

Marketing Email Campaign

Total emails sent

92337

Opened Emails

22353

Clicked Emails

2017

Conversions

1277

Bounced Emails

28

Unsubscribed

48

Total Clients

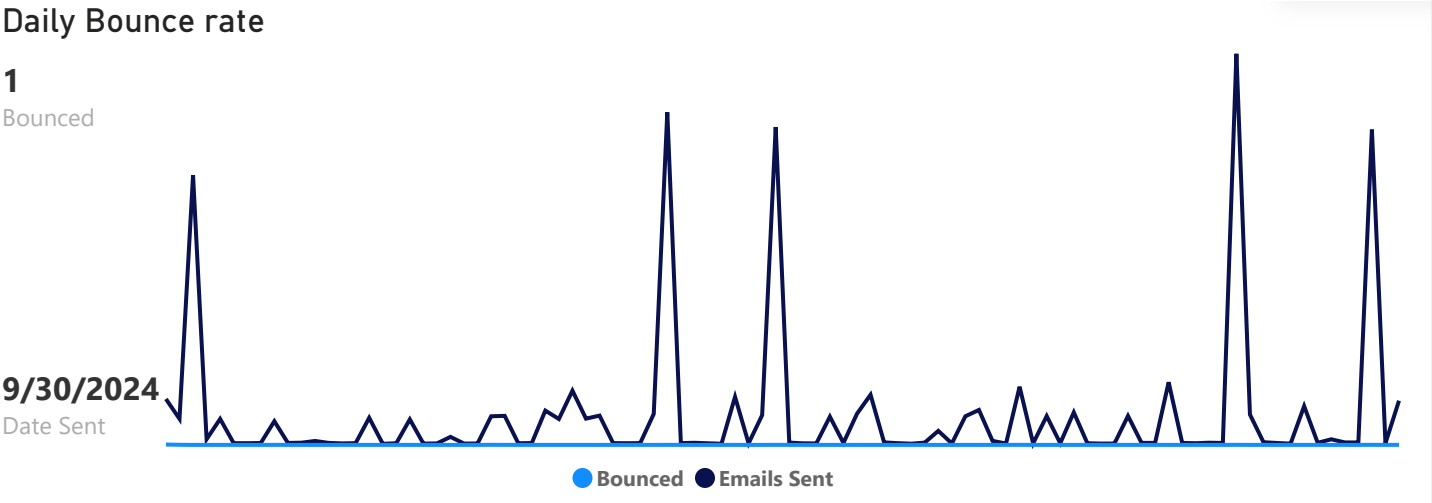
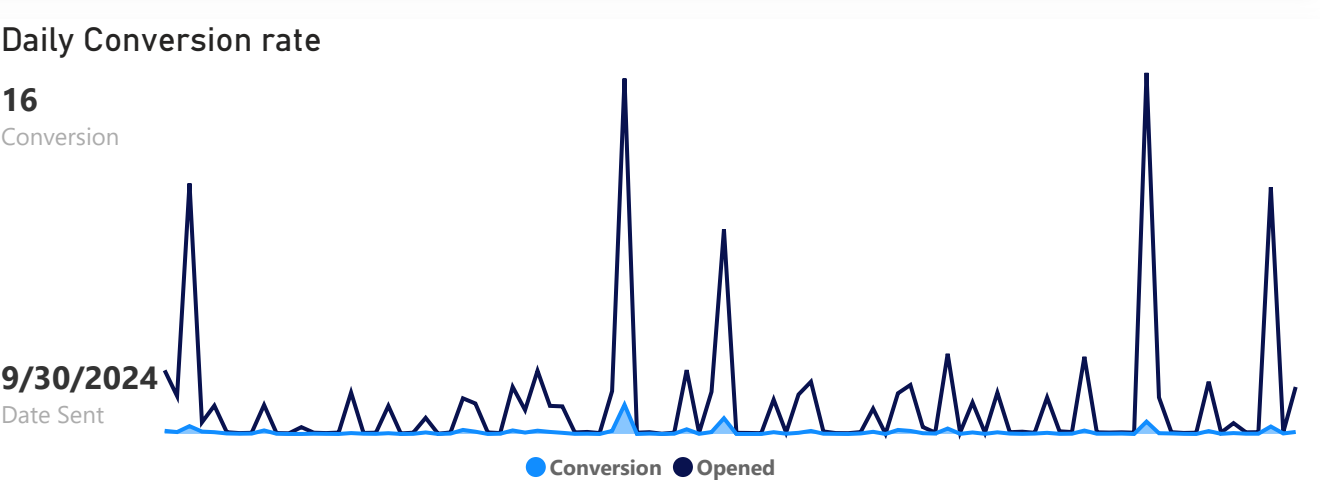
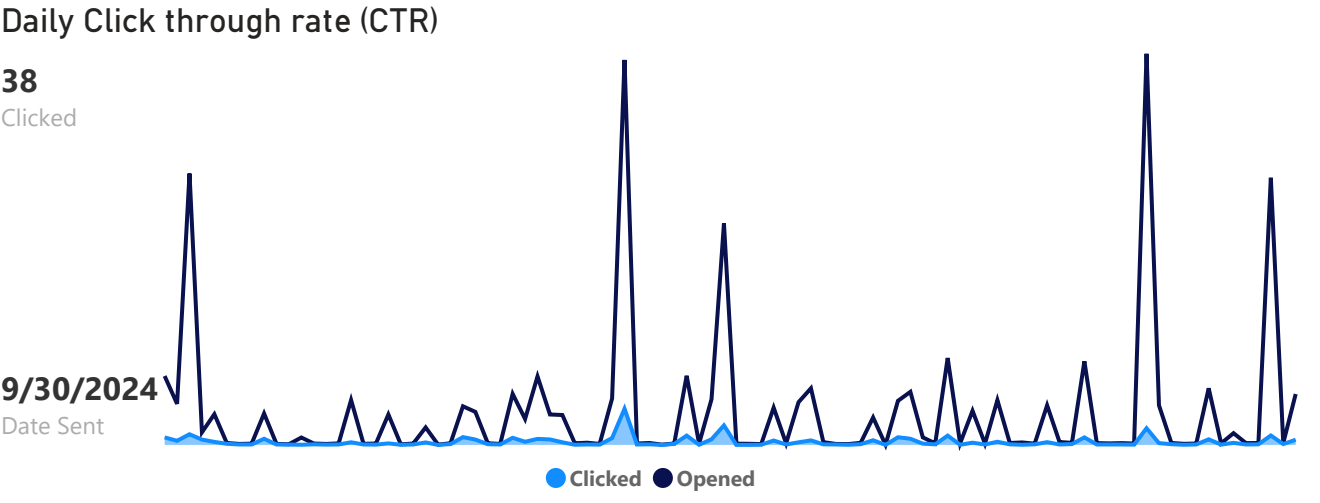
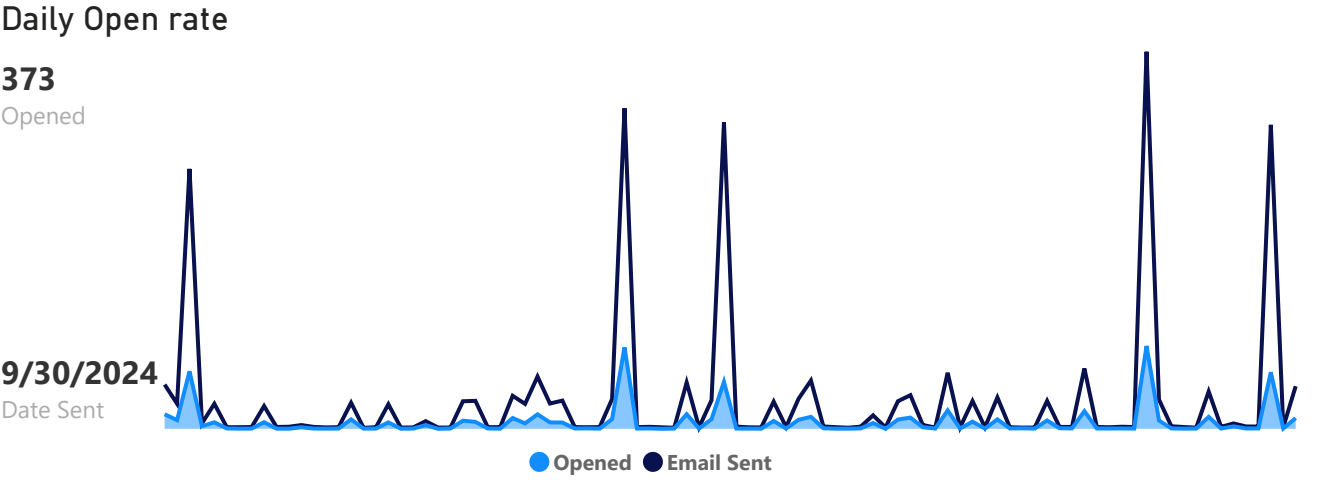
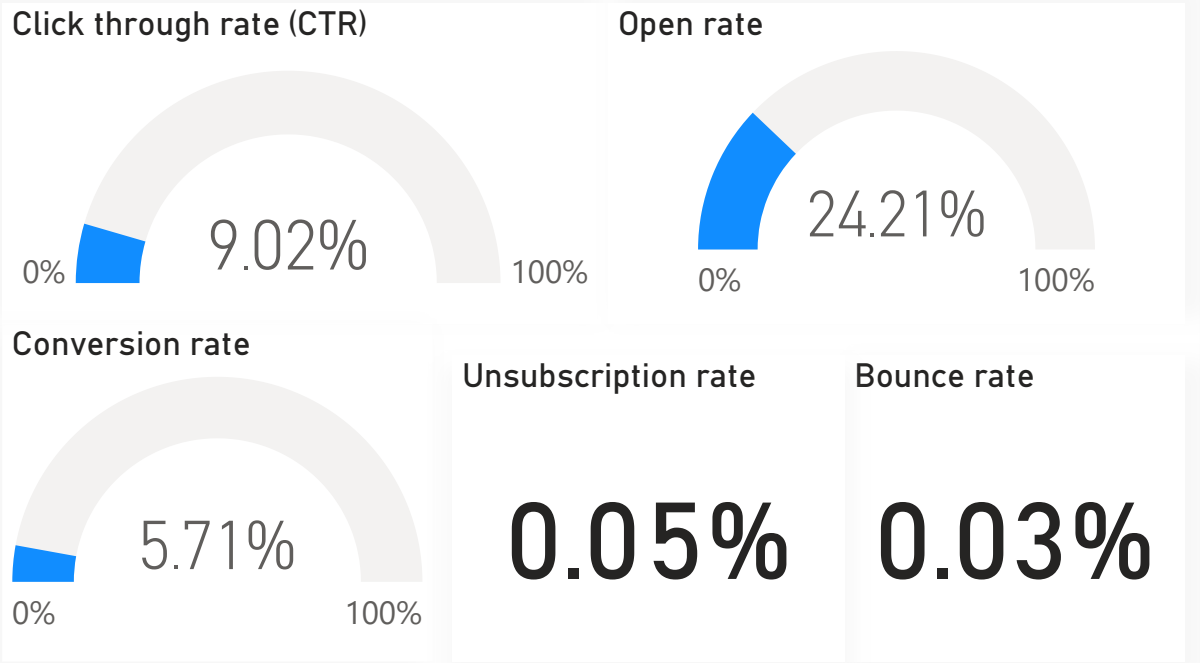
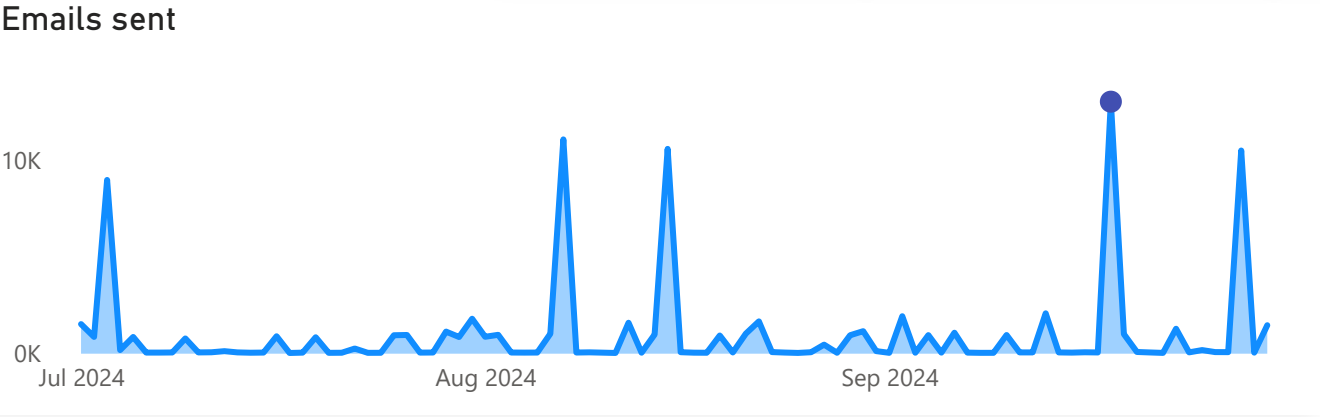
15209

Month

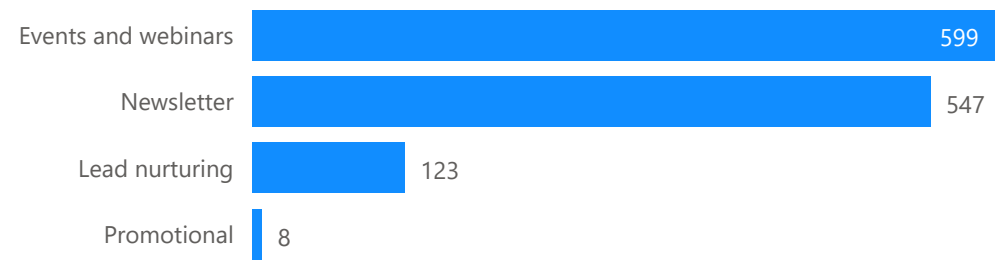
July

August

September

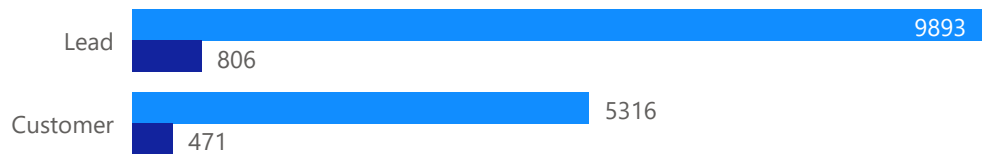


Conversion by Campaign Type



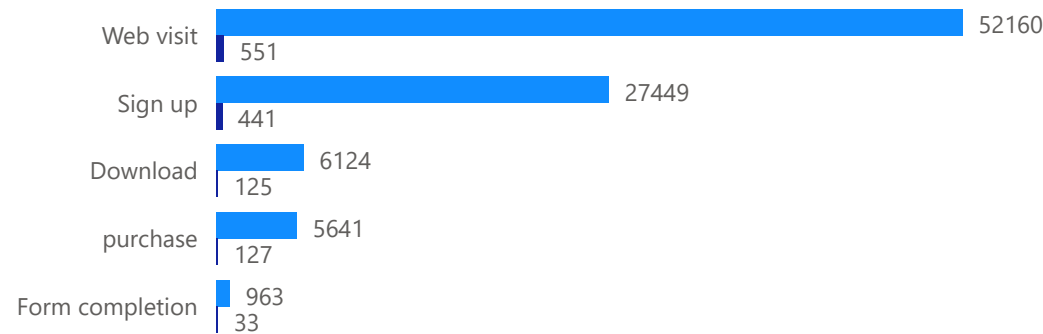
Total Clients vs Conversion

● Total Clients ● Conversion



Conversion Target vs Current Conversion

● Conversion Target ● Conversion



| Month | Conversion rate |
|-----------|-----------------|
| July | 5.62% |
| August | 7.34% |
| September | 4.18% |
| Total | 5.71% |

Month

☐ July

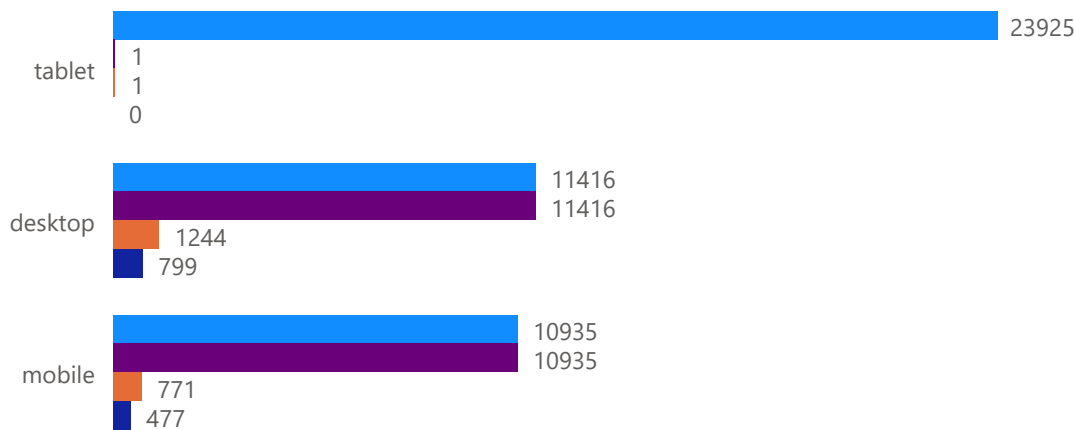
☐ August

☐ September

| Campaign Name | Conversion |
|---|------------|
| August Newsletter | 349 |
| September Newsletter | 140 |
| After event follow up | 125 |
| Product Workshop Invitations July | 100 |
| Product Workshop Invitation September | 89 |
| Product Workshop Invitation August | 65 |
| Drip3 - Licensing and pricing plan options | 63 |
| July Newsletter | 58 |
| Drip2 - Trial end reminder | 56 |
| Content creation training inviation August | 45 |
| Content creation training inviation July | 40 |
| Event topic survey | 33 |
| Events Calendar Announcement August | 26 |
| Event calendar announcement July | 15 |
| September Guest Speaker Webinar Invitation 2 | 14 |
| August Guest Speaker Webinar Invitation 1 | 13 |
| Content creation training inviation September | 9 |
| August Guest Speaker Webinar Invitation 2 | 8 |
| Discount offer for active influencers | 8 |
| July Guest speaker webinar invitation 1 | 7 |
| July Guest speaker webinar invitation 2 | 6 |
| Drip1 -Platform guide and benefits | 4 |
| September Guest Speaker Webinar Invitation 1 | 4 |

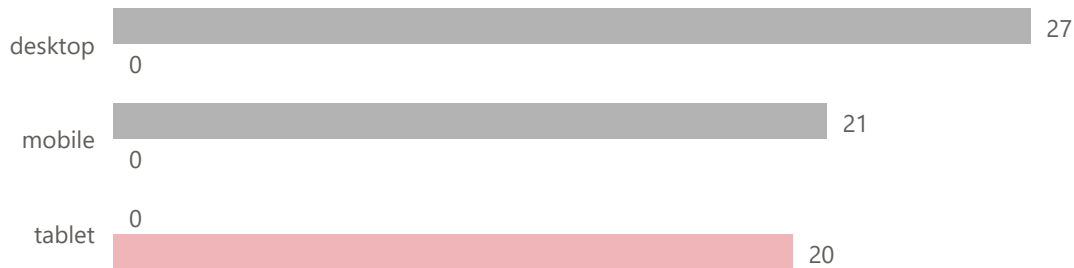
Emails sent by Device

● Emails sent ● Opened ● Clicked ● Conversion



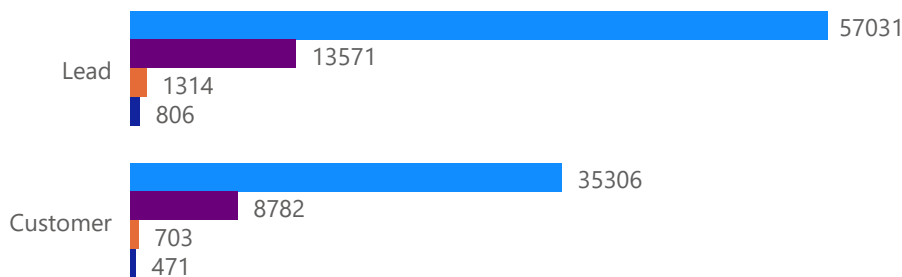
Unsubscribed and Bounced by Device

● Unsubscribed ● Bounced



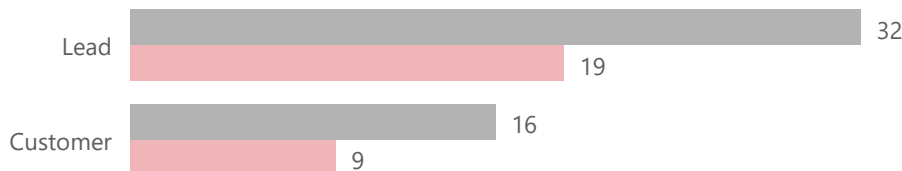
Client Segmentation

● Emails sent ● Opened ● Clicked ● Conversion



Unsubscribed and Bounced Client Segment

● Unsubscribed ● Bounced



Month

☐ July

☐ August

☐ September

Conversion by Country

Client Segment ● Customer ● Lead

Month ▼
☐ July
☐ August
☐ September

