

AWG EMAIL ANALYTICS:

Email Effectiveness When Changing Cadence

Email Effectiveness While Changing Cadence

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Agenda

- 1 About AWG
- 2 Introduction
- 3 Business Problem and Solution

- 4 Data Overview
- 5 Results and Takeaways
- 6 Recommendations

About AWG Inc

3400 locations

1100 member companies

31 states

9 wholesale divisions



Introduction to Email Marketing

Objective

- Improve brand awareness
- Enhance customer retention

Approach

- Targeted messages via email
- Direct customer Engagement

Advantages

- Cost-effective
- Direct outreach

BUSINESS PROBLEM & SOLUTION

Current Strategies

1

2023

Sent on a Biweekly Basis

2

2024

Sent on a Weekly Basis

3

Moving forward

?



Objectives

Key points of focus

- 1 — Comparison of 2 years' emails
- 2 — Identify most engaged members
- 3 — Recommend optimum strategy

Metrics

Assessment of Email Marketing Performance

- 1 — Conversion rate, engagement rates
- 2 — Open rates, clicks, views
- 3 — Analysis of Domains and Links

Data Overview

- **Data sources:**

Our primary data sources are internal email performance data. Specifically, we have three sources of data:

- 2023-2024 Email Report (aggregated overall email performance metrics)
- 2023-2024 Domain summaries (engagement by email domain)
- 2023-2024 Link Summaries (engagement by URL link)

1	Domain	Sent	Unique Views	Unique Views % Of Domain	Unique Views % Of Total	Total Views	Total Views % Of Domain
2	gmail.com	738	222	30.08%	20.63%	447	60.57%
3	awginc.com	412	257	62.38%	23.88%	804	195.15%
4	yahoo.com	317	51	16.09%	4.74%	71	22.40%

- **Preprocessing:**

We merged all the weekly and bi-weekly files into some consolidated data file: Two file for link-level engagement (Links summaries), Two file for domain-level engagement (Domain summaries), and Two file for overall email performance metrics (Email Report Data).

- **Challenge**

One challenge we faced was data uncertainty, including incorrect entries highlighted in red and missing values we found during preprocessing step.

31	AWG Brands Newsletter 3.12.24	Quench consumers' thirst with this water deal! 🍹
32	AWG Brands Newsletter 3.5.24	25% off Best Choice & Clearly by Best Choice Opportunities
33	Meat & Seafood:2024 Thanksgiving Turkey Web-Blast Video & Prebook Opportunity : SSTK24	TOMORROW IS THE LAST DAY !!! 2024 Thanksgiving Turkey Web-Blast Video & Prebook Opportunity : SSTK24 _ Reminder, I
34	Meat & Seafood:2024 Thanksgiving Turkey Web-Blast Video & Prebook Opportunity : SSTK24	2024 Thanksgiving Turkey Web-Blast Video & Prebook Opportunity : SSTK24 _ Reminder, Don't Miss your window!
35	Meat & Seafood:2024 Thanksgiving Turkey Web-Blast Video & Prebook Opportunity : SSTK24 (Copy)	2024 Thanksgiving Turkey Web-Blast Video & Prebook Opportunity : SSTK24 _ Reminder, Don't Miss your window!
36	Meat & Seafood:2024 Thanksgiving Turkey Web-Blast Video & Prebook Opportunity : SSTK24	2024 Thanksgiving Turkey Web-Blast Video & Prebook Opportunity : SSTK24 _ Reminder, Don't Miss your window!
37	Meat & Seafood:2024 Thanksgiving Turkey Web-Blast Video & Prebook Opportunity : SSTK24	2024 Thanksgiving Turkey Web-Blast Video & Prebook Opportunity : SSTK24 _ Reminder, Don't Miss your window!
38	AWG Brands Newsletter 2.27.24	Q4 Prep: Preorder Turkeys & Halloween Candy
39	AWG Brands Newsletter 2.20.24	Introducing February New Items!

Methodology Followed



Data Cleaning & Integration

- Merged email datasets from 2023 and 2024 (by domain and links)
- Removed incorrect entries to ensure consistency and reliability.

Methodology Followed



KPI System Development

Focused on key email engagement indicators:

- Total Views (%)
- Unique Views (%)
- Total Clicks (%)
- Unique Clicks (%)
- Click-to-View Ratio (Clicks-to-Views %)

Additional supporting metrics:

- Bounce Rate
- Unsubscribe Rate

Methodology Followed



3

Multidimensional Exploratory Data Analysis (EDA)

- **Year-over-Year Comparison:**
 - Analyzed overall performance changes between 2023 and 2024 to identify trends.
- **Time Slot Analysis:**
 - Examined engagement rate differences across various sending times (e.g., 9–10 a.m.) and different months.
- **Domain Analysis:**
 - Identified domains with strong performance and those with significant attrition.
- **Link Analysis:**
 - Filtered out top-performing and underperforming links based on click metrics.

Methodology Followed

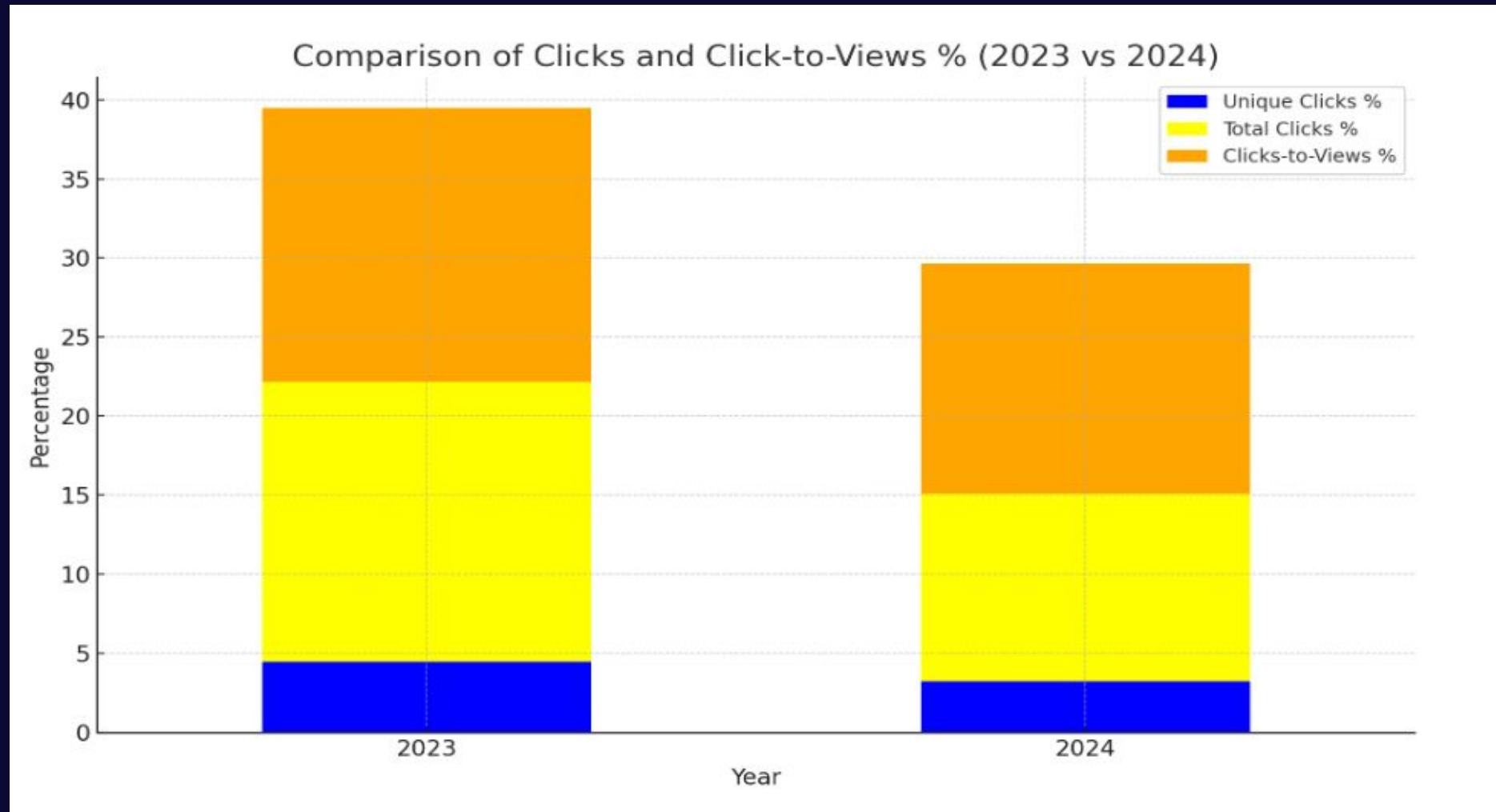


Insight Extraction and Strategy Formulation

Based on findings across multiple dimensions, we propose a combination of strategies including optimized sending frequency, audience segmentation, and timing enhancements.

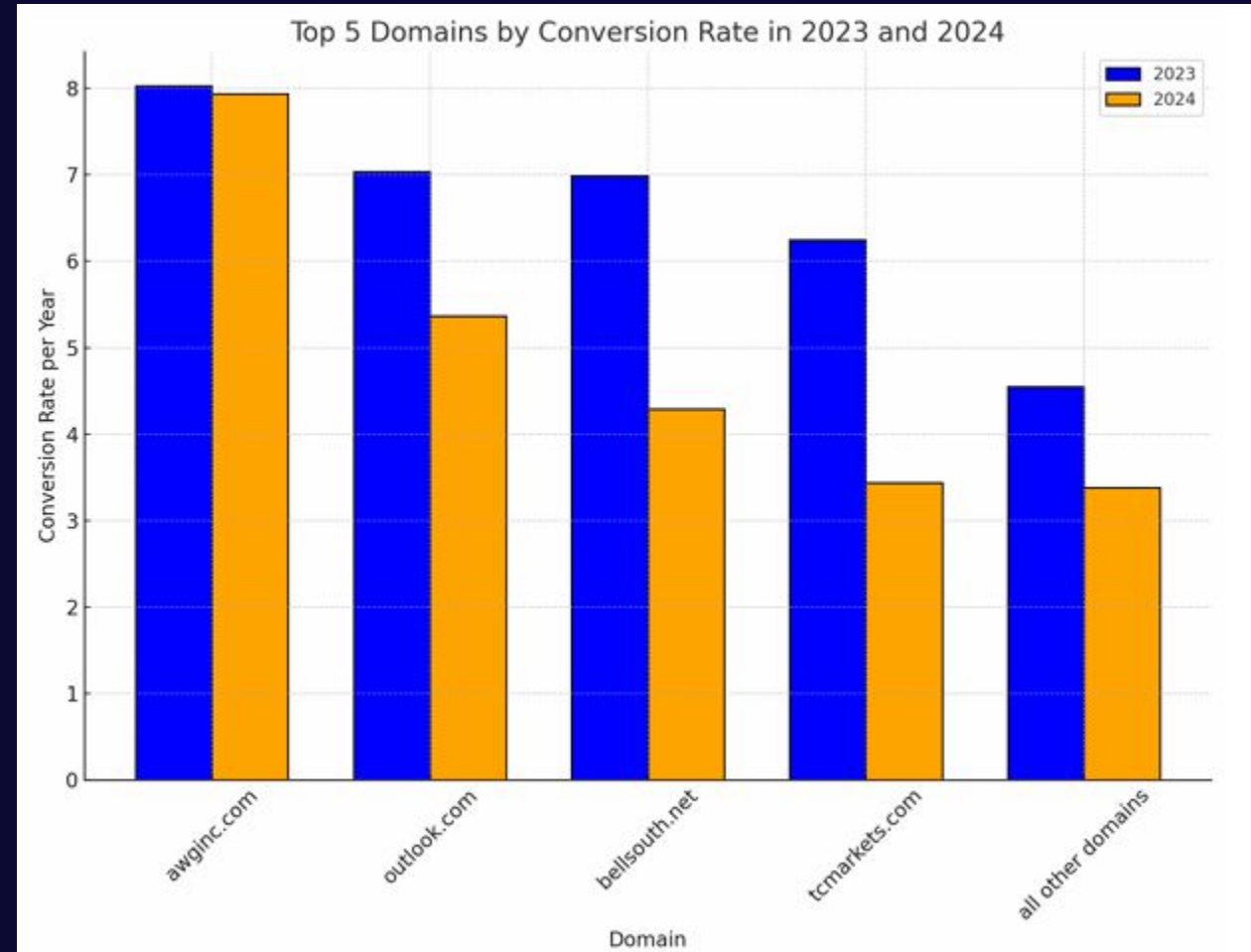
RESULTS OF INTEREST

Results : Clicks and Click-to-Views%



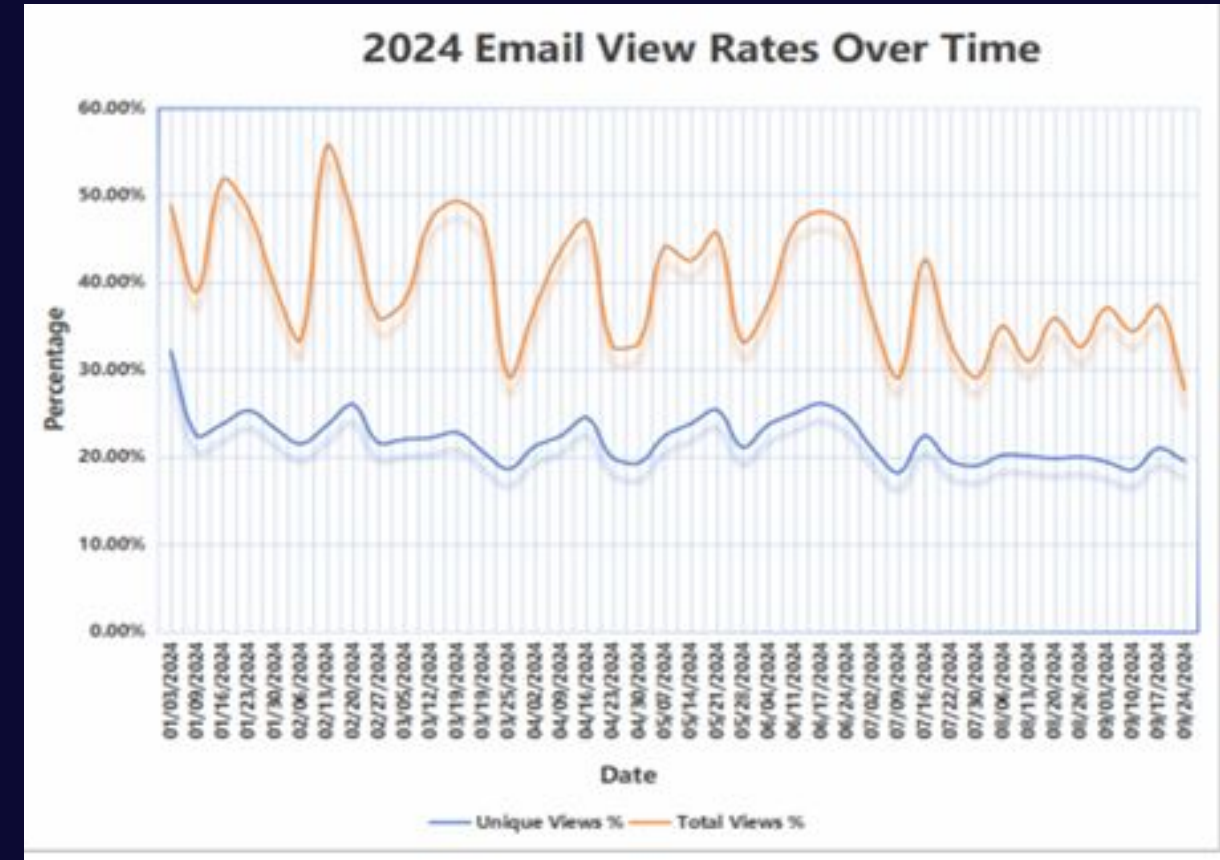
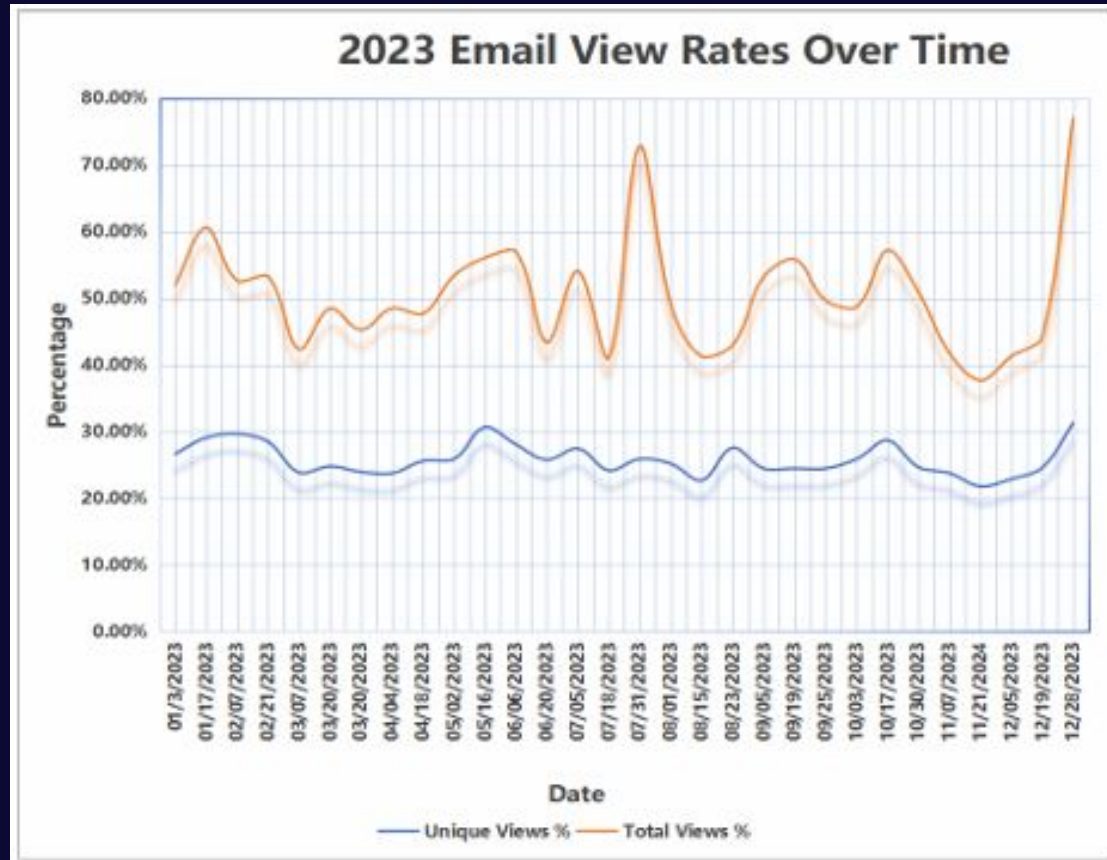
In 2024, both Unique Clicks % and Total Clicks % declined, along with a drop in Clicks-to-Views %, suggesting the email content was less engaging than in 2023.

Results : Conversion Rate



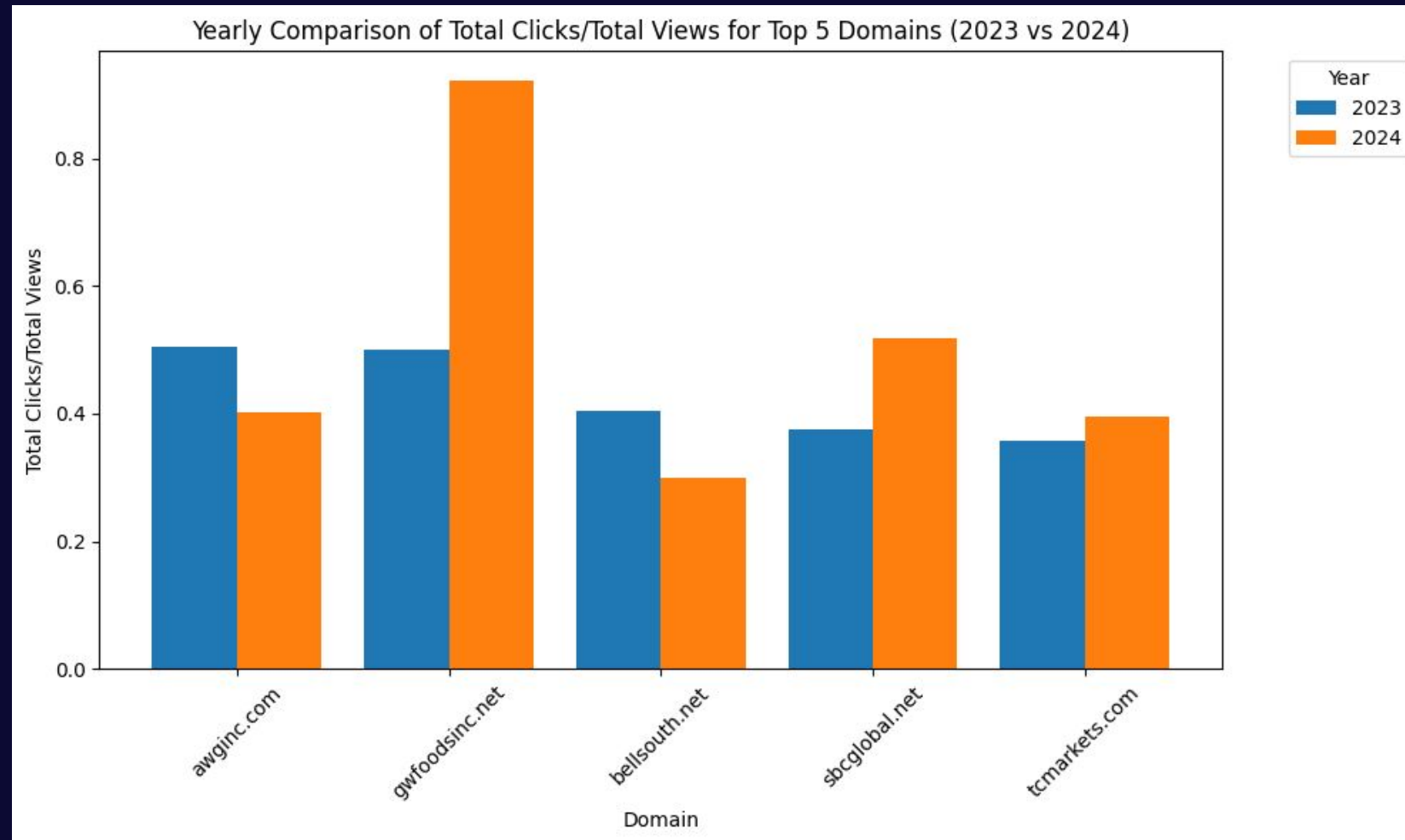
Conversion rates $((\text{Unique Clicks}) / (\text{Sent}) * 100)$ declined across all major domains in 2024, suggesting reduced campaign effectiveness or less motivated audiences.

Results of Email View Rates



Email engagement declined in 2024, with a clear drop in both total and unique view rates compared to 2023, suggesting reduced audience interest or effectiveness of campaigns.

Results: Total Clicks / Total Views



Engagement improved for some domains, especially **gywfoodsinc.net**, while others saw declines, suggesting varied content effectiveness across domains.

Results: Domain Performance



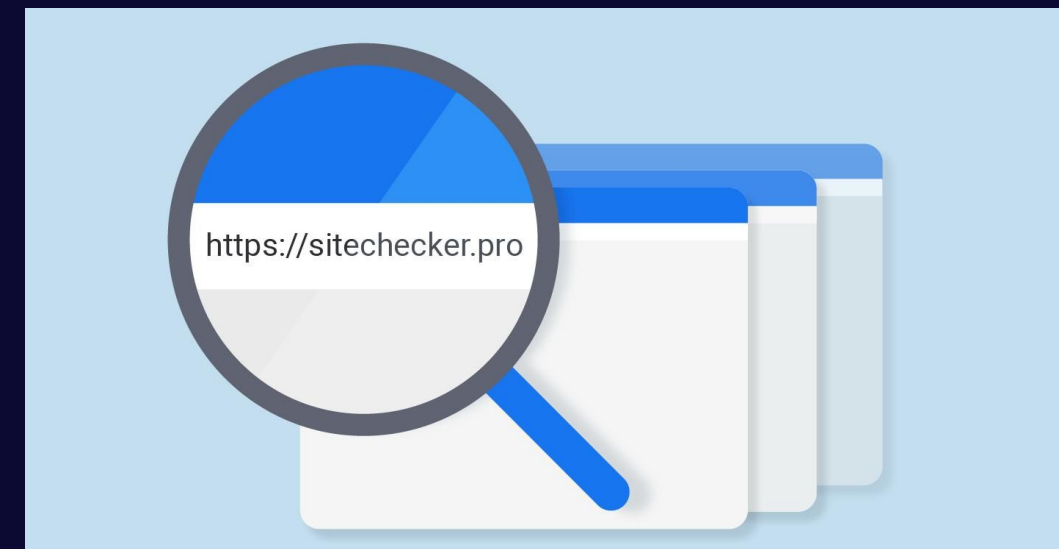
- 2023: Peak total clicks, better performance
- 2024: Mixed results, weaker performance



- awginc.com consistently led in both years
- gwfoodsinc.net, greers.com, and foodgiant.com saw improvement



- Notable drop in engagement for major domains like outlook.com, dyerfoods.com, gmail.com.



Results: URL Analysis

URL Click Trends



2023 peak in total clicks occurred August–September, surpassing 2024’s January–March peak. These peak periods reflect strong campaign timing and effective content delivery.

Top URL Performance



The top 2024 URL had fewer clicks than the top performer in 2023, indicating a decline in peak engagement.

Updates to content and relevance helped sustain or enhance visibility.

View Percentage Trends



View frequency and engagement dropped in 2024, suggesting a decline in user stickiness.

The Promotions Site continued to outperform others, reflecting strong interest and effective structure.

Takeaways: Challenges & Learnings

- Team schedules were difficult to align.

This semester, everyone was busy and it wasn't easy to work consistently. Although coordination was a challenge, we were able to finish everything.

- Working as a team required clear communication.

Since different people handled data, visuals, and writing, we had to make sure everyone was aligned. Shared documents and regular updates helped keep things moving without confusion.

- We learned how to respond to feedback and refine our approach.

As we progressed, we realized some early angles didn't add much value. After reviewing feedbacks, we adjusted our report to provide clearer and more useful recommendations.

Takeaways: Challenges & Learnings

- The project helped us better understand business impact.

Looking beyond open and click rates, we started to think more about what engagement trends mean for unsubscribe rates, and how email frequency can affect long-term customer retention.

Cadence Strategy Recommendation



Hybrid Cadence

- Weekly emails during high-engagement periods (Aug/Dec),
- Biweekly during lower-traffic months (April, May)



Segment Lists

- High-performing domains receive regular weekly content
- Lower-performing domains receive less frequent, personalized communications



Optimize Timing

- Set email dispatch timing within the 9:00 AM to 10:00 AM window

Conclusion

Hybrid Approach

Balance visibility
and engagement

Optimize timing and segment based on
reception



Appendix

Metric	2023 (Bi-weekly)	2024 (Weekly)
Total Views %	35	24
Unique Views %	19	15
Total Clicks %	13	6
Unique Clicks %	3	2
Clicks-to-Views %	16	15
Bounces %	0.43	0.06
Unsubscribes %	0.003	0.007

THANK YOU