Industry-Level Engagement Report

This report provides a high-level analysis of email engagement performance by industry, based on our recent outreach campaign. Using fuzzy-matched company names from Apollo and our internal industry segmentation list, we were able to assess how well different industries responded to our messaging.

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| Industry | Emails Sent | Opens | Clicks | Open Rate (%) | Click Rate (%) |
| Construction and Engineering | 2 | 2 | 0 | 100.0% | 0.0% |
| Consumer Packaged Goods | 1 | 1 | 0 | 100.0% | 0.0% |
| Education | 5 | 5 | 2 | 100.0% | 40.0% |
| Energy and Water | 4 | 4 | 0 | 100.0% | 0.0% |
| Financial Services | 34 | 34 | 11 | 100.0% | 32.35% |
| Healthcare | 2 | 2 | 1 | 100.0% | 50.0% |
| High Technology | 6 | 6 | 0 | 100.0% | 0.0% |
| Industrial Manufacturing | 40 | 40 | 4 | 100.0% | 10.0% |
| Life Sciences | 3 | 3 | 0 | 100.0% | 0.0% |
| Oracle Internal | 1 | 1 | 0 | 100.0% | 0.0% |
| Professional Services | 7 | 7 | 0 | 100.0% | 0.0% |
| Wholesale, Transportation and Logistics | 3 | 3 | 2 | 100.0% | 66.67% |

## Key Insights:

- Financial Services was our most engaged industry with the highest email volume and strong click-through rates. This is a clear segment to prioritize for retargeting.  
- Education had a smaller sample size but a high click rate, suggesting potential with more tailored messaging.  
- Construction, Energy, and Consumer Packaged Goods showed good open rates but zero click engagement, indicating a need for content refinement.  
- While all industries achieved a 100% open rate, we received no replies—this points to improving our CTA clarity or making next steps more compelling.