



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

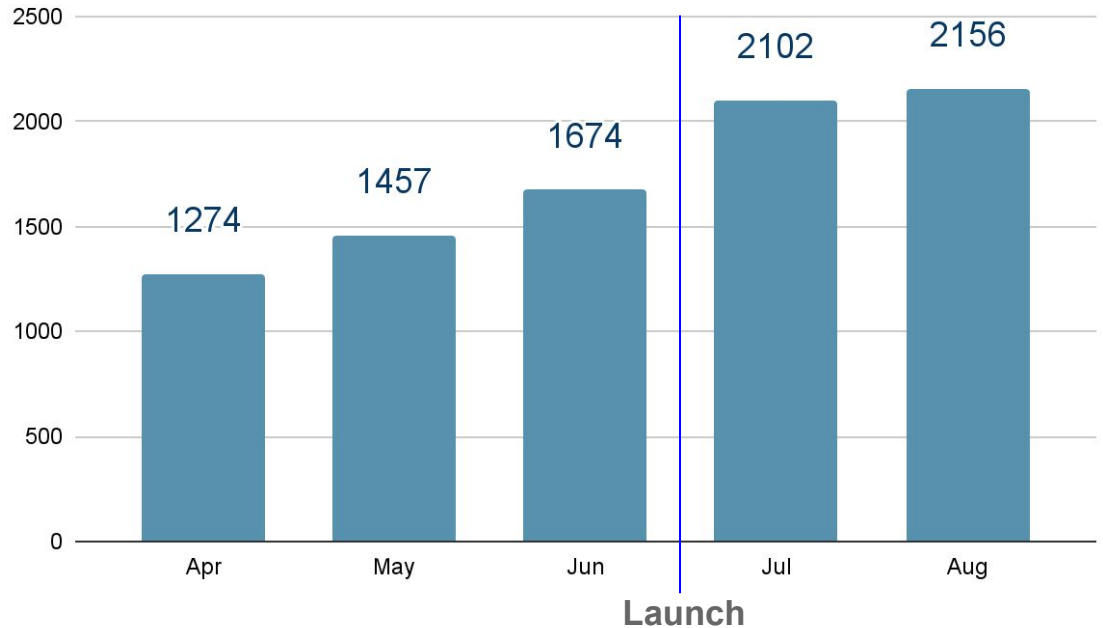
Goal

12K new subs by
end of Sept.

Gap to target

Aug: 3,337

New Subscribers (April-August)

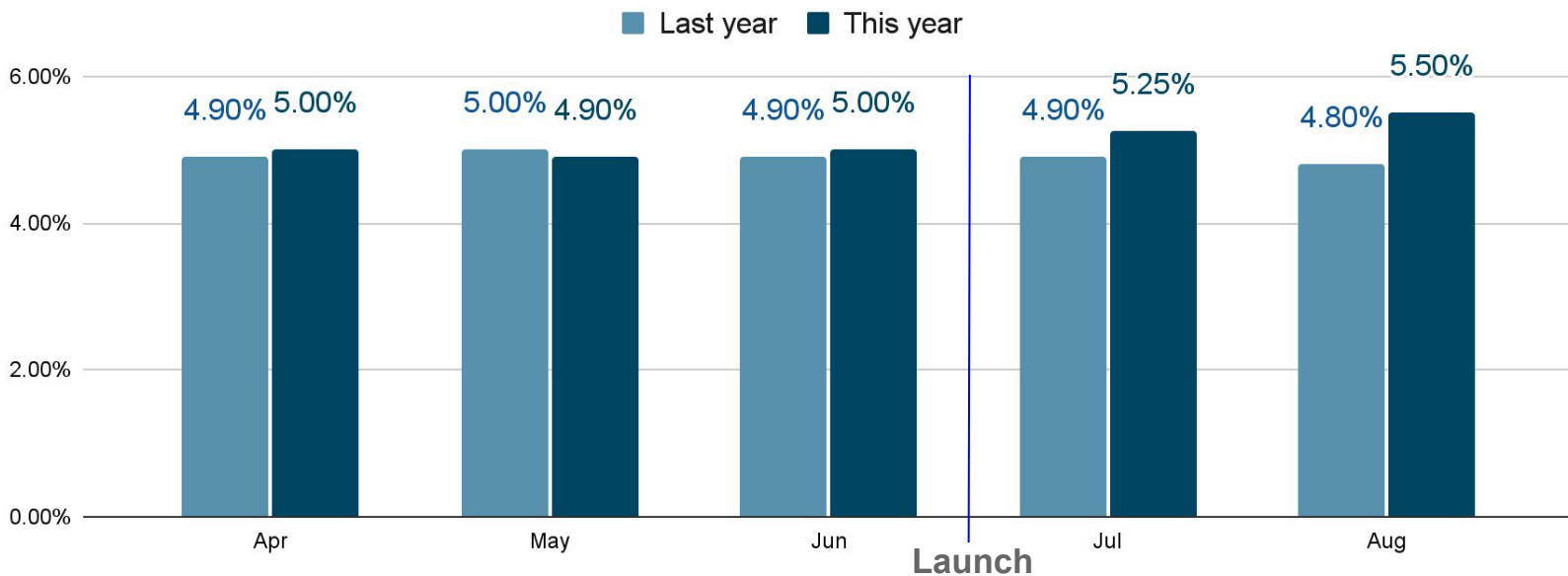




Monthly conversion rates

Goal
Increase 2%
by end of Dec.

Company-wide email conversion rates

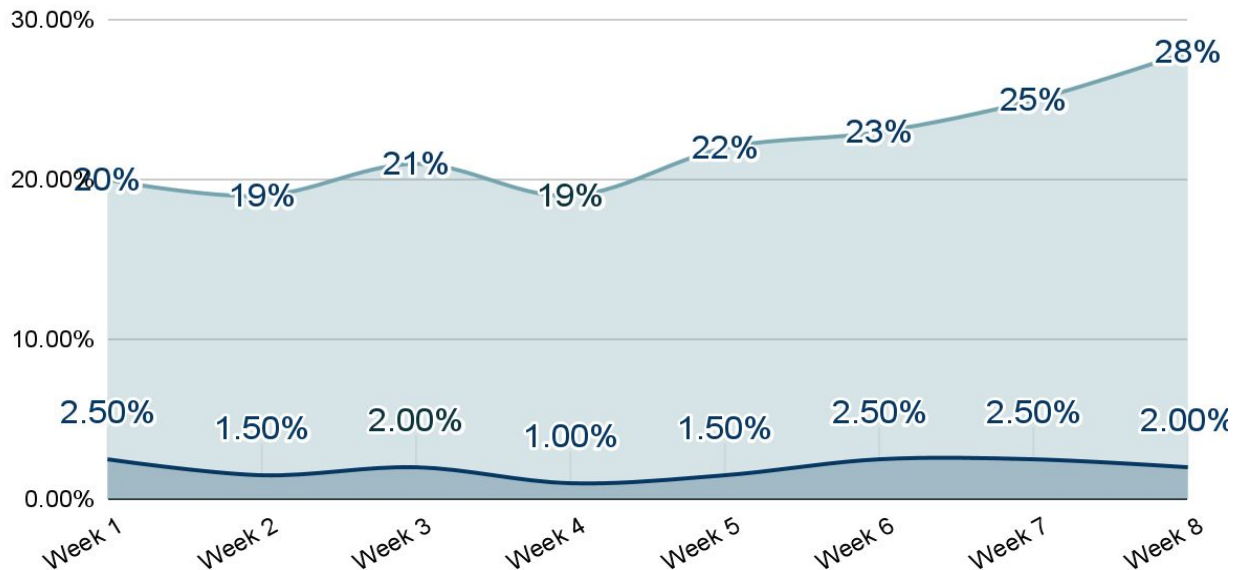




Weekly open rates vs. click-to-open rates

Weekly rates (July–August)

■ Click-to-open rate ■ Open rate



**Industry
benchmarks**

Open rate: 20%

**Click-to-open
rate: 3%**



Conclusion and next steps

- Overall, we're on track to achieving the campaign's call with some minor delays, specifically in the number of subscribers and the conversion rate.
- Launching the *For All* has a positive impact on the overall performance of our email marketing and we'd recommend incorporating being innovative in the brand voice to reap long term benefits.
- Our Click-to-open rates need some analysis and research which we can focus on following this campaign for a steady growth. Running A/B testing prior to future campaigns is worth considering.