



feels like
Home

August Email Marketing Report
For All Line



Campaign SMART goals & activities

- **Goal 1:** Grow the email subscriber list by 12,000 people by the end of September by partnering with social and paid media specialists and launching an email referral program that offers discounts to existing subscribers
- **Goal 2:** Increase the monthly conversion rate of current subscribers by 2% within six months of launch by segmenting the email list for the *For All* line of products.



Campaign KPIs

- New subscribers added
- Conversion rate
- Open rate
- Click-to-open rate

New email subscribers added

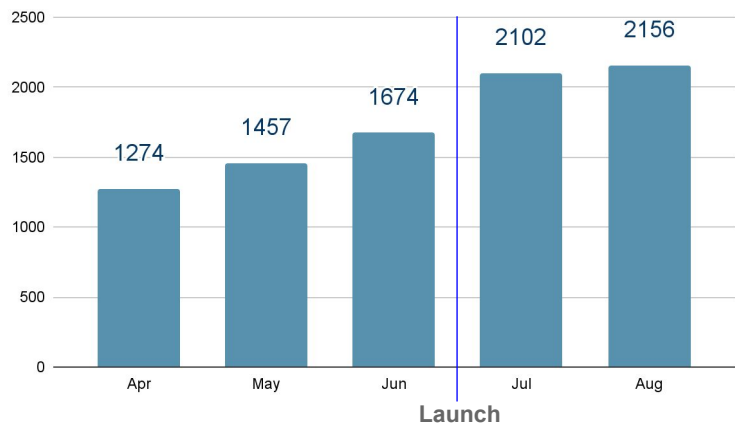
Goal

12K new subs by
end of Sept.

Gap to target

Aug: 3,337

New Subscribers (April-August)



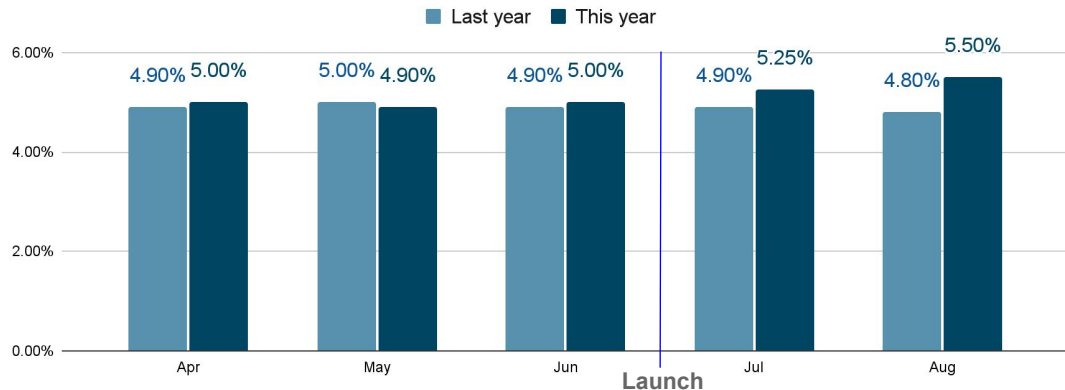
Summary: This bar graph shows that the subscriber list has grown at an increased rate from April to July and remained stagnant between July and August. The total subscribers is not near enough to reach the target of 12,000 subscribers by the end of September. The most significant increase in subscribers occurred in July with a 25.5% increase which suggests the launch of For Line may have been a factor in the over 400 new subscriber increase. In order to reach the goal of 12,000 new subscribers there would need to be a 2,000 new subscriber increase each month by October. However, we are well over the 3,000 new subscriber target.

Recommendations: Looking at the data, it suggests that the 12,000 new subscriber increase had been too demanding for the current increases that are occurring. We will continue to track the new subscriber metrics and will determine new targets in the next few weeks that align well with our other activities.

Monthly conversion rates

Goal
Increase 2%
by end of Dec.

Company-wide email conversion rates



Summary: Since the launch of For All campaign, the conversion rate saw an increased of 0.25% in both July and August. If this rate continues we are on track to meet our goal by the end of January next year (2% increase) only a month behind schedule.

Recommendations: There is room for improvement in our email marketing in targeting conversions. The team should try to create impactful CTA and promotional email content that boosts our open rate and click-to-open rate. However, considering the goal will be attained a month behind schedule, it is crucial to monitor and track this metric as a new digital marketing strategy may need to be considered if conversion rates remain at a steady rate.

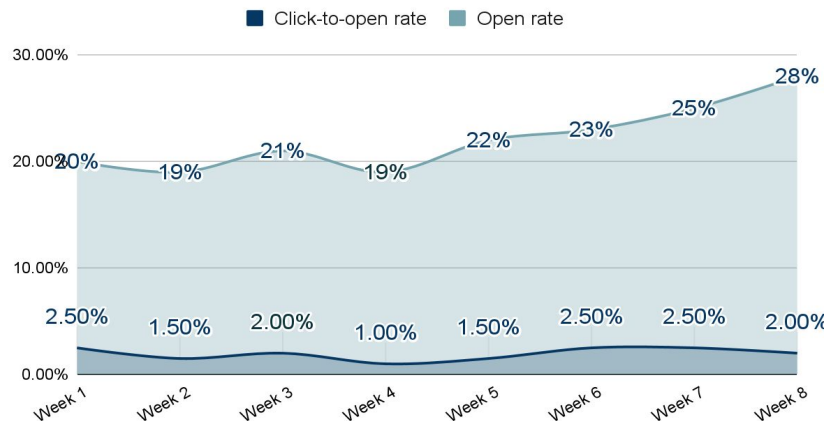
Weekly open rates vs. click-to-open rates

Industry benchmarks

Open rate: 20%

Click-to-open rate: 3%

Weekly rates (July–August)



Summary: Great news, our campaign has reached the industry benchmark with six out of eight weeks meeting the 20% open rate. The open rate has continued to increase from July to August and in the last four weeks we have seen a 6% increase and are currently at 28%. However, the companies click-to-open rate has not met industry standard and has remained consistent between a 1.5% to 2.5% increase. Despite our increase in open rates our click-to-open rate has still remained below the industry benchmark of 3%.

Recommendations: One of the main focuses moving forward is to work on meeting the industry benchmark for our campaigns with our click-to-open rate. Strengthening our email marketing campaigns by running A/B tests and trialing various CTAs and email layouts may help increase these numbers. In doing so, more customers will visit the website and thus with successful email strategy improve our conversion rates.



Conclusion and next steps

Campaign performance:

- Above industry standard for open rates,
- Consistent increase in new subscribers after the launch of the new campaign,
- CTOR remains a concern and is below industry standard.

Action items:

- Continue to monitor campaign metrics, KPI's and goals,
- Run A/B tests, trial new CTAs and trial new email layouts and copy to improve customer conversion and CTOR.

Future recommendations:

- Consider SMART goals achievability and reassess if needed,
- Continue to use email strategies that increased new subscribers in July/August.
- Run more A/B testing and compare results.