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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

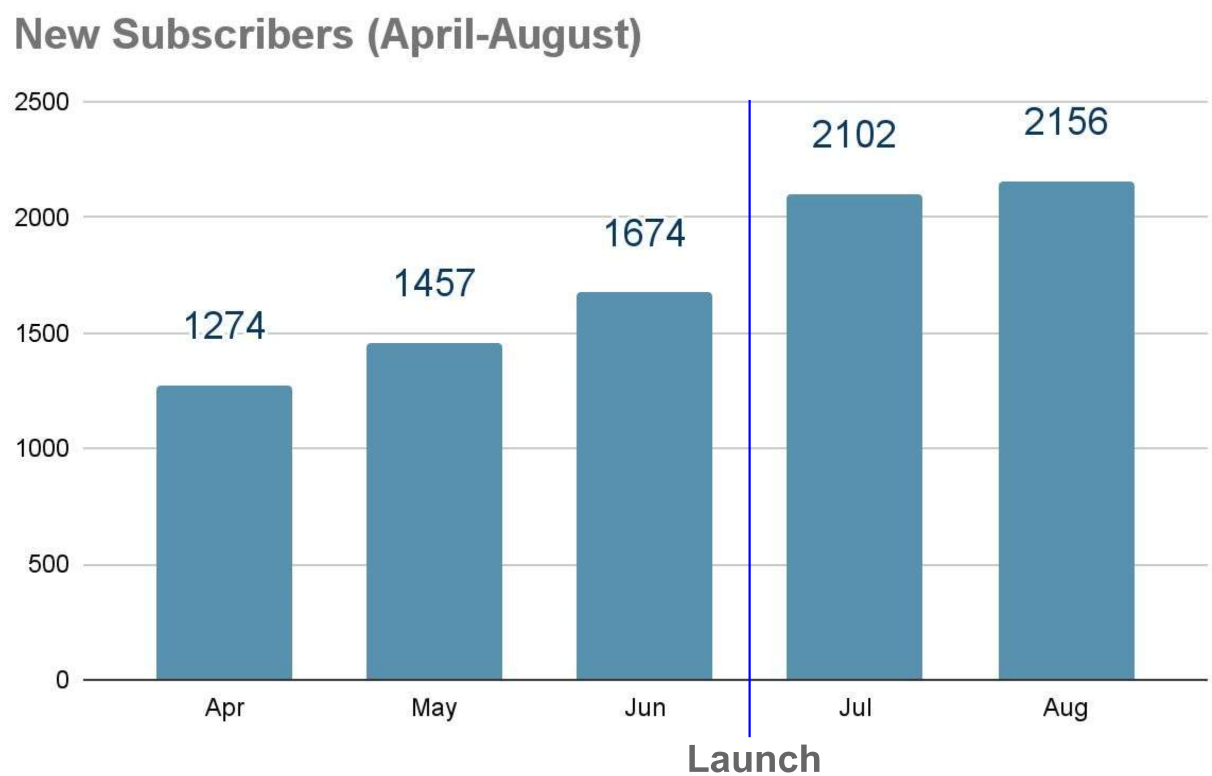
New email subscribers added

Goal

12K new subs by end of Sept.

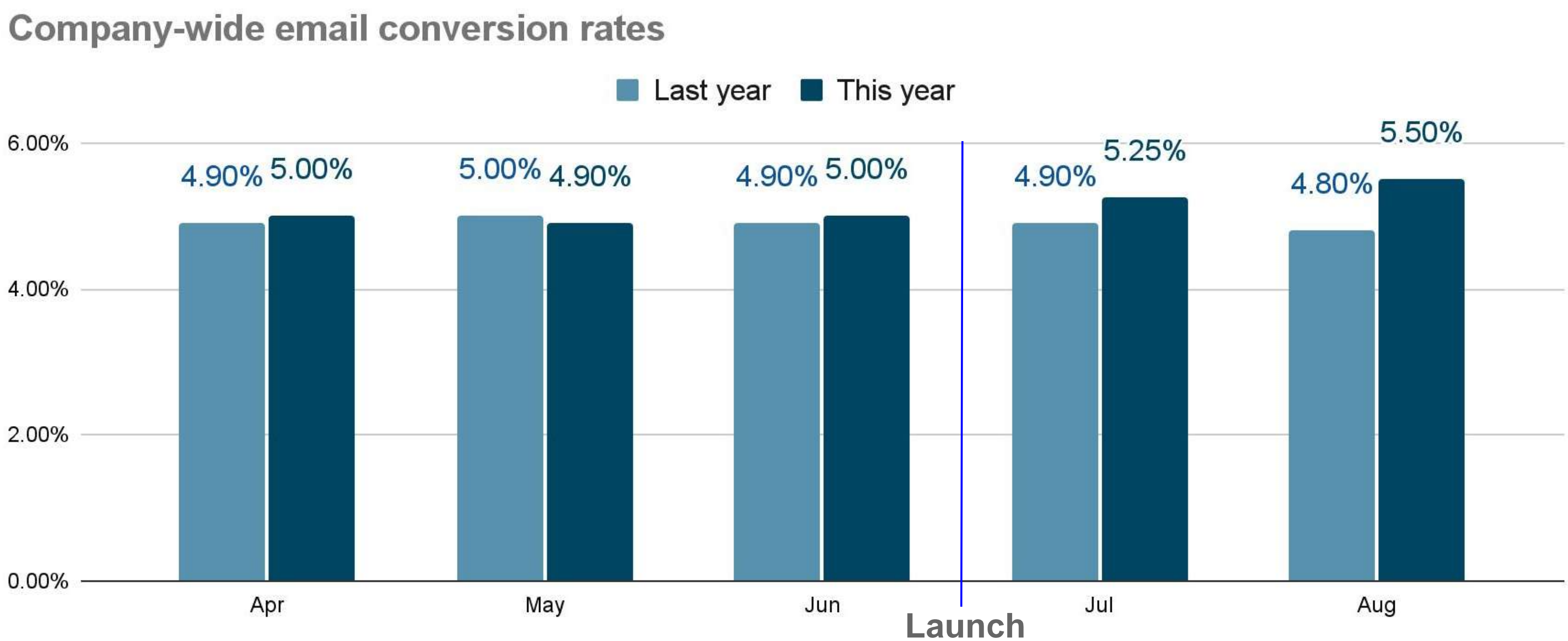
Gap to target

Aug: 3,337

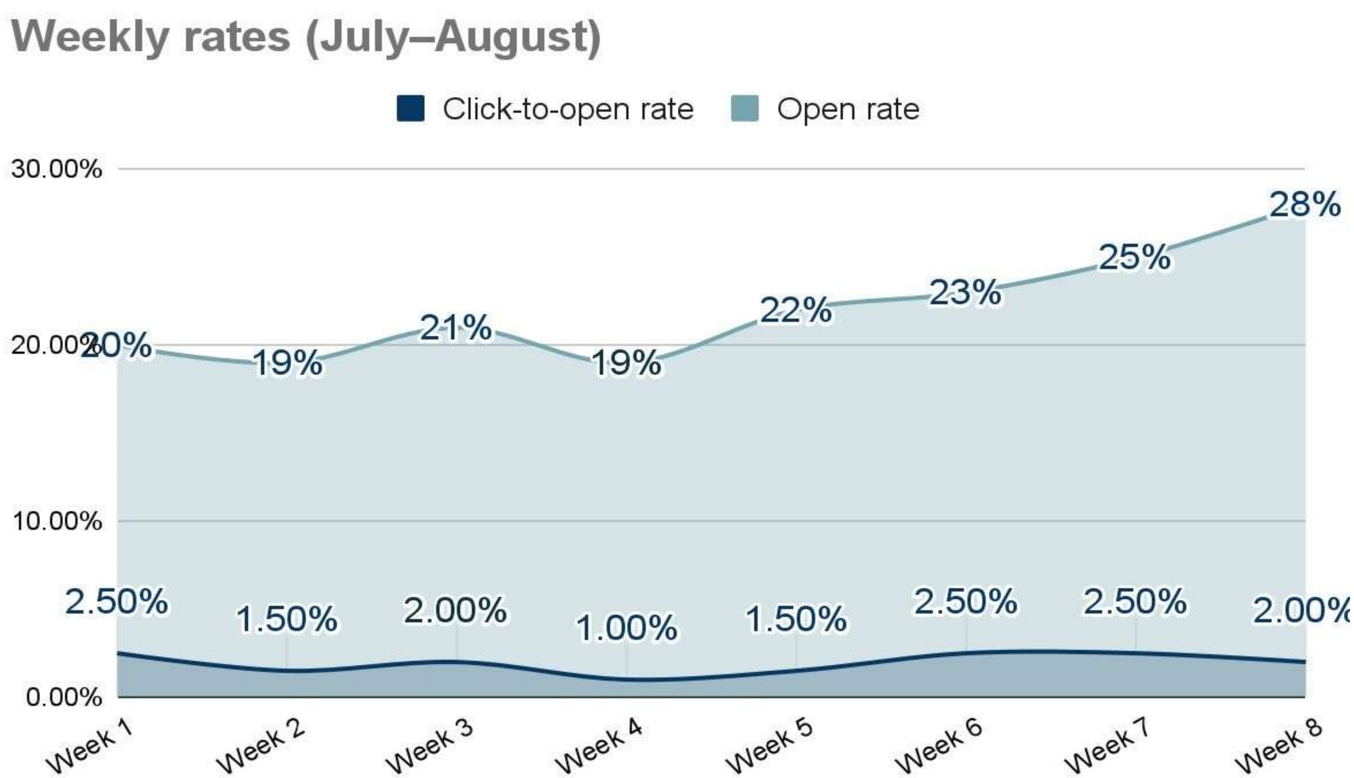


Monthly conversion rates

Goal
Increase 2% by end of Dec.



Weekly open rates vs. click-to-open rates



Industry benchmarks

Open rate: 20%

Click-to-open rate: 3%

Conclusion and next steps

The campaign has seen a good improvement in new monthly subscribers and conversion rate after launch, but is not pacing to meet our goals in the timeframe that we had targeted.

From our KPIs, we can see not only how many new people are seeing our emails, but how many are interacting with our emails, and also taking action through our campaign emails.

Immediate action items are sending cart abandonment and remarketing emails to anyone who has started a cart or has clicked a link in one of our emails.

I would recommend tailoring our goals to not only industry benchmark data, but our past performance as well. This will give a more accurate timeline in how long it will take to meet our targets.