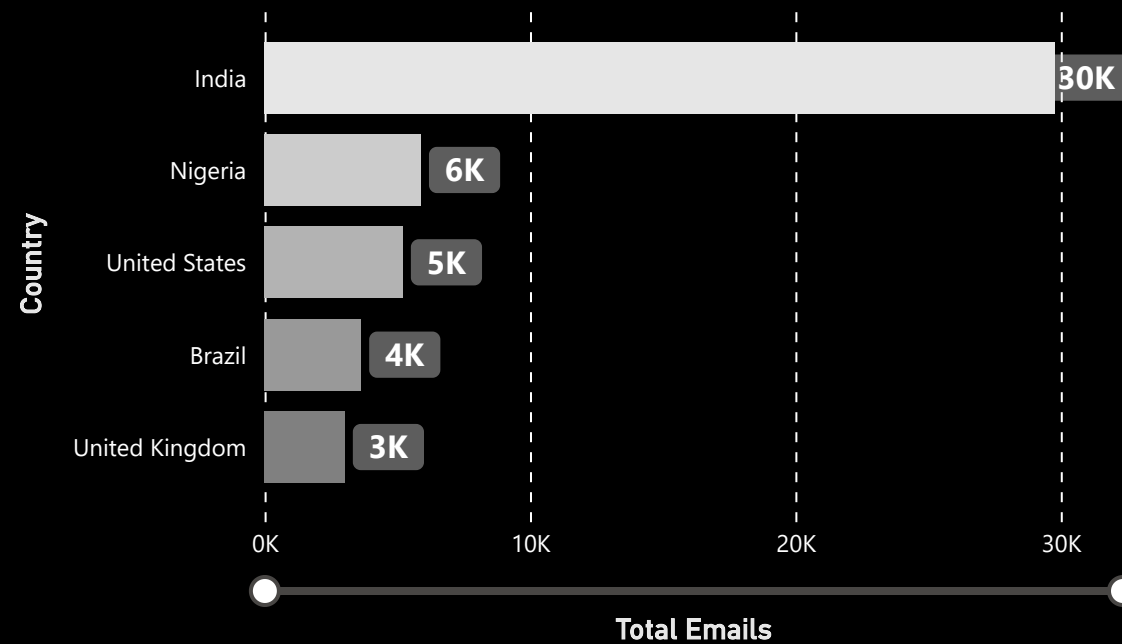
24.21%

Opened %

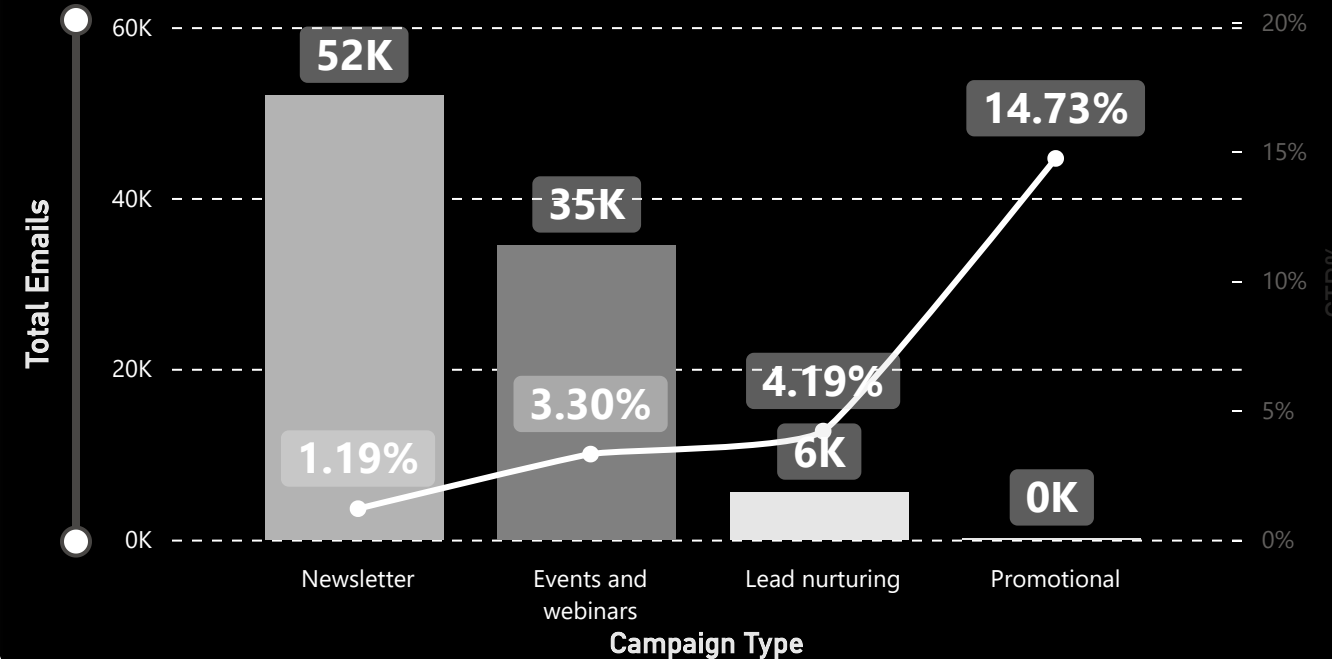
0.05%

Unsubscribed %

Total Emails by Country



Total Emails and CTR% by Campaign Type



Conversion Target

All

Device

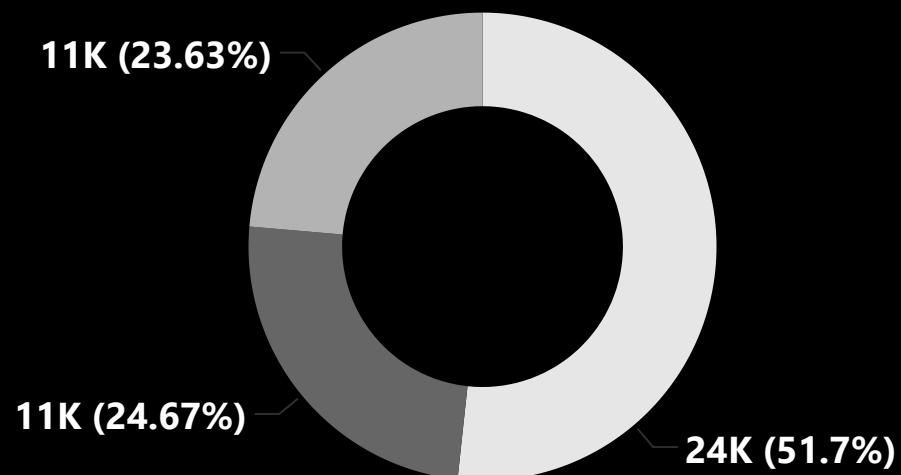
All

Client Segment

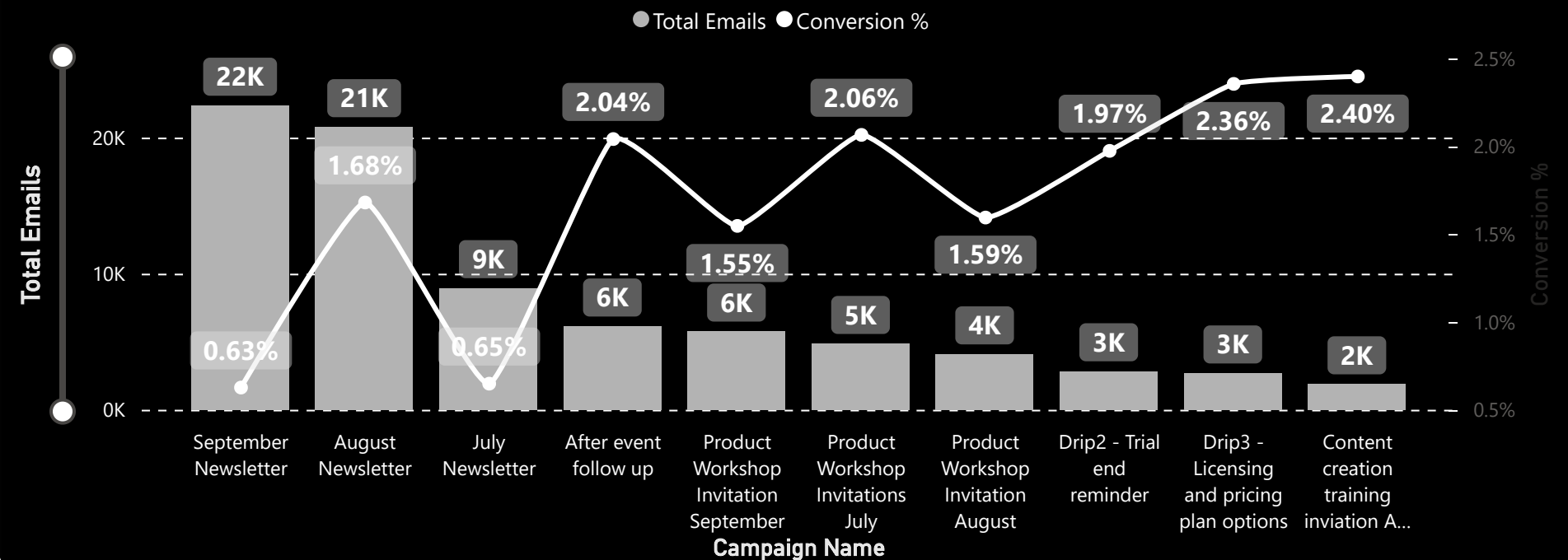
All

Total Emails by Device

Device ● tablet ● desktop ● mobile



Total Emails and Conversion % by Campaign Name



September Newsletter

Top Campaign by Conversion

September Newsletter

Worst Campaign by Unsub

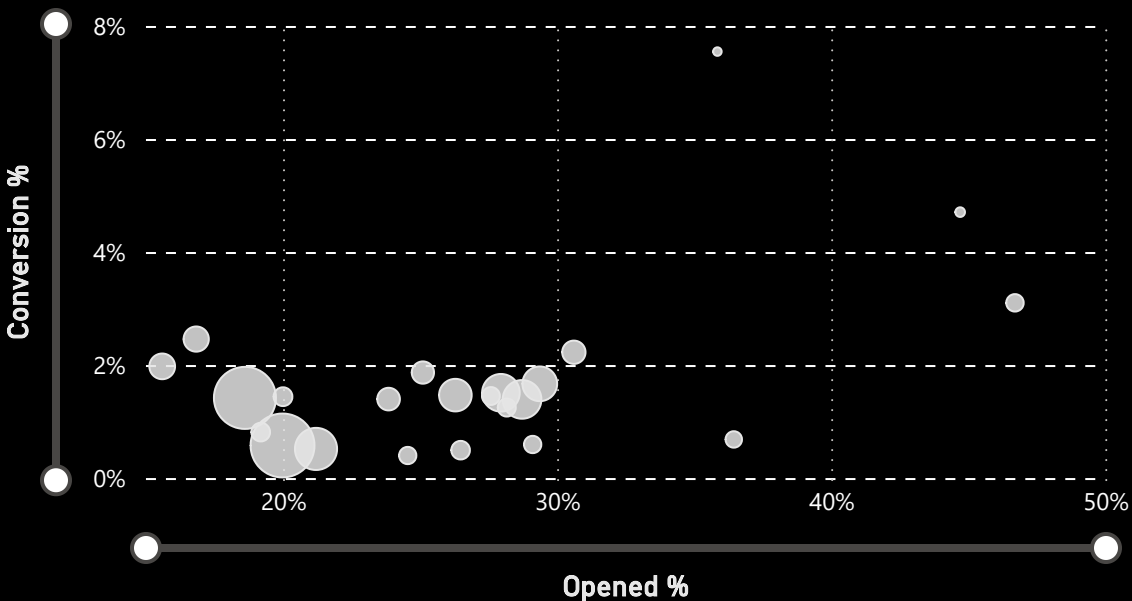
Events and webinars

Most Clicked Campaign Type

Product Workshop Invitations July

Highest Bounce Rate Campaign

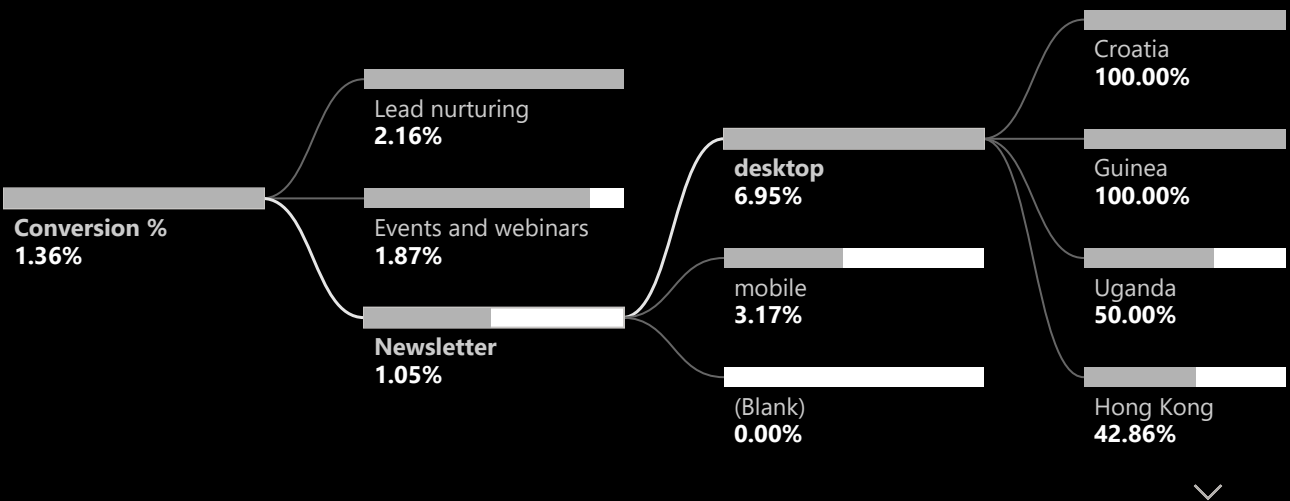
Opened %, Conversion % and Total Emails by Campaign Name



Campaign Type ×

Device ×

Country



Campaign Type

All

Day of Week

All

Client Segment

All

Opened % by Day of Week



Campaign Name	CTR%	Conversion %	Suggested Fix
September Newsletter	0.70%	0.63%	Change subject line
Product Workshop Invitations July	3.72%	2.06%	A/B test call-to-action
Product Workshop Invitation September	2.52%	1.55%	A/B test call-to-action
Product Workshop Invitation August	3.19%	1.59%	A/B test call-to-action
July Newsletter	0.82%	0.65%	Change subject line
Drip3 - Licensing and pricing plan options	4.26%	2.36%	Well-performing – reuse elements
Drip2 - Trial end reminder	4.12%	1.97%	A/B test call-to-action
Content creation training inviation August	4.32%	2.40%	Well-performing – reuse elements
August Newsletter	1.89%	1.68%	Refine targeting
After event follow up	4.44%	2.04%	Well-performing – reuse elements