



# Customer B Email Campaigns 2021 - 2023

Statistics, Analysis, Perspectives

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### 1. Introduction, goals and data

This report presents and analyses Customer B email campaign data collected between June 2021 and August 2023. The goals are:

- To analyse how well the email campaigns performed over time;
- To identify the tendencies using historical data;
- To establish how Customer B metrics compare to the industry standards;
- To demonstrate to the Executive that email campaigns can be monetised.

The data for this report was downloaded from the MailChimp Mailing platform which was used from June 2021 onwards to distribute Customer B emails. The dataset includes all email correspondence sent between June 2021 and August 2023. Additional data includes information about the audience (the number of subscribers and un-subscribers).

The next section presents the specific metrics used to evaluate the performance of Customer B mailing campaigns. To compare these to the industry benchmarks, various email marketing platforms were studied to find the most suitable industry (e.g., MailChimp, Constant Contact, Hubspot, GetResponse, Benchmark Email). Most of them distinguish healthcare and hospital categories but do not set apart the 'professional associations' category which would be more appropriate for Customer B. For this reason, the numerical findings in Section 4 were compared with benchmarks provided by the 'Benchmark Email' email marketing platform which has a 'Non-Profits/Associations/Public service' category.

The next section presents the email campaign performance indicators and user engagement metrics that were used in this analysis.

## 2. Metrics

### 2.1. Deliverability

The first important metric in email marketing is **email deliverability**. It is critically important in the evaluation of campaign success as it shows the ability of the emails to reach recipients' inboxes. This includes the emails that landed in the main inbox, rather than in the spam folder or bounced as undeliverable.

The deliverability is calculated as follows:

$$= \text{emails delivered} / \text{emails sent} \times 100$$

Having a high deliverability rate is important as email service and internet service providers monitor the bounce rates and spam complaints, namely, service providers may mark senders of spam and bounce emails as 'untrustworthy' or of low reputation. This might lead to difficulties in reaching the audience for future campaigns when the deliverability is low.

Finally, a high deliverability rate is evidence of good cost-efficiency, namely the resources are spent only on the emails that reach the audience's inboxes.

In connection with deliverability, it is important to monitor the **unsubscribe rate** and **bounce rate**. The bounce rate is calculated as follows:

$$= \text{number of undelivered emails} / \text{emails sent} \times 100$$

A low bounce rate is crucial for good email deliverability as this has an impact on the reputation of the sender for internet service providers. The more bounces and spam complaints about the sent campaigns, the more reason for future mailings to land in spam folders or even be blocked by email service providers.

The unsubscribe rate is related directly to audience engagement and is calculated as follows:

$$= \text{number of unsubscribes} / \text{emails delivered} \times 100$$

If the unsubscribe rate is growing, it means that the email campaigns are losing relevance for the recipients and they are becoming unengaged and disinterested. At the same time, a low unsubscribe rate is indicative of good audience engagement and a healthy mailing list.

## 2.2. Open Rate

The **open rate** of email campaigns is the first and most important email marketing metric which is calculated as follows:

$$= \text{opened emails} / \text{delivered emails} \times 100$$

This metric shows the percentage of recipients who open and view an email campaign out of the total number of emails delivered. It is an indicator of the effectiveness of the subject lines and the engagement of readers with the email campaigns. A higher open rate indicates that the emails are capturing the attention of recipients and the subject lines encourage them to open and read the message. However, open rates cannot be used in isolation to evaluate the success of email campaigns because they do not reflect if the recipient took any further action after opening the email (e.g., signed up for a webinar or purchased society membership).

## 2.3. Click through rate

**Click-through Rate (CTR)**, on the other hand, is the metric that shows whether after opening the recipient clicked on the links contained in the email. It is calculated as follows:

$$= \text{number of clicks} / \text{delivered emails} \times 100$$

CTR provides an insight into how effective the content of emails and calls-for-action is, and whether the audience is engaging with your emails. A high CTR suggests that recipients found the information compelling enough to click on the link, learn more and take the desired action.

## 2.4. Clicks per Unique Opens

This engagement metric complements CTR and shows how effectively email content drives the recipients to an action. It complements the insights that CTR provides. It is calculated as follows:

$$= \text{total clicks} / \text{unique opens}$$

**Clicks per unique opens (CUO)** helps evaluate whether the email text is compelling enough to drive the reader to open links and take action, as it provides a deeper insight into how many clicks each user that opened the campaign did. This metric helps better understand whether this campaign has financial returns. This metric has to be taken with a pinch of salt as there are no industry averages available to inform comparison.

Combined open rate, CTR and clicks per unique opens (CUO) provide an overview of whether the email campaign is successful or not. The higher these metrics are, the more interested are the recipients of the email campaign in the content of the emails and the more likely the campaigns will have financial returns.

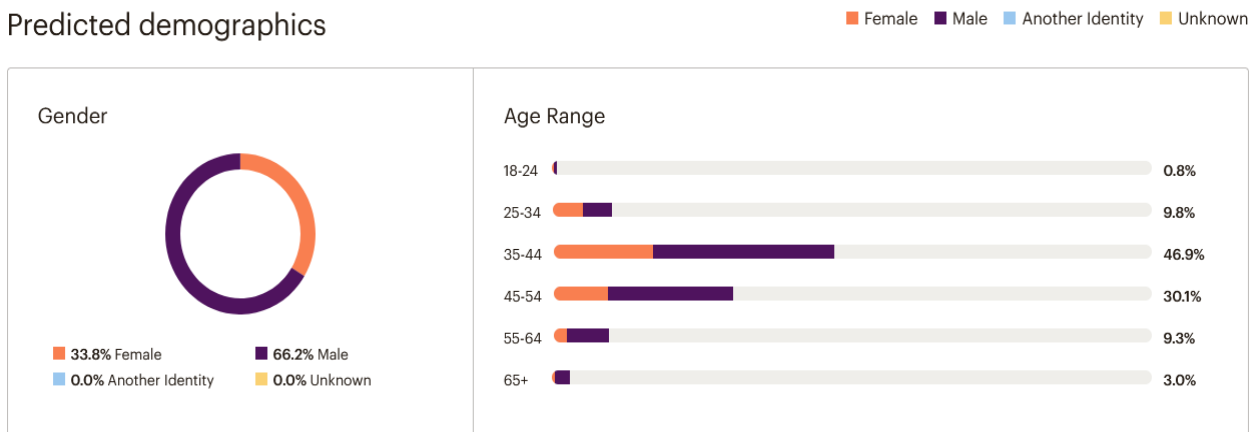
In the next section, the audience of subscribers and their demographics is presented.

### 3. Customer B Audience

The Customer B mailing list contains **15452 active subscribers** (as of September 6, 2023), most of whom sign up for Customer B emails via the website. The majority read Customer B emails on a **desktop computer (60.5%)**; **almost 40%** of subscribers open their emails on a **smartphone**.

Although subscribers do not insert demographic information about themselves at the sign-up stage, MailChimp provides a prediction of user profile characteristics based on data science insights. The predicted demographics on gender and age of Customer B subscribers look as follows:

Predicted demographics

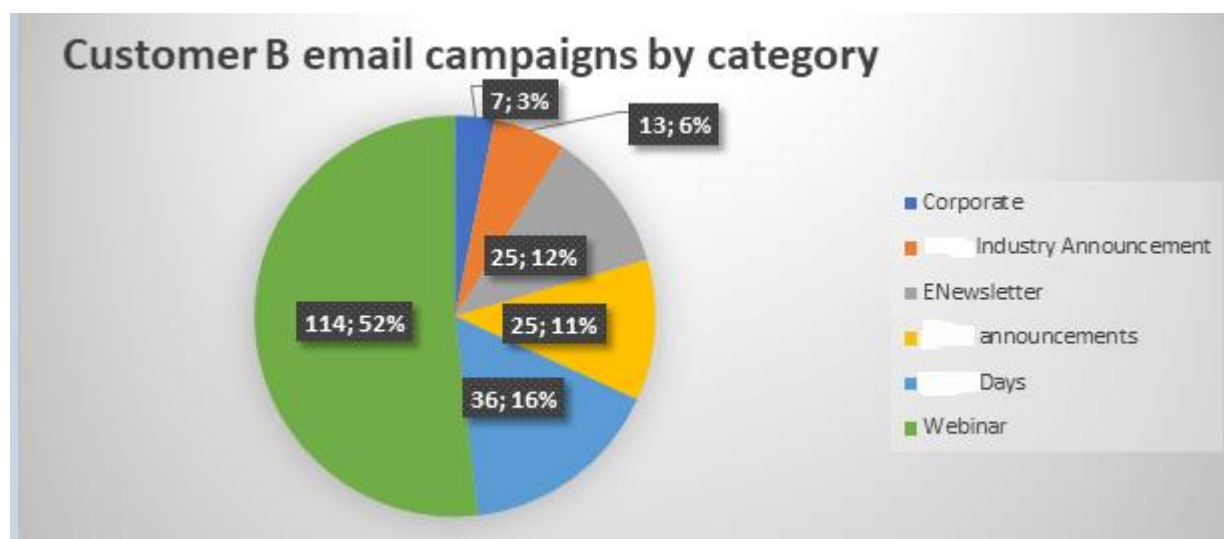


Email campaigns presented in the next section are usually not segmented based on subscribers characteristics; however, sometimes, there are separate mailings for Customer B members and non-members.

#### 4. Statistical findings

The findings presented in this section show Customer B email campaigns' performance on metrics discussed in Section 2. These findings are data over 2 years compared to industry benchmark averages where available. Where no industry averages are available, the numbers were only analysed within the context of Customer B's chronological data and compared to Customer B's own averages.

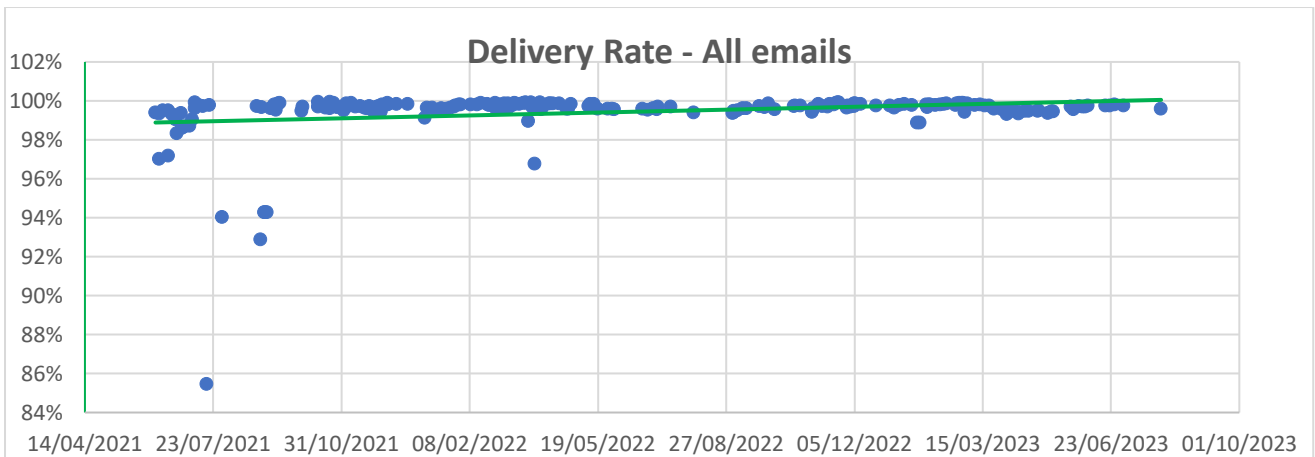
The following sections present metrics for all Customer B campaigns together and by categories. The largest bulk of emails are **Webinars**, followed by **Customer B Conference** communications, which together make up **68%** of all mailings:



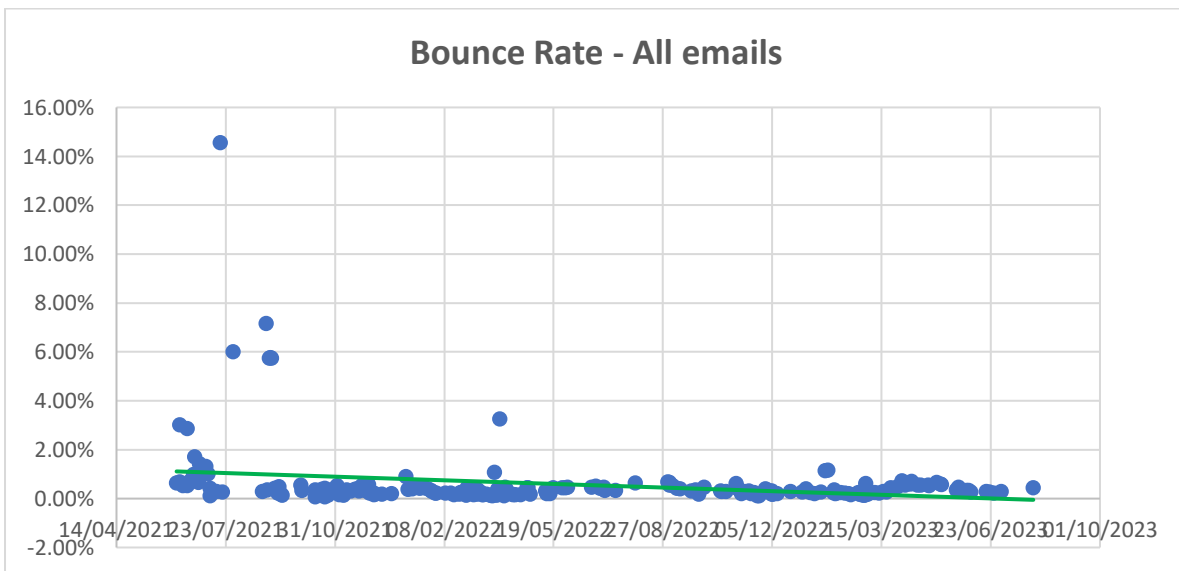
##### 4.1. Deliverability

The average deliverability rate for Customer B emails is **99.41%**. Blue dots on the scatter plot represent each email campaign and the green trendline shows how the performance developed over time. Deliverability rates are steadily growing for Customer B email campaigns and have improved significantly since June 2021. By **October 2021** the mailing list had settled; deliverability rates stabilised and did not go below 96% ever since. Although no data is available to compare deliverability rates across industries, there is a general agreement that **89% or more** is considered a good number.<sup>1</sup>

<sup>1</sup> As reported by Email Tool Tester (28 Aug 2023): 'Email Deliverability Test: A Detailed Look at the Best-Performing Tools' <https://www.emailtooltester.com/en/email-deliverability-test/>



The next graph shows the bounce rate for all campaigns along with a trendline. Bounce rates of Customer B email campaigns stabilised shortly after the setup of the subscribers’ database and the average for the two years is **0.59%**. The spikes observed in June and July 2021 are considered normal when a new mailing list is created; it takes time to filter out the emails that do not exist anymore or bounce for other reasons. In 2023 the bounce rate dropped to **0.38%**. Customer B campaigns have a very low bounce rate in comparison to the **industry average of 6.28%**.

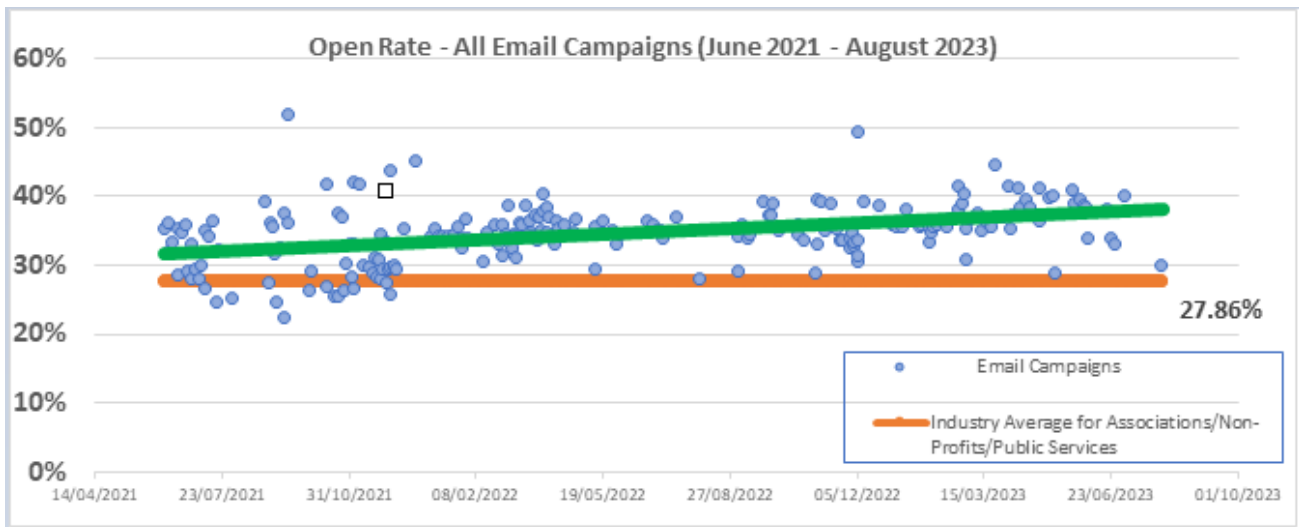


## 4.2. The overall success of Customer B email campaigns

### 4.2.1. Open rates and days of the week analysis

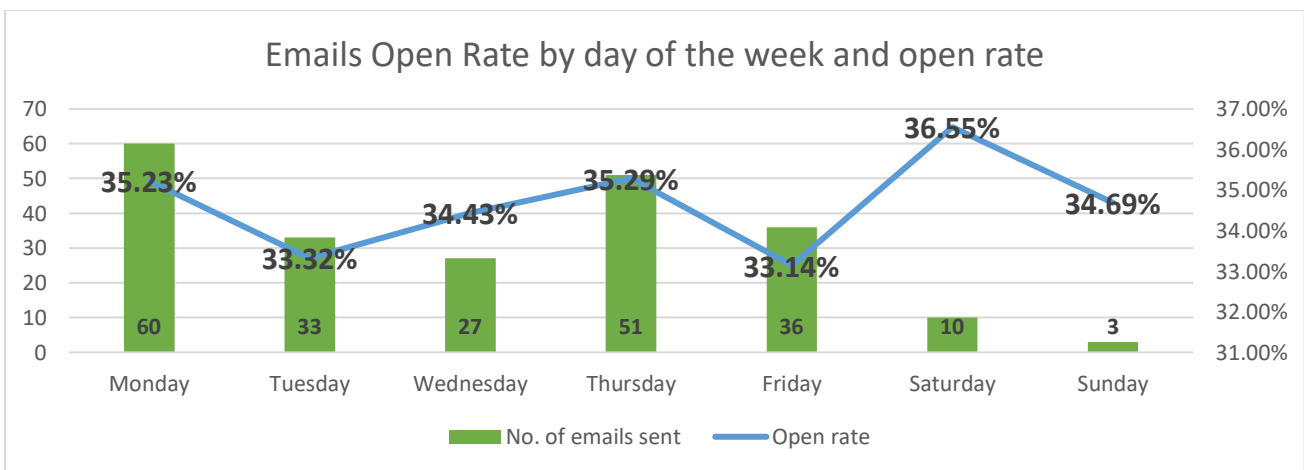
The graph below shows the open rate for each email campaign sent out between June 2021 and August 2023 as a blue dot. The green trendline shows a positive trend towards an increase in the open rate of Customer B email campaigns; it has **increased from about 32% in June 2021 to 38% in August 2023**. The orange line illustrates the average open rate for the industry (Associations/Non-profits/Public Services) as reported by the ‘Benchmark Email’ email marketing platform<sup>2</sup>.

<sup>2</sup> <https://www.benchmarkemail.com/blog/email-marketing-open-rate/>



Customer B emails perform significantly better than the industry average with a **34.57% open rate over the last two years** and show a tendency to increase in the future which demonstrates the audience’s growing interest towards email communications and their high relevance. From November 2021 onwards all the campaigns performed better than the industry average.

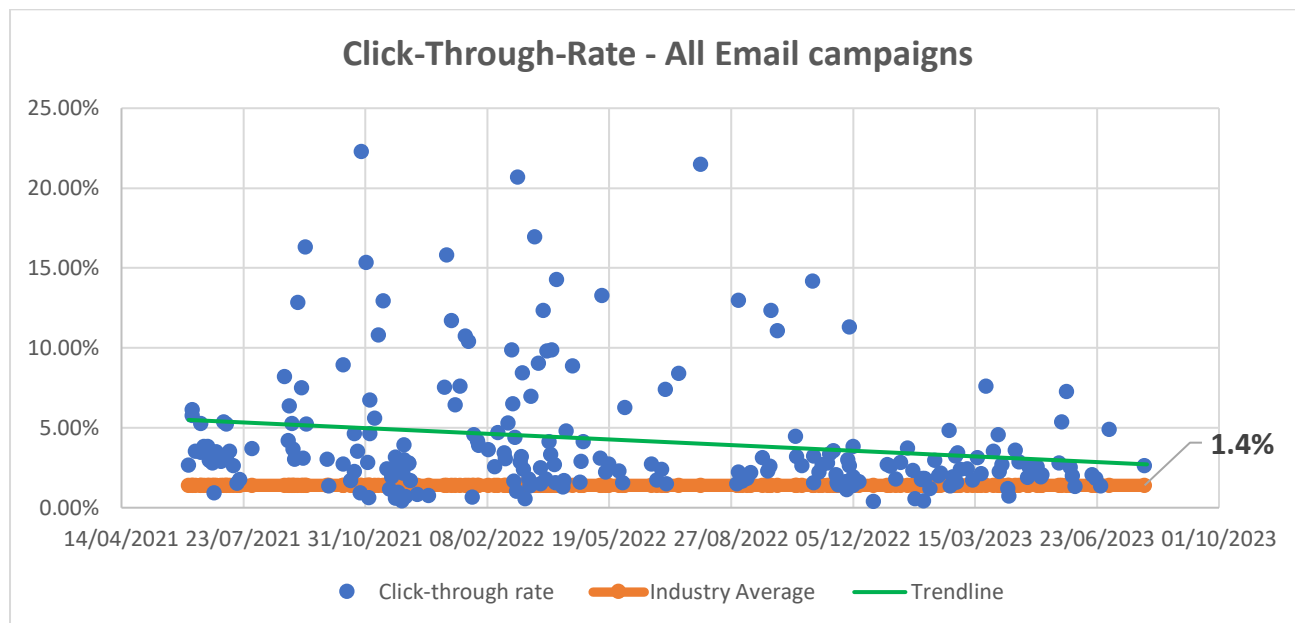
To establish whether campaigns sent out on specific days of the week perform better, the below graph illustrates how many email campaigns were sent out on different weekdays (green bars) and their respective open rate (blue line and percentages):



So far, the largest number of emails has been sent out on **Mondays** (60 emails) and **Thursdays** (51); on both days, the open rates are very high with Thursday emails performing a fraction better. **Tuesdays and Fridays have the lowest open rate** in the dataset which might be an indication that those are the days when users read emails the least. Although only 10 emails were sent out on **Saturdays**, it has **the highest open rate of 36.55%**. This means that the Customer B audience might have more time to engage with Customer B campaigns on Saturdays and it may be worth trying to schedule some mailings for Saturdays and see if the readership increases.

#### 4.2.2. Click-through rate (CTR) and clicks per unique opens (CUO)

As the below scatter plot shows, the average CTR is generally **above the industry average of 1.4%** (**Customer B avg = 4.24%**), yet the trendline (green) illustrates a tendency towards a decline. Until December 2022, a selection of campaigns enjoyed unusually high click-through rates (above 10%), but since then most campaigns have remained closer to the orange line (industry average) and tend to have fewer variations in numbers. Campaigns sent out in **2023** had an average **CTR of 2.61%**.

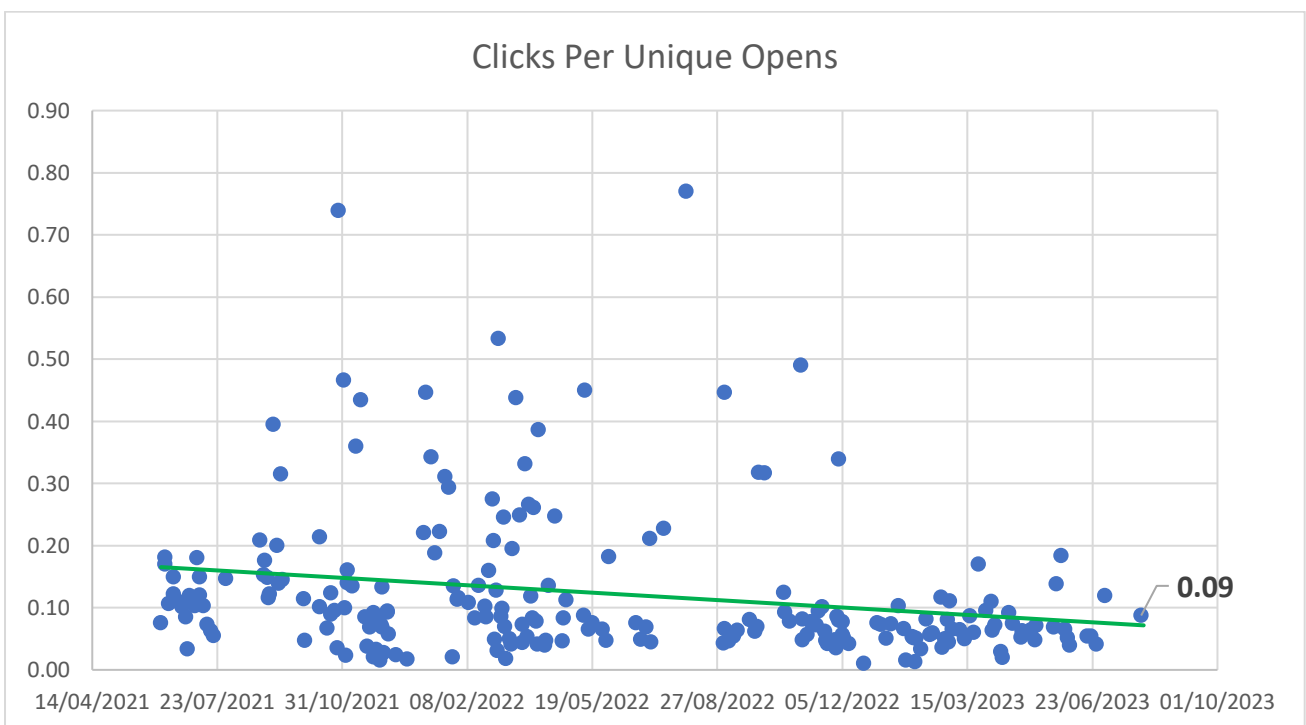


The table below shows the list of **22 campaigns with the highest CTR (10% or more)** over the two years. The reason for this may be two-fold: (1) the content of these campaigns is extremely relevant to the subscribers; (2) the calls to action in these campaigns were well formulated and relevant to the audience which led them to follow the links. The table shows that readers are especially interested in signing up for **webinars** and **industry symposiums** at Customer B Days:

Customer B Satellite Webinar SPONSOR A 08.09.21 - second announcement to whole database	Webinar	06/09/2021
Customer B Committee Chair candidature Term 2022-2024, first announcement 2	Customer B announcements	12/09/2021
Customer B Satellite Webinar Sponsor C 03.11.21 - first announcement to whole database	Webinar	28/10/2021
Customer B Satellite Webinar Sponsor C 03.11.21 - second announcement to whole database	Webinar	01/11/2021
Customer B Satellite Webinar GI Supply 17.11.21 - first announcement to whole database	Webinar	11/11/2021
Customer B Satellite Webinar GI Supply 17.11.21 - second announcement to whole database	Webinar	15/11/2021
Customer B CME Webinar 12.01.22 - first announcement to whole database	Webinar	06/01/2022
Customer B CME Webinar 12.01.22 - second announcement to whole database	Webinar	10/01/2022
Customer B Satellite Webinar SPONSOR A 26.01.22 - first announcement to whole database	Webinar	21/01/2022
Customer B Satellite Webinar SPONSOR A 26.01.22 - second announcement to whole database	Webinar	24/01/2022

SPONSOR B : Symposium Announcement #2	Days Industry Announcement	05/03/2022
SPONSOR A: Symposium Announcement #5	Days Industry Announcement	19/03/2022
Sponsor D : Symposium Announcement #7	Days Industry Announcement	26/03/2022
Sponsor E : Symposium Announcement #9	Days Industry Announcement	06/04/2022
Customer B Conference 2022, May eNewsletter	Customer B Days	13/05/2022
Customer B eNewsletter August 2022	ENewsletter	02/08/2022
Customer B eNewsletter September 2022	ENewsletter	02/09/2022
Exclusive members benefit: Register early for Hands-on Training at XXX Week!	Customer B announcements	29/09/2022
Customer B eNewsletter October 2022	ENewsletter	04/10/2022
Customer B eNewsletter November 2022	ENewsletter	02/11/2022
Customer B eNewsletter December 2022	ENewsletter	02/12/2022

To complement CTR indicators, the following scatter plot shows the CUO data for all campaigns. The **average number of clicks per unique opens is 0.12**, which means that per 100 unique opens, 12 clicks on links are performed. Because there is no industry data available for comparison, we can only establish that the number has been **going down** with the latest campaign from August 2023 registering 0.09 clicks per unique open. However, over the two years, **a few ‘clickable’ campaigns** were registered, as the graph shows. Highlighted in the table above are three campaigns that registered **0.5 or higher CUO**. These emails were of extreme relevance to the audience, and are probably, an example to follow for user engagement in terms of content.

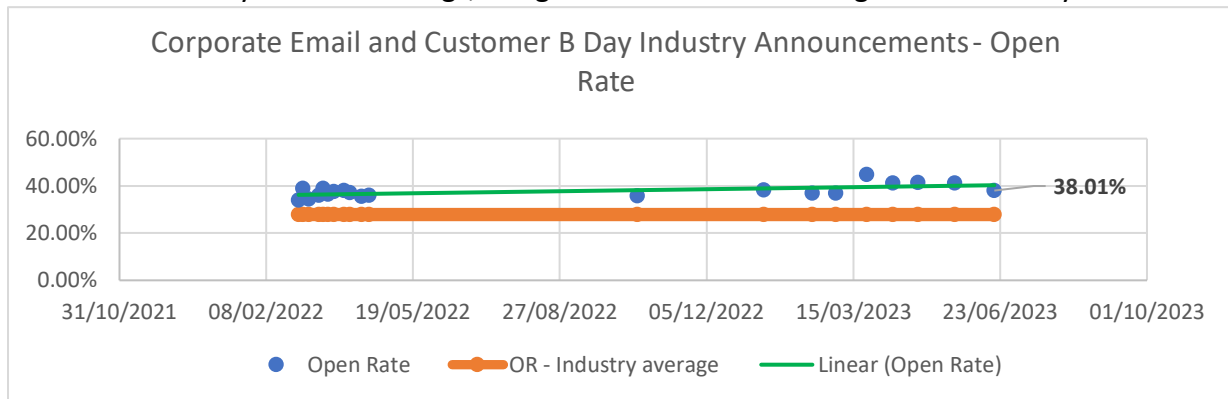


### 4.3. Campaign performance by category

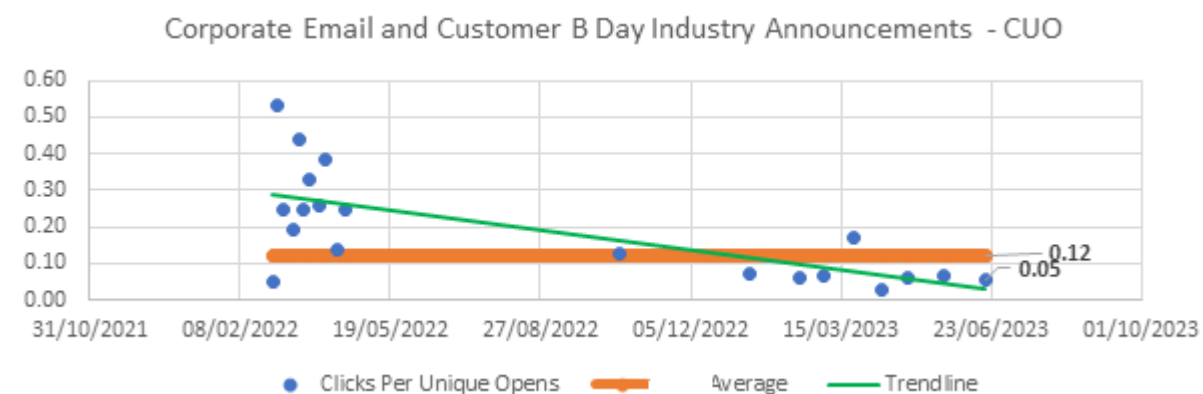
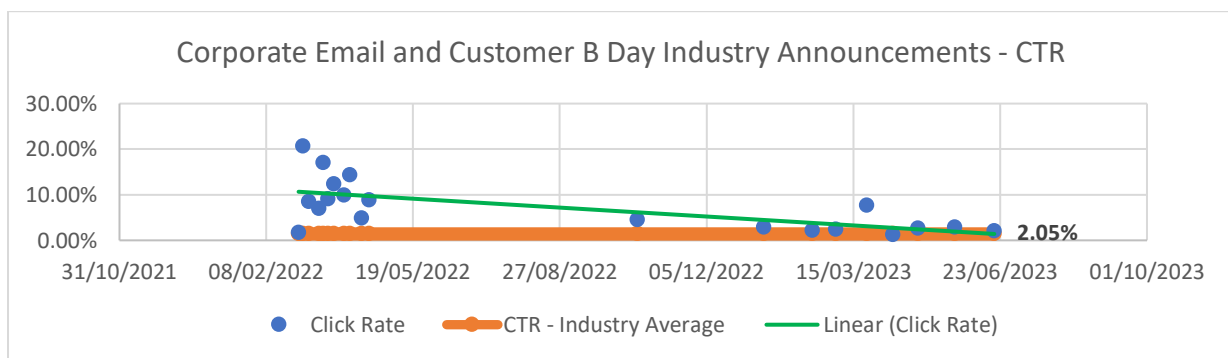
#### 4.3.1. Corporate emails and Customer B Days Industry Announcements

These two email campaigns were grouped as they have similar content and, at the same time, display similar performance trends. The graphs below illustrate the open rate, CTR and CUO metrics for these campaigns. These campaigns enjoy a **higher open rate than the Customer B average** with the last sent-out campaign **marking a 38% open rate** (the average open rate for the 2 years is **37.76%**). In **2023** the average for corporate emails and industry announcements reached **39.72%**.

This demonstrates the high relevance of the content to Customer B subscribers and their increasing interest in industry-related mailings; the green trendline shows a growth tendency.

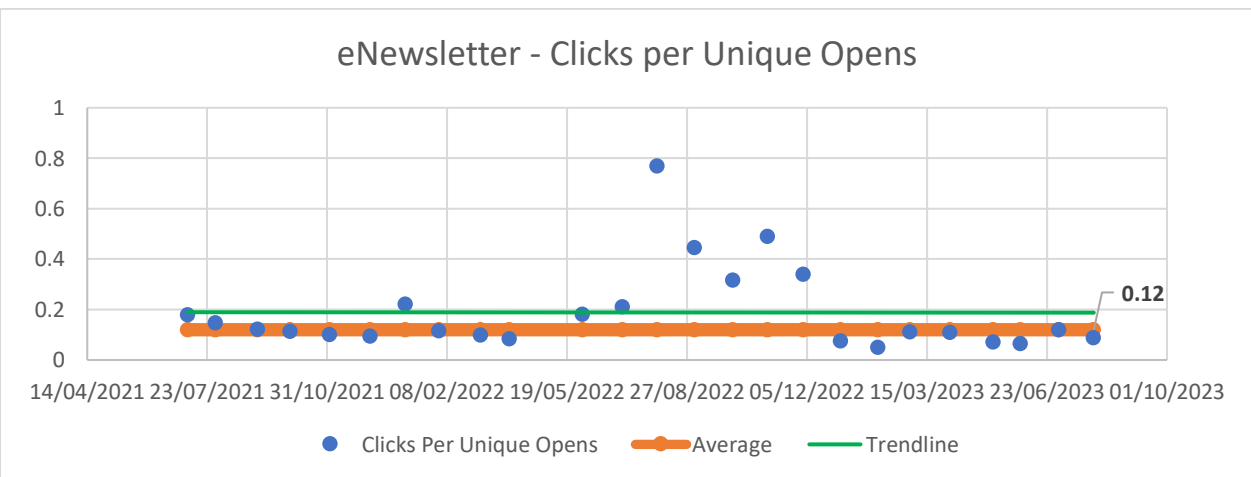
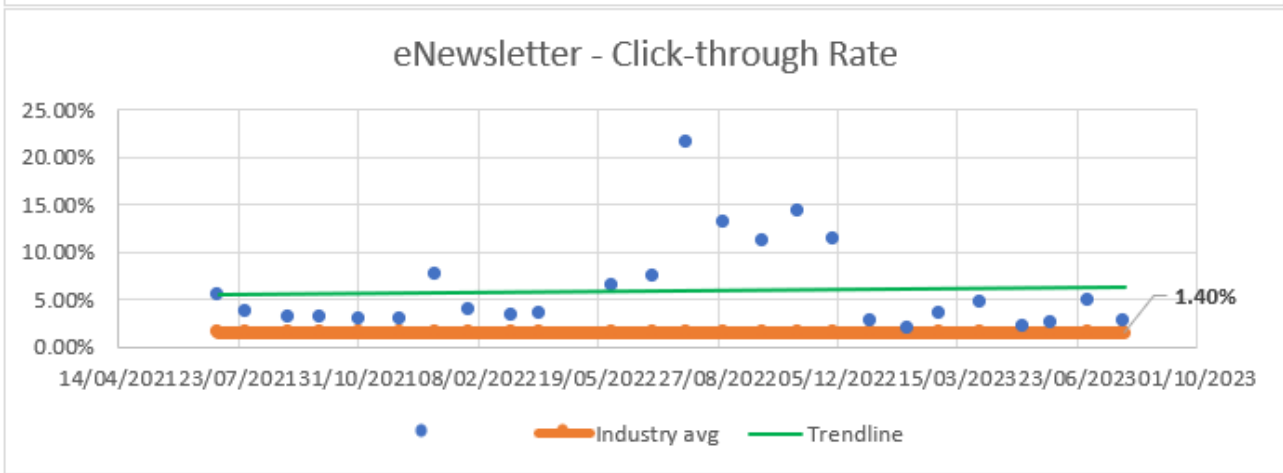
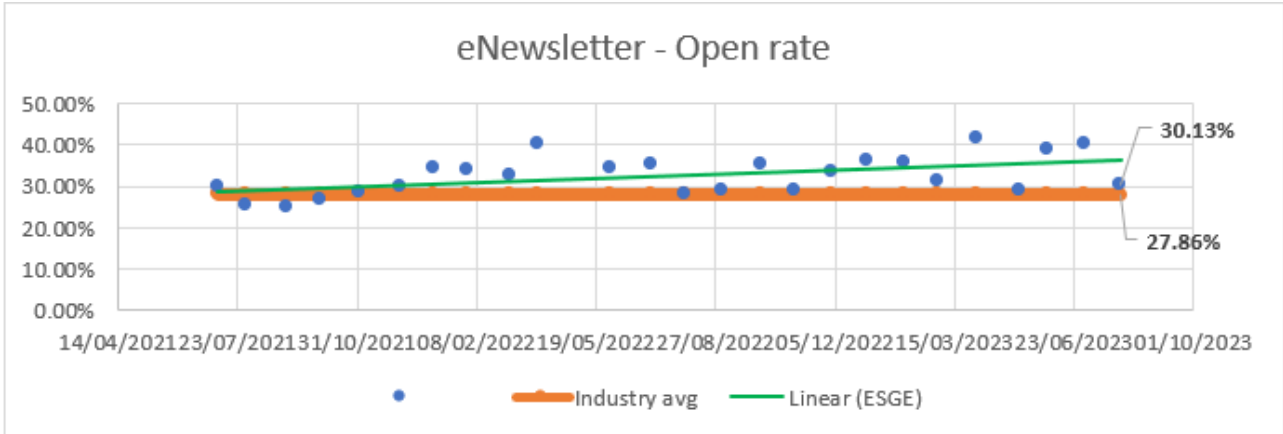


However, when it comes to audience engagement with the links inside the emails, **the clicks are currently on a decline** compared to the higher numbers in the period between February and May 2022 for both CTR and CUO.



### 4.3.2. eNewsletter

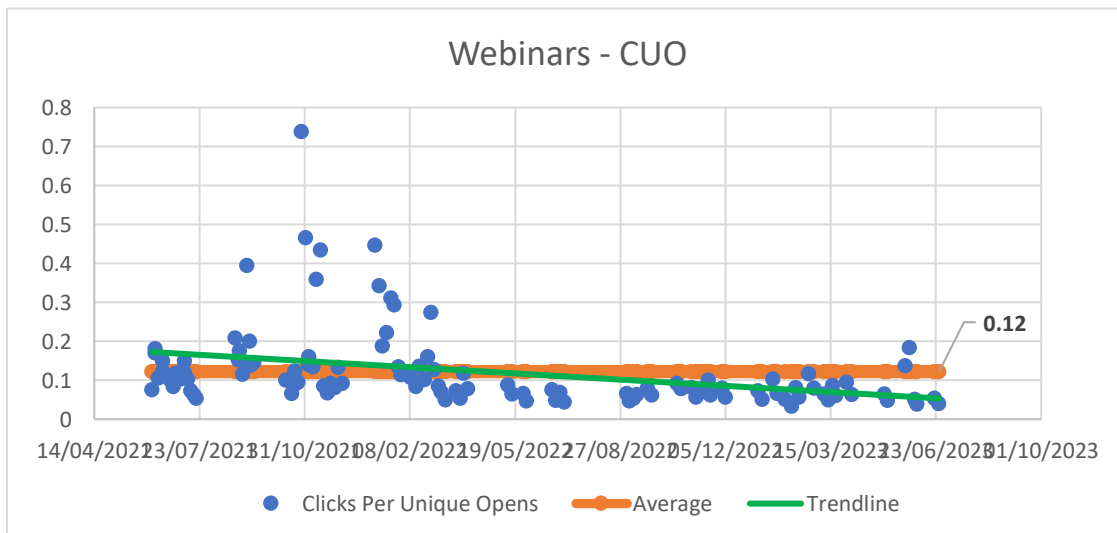
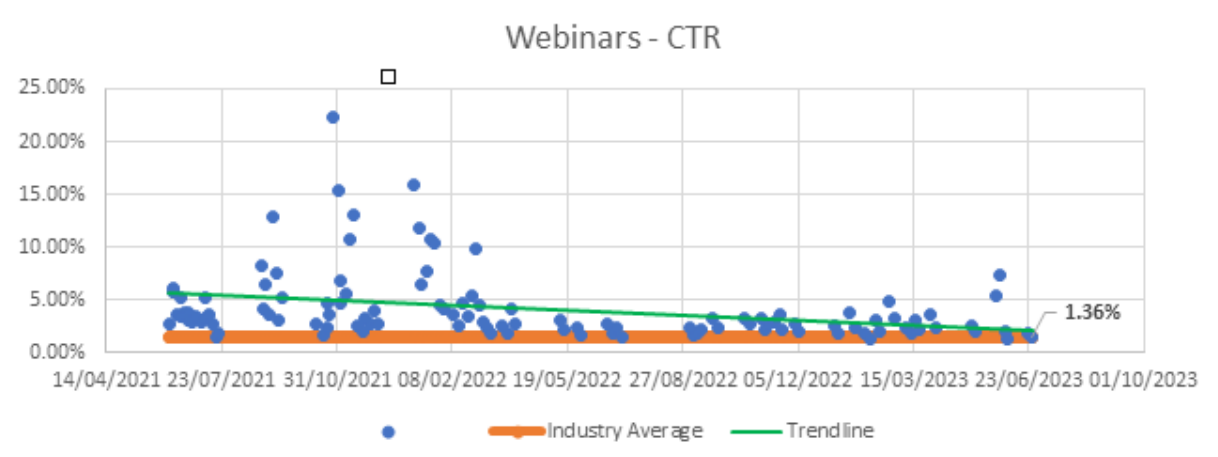
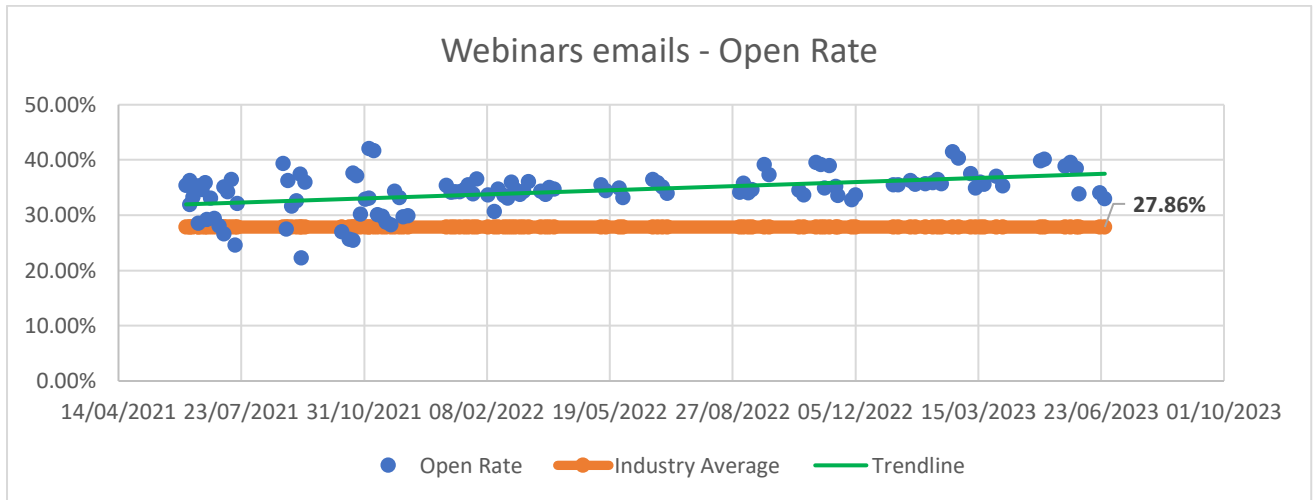
Newsletter performance can be evaluated as positive both in comparison with Customer B averages and with industry benchmarks. The open rate is on the rise with **the last campaign marking 30%** which is above the industry average. The trendline for the open rate shows an increase of **about 2% over the 2 years**. The trendline shows that CTR and CUO numbers tend to remain more or less the same over time.



### 4.3.3. Webinars

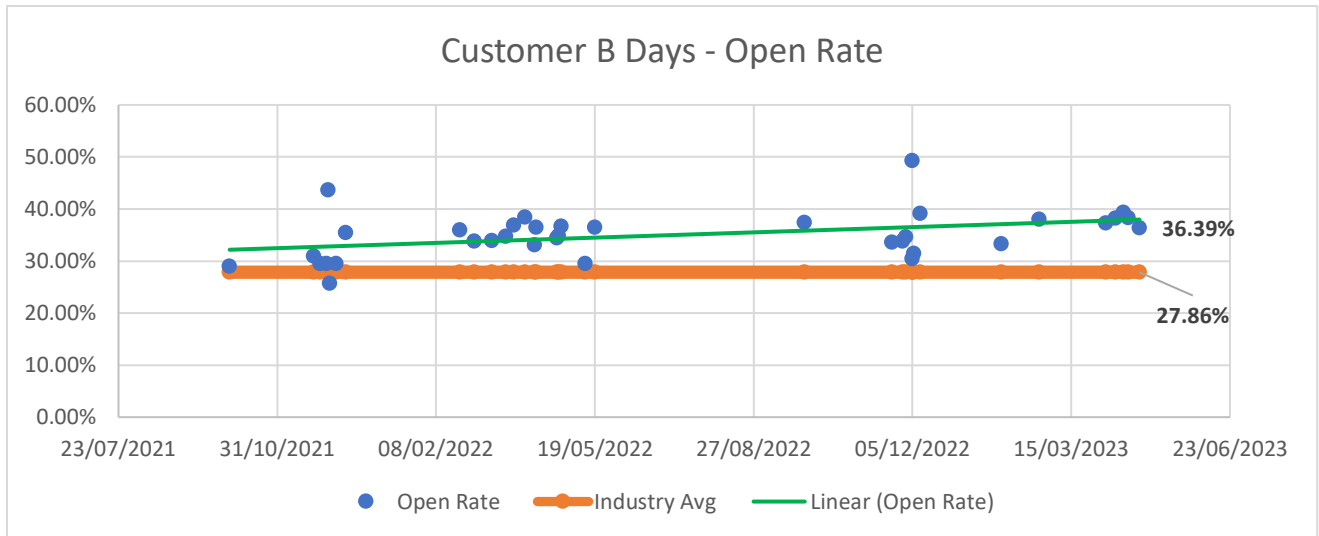
Webinars' campaign performance can be evaluated as positive both in comparison with Customer B averages and with industry benchmarks. The open rate is on the rise with an **average of 34%** which is above the industry average. In addition, the trendline shows a **2% increase over the 2 years**.

The CTR and CUO are **on the decline but are still above the industry average**. CUO is slightly lower than the Customer B average. This means that recipients are not so actively engaging with the links in the mailings.

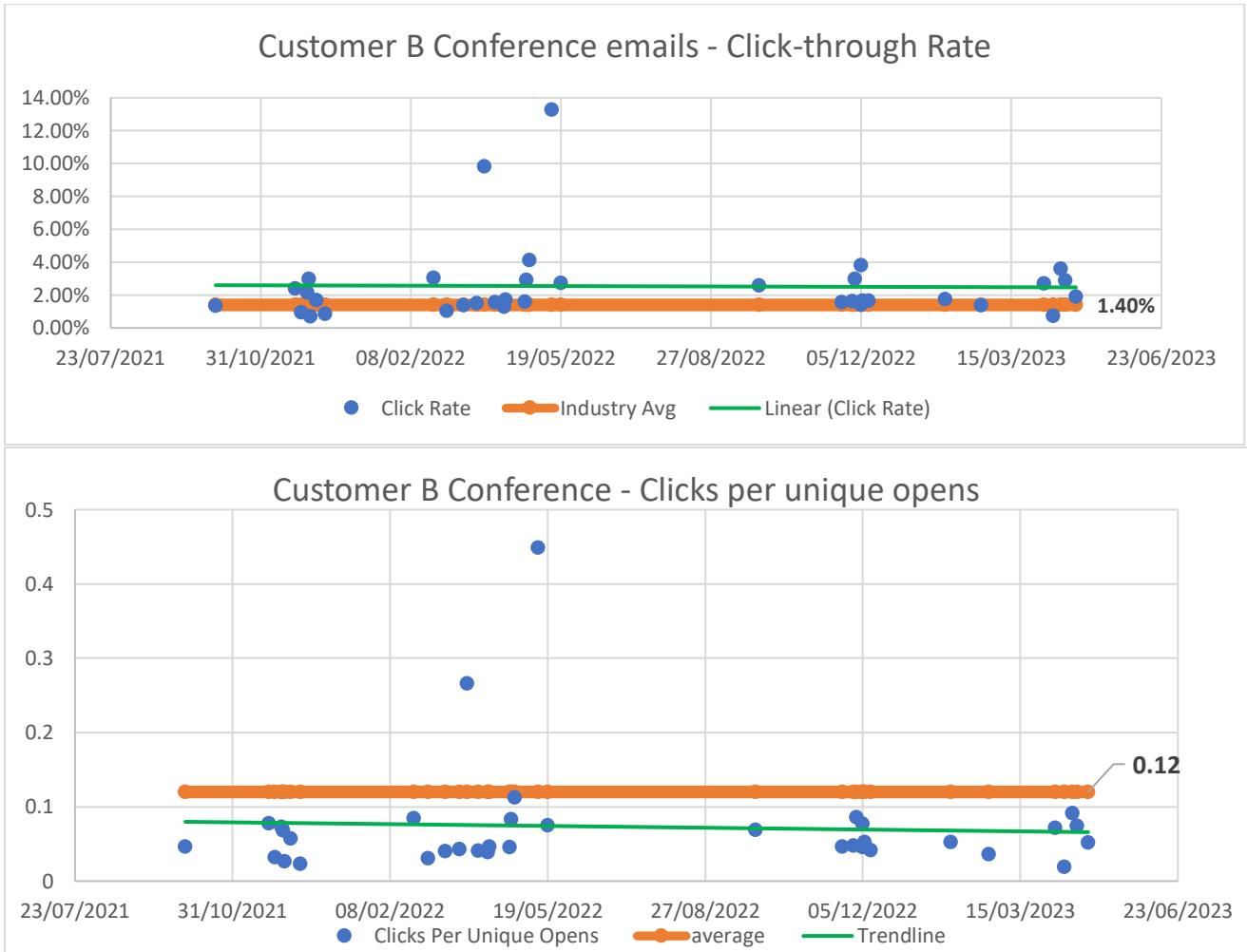


#### 4.3.4. Customer B Days

Similar to the webinar metrics, Customer B Days emails enjoy a rising open rate. The last sent-out campaign enjoyed a **36.4% open rate**, which is 2% higher than the Customer B average and **almost 10% higher than the industry average**.



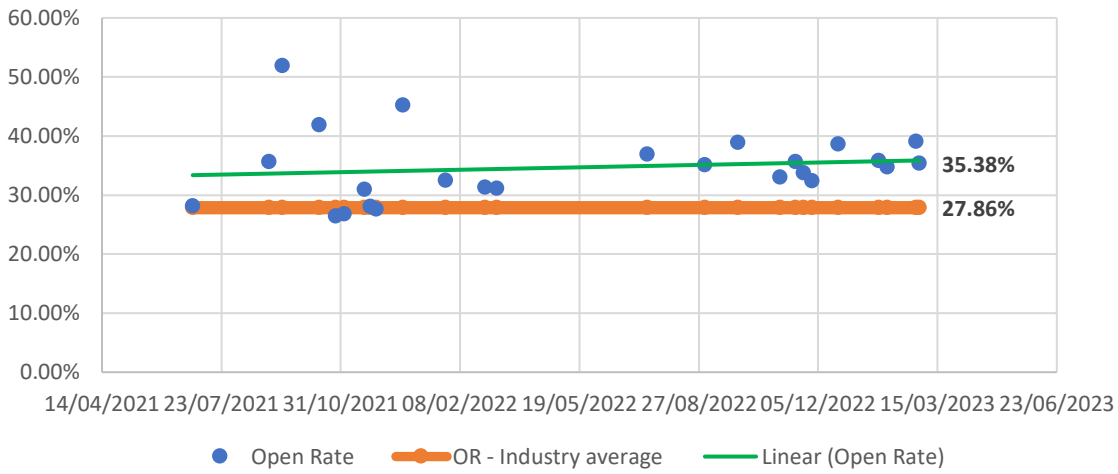
CTR is also higher than the industry average **at about 2.54% a stable trendline**. CUO is lower than the Customer B average:



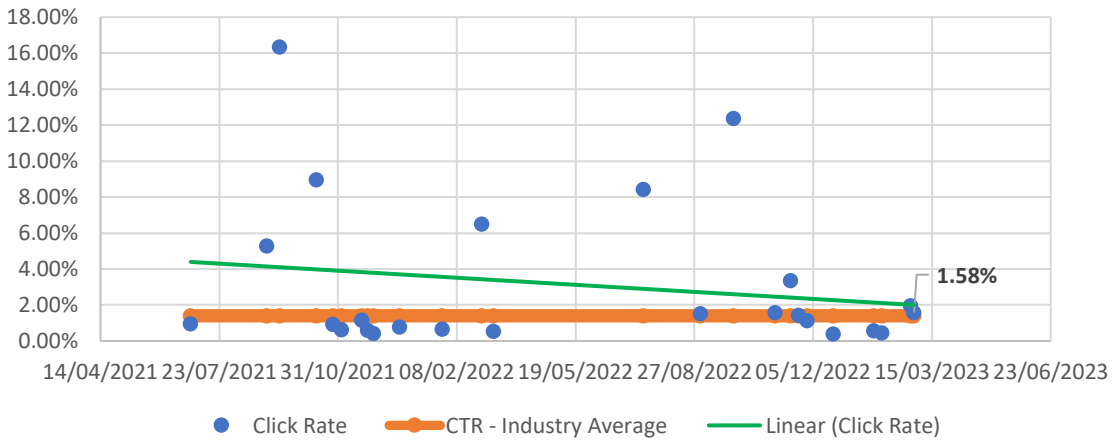
#### 4.3.5. Announcements

The open rate graph for Customer B Announcements is similar to that of Customer B Days: the numbers are higher than the industry average and the trendline shows an increase. The last mailing campaign had an open rate of **35.28%**. The CTR and CUO are **on the decline but are still above the industry average**. CUO is slightly lower than the Customer B average. This means that recipients are not so actively engaging with the links in the mailings.

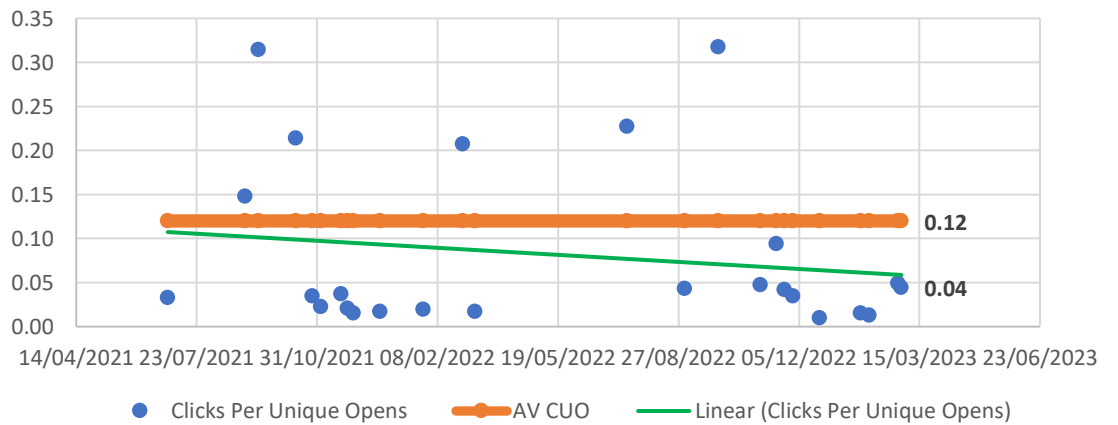
### Announcements - Open rate



### Announcements - CTR

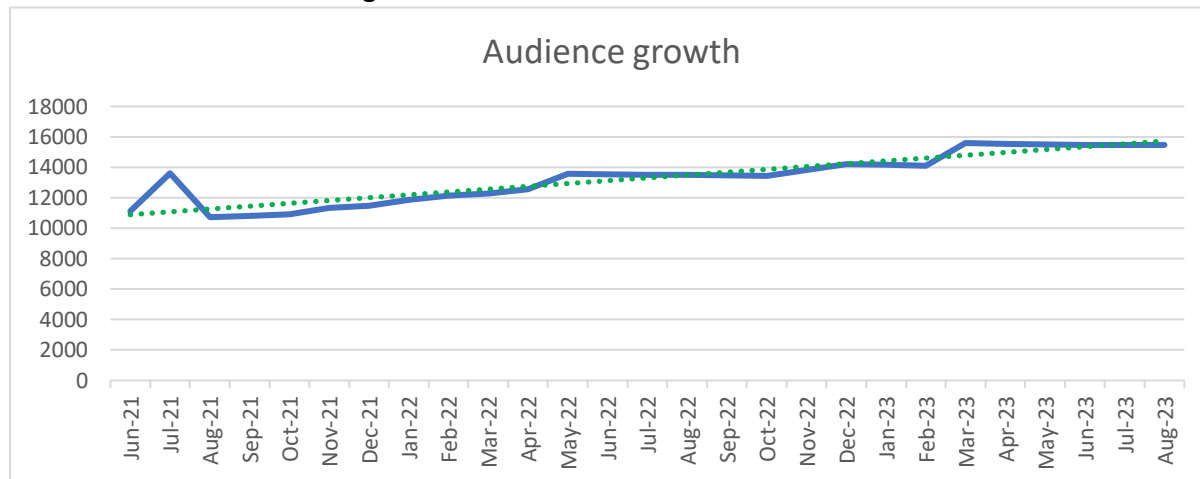


### Announcements - CUO



#### 4.4. Customer B audience growth

The chart represents the growth of the Customer B audience over time since the creation subscribers' database taking into consideration the number of new subscribers and unsubscribes.



The only significant number of unsubscribes can be observed in **August 2021** (2901 unsubscribes), a month after creating the general Customer B mailing list from the previously available database. Such high unsubscribe rates are normal soon after creating a subscriber audience, as this is when the engaged audience is shaped. The reason for high unsubscribes is that recipients often prefer to opt out of a mailing list they did not sign up for and/or were surprised to receive these emails.

Significant growth of number of new subscribers can be observed in May 2022 (**1067 new subscribers**) and March 2023 (**1538 new subscribers**). These subscriptions are connected with Customer B Days events, as most tags for these new subscribers included '**Customer B Days**' (808), '**Customer B Days 2022 Registrants**' (778) and '**Customer B Days 2023 Registrants**' (280 in March 2023 and 149 in May 2022).

Aside from the above-mentioned spikes, the audience growth remained steady until May 2022 with an **average growth of 2.57% per month**. A slight decline in numbers can be observed from June 2022 onwards where a decrease in the audience size can be observed with an **average of 0.26% monthly decrease** on the subscribers' list. However, the **unsubscribe rate is at 0.04%** for all Customer B campaigns which is significantly lower than the industry average of **0.16%**, as reported by Benchmark Email<sup>3</sup>.

As indicating the reason for unsubscribing is not compulsory, only about a thousand subscribers marked this field and the following reasons were provided: **normal** (656 responses), **spam** (273), **other** (53), **no sign-up** (47) and **inappropriate** (11). Under '**other**' category, a small number of users (31) provided written feedback using the feedback from. The most frequent reasons were a **change of email address** or a **double sign-up** (16), **retirement** (8) and '**too many emails**' (7). Most unsubscribes could not be linked to a specific mailing campaign; those who were linked to a specific campaign did not exceed the average of 0.26% and hence, no specific campaign could be considered as a trigger for an increase in unsubscribes.

<sup>3</sup> <https://www.benchmarkemail.com/blog/email-marketing-open-rate/>

When comparing the number of monthly unsubscribes with the number of campaigns sent out, it became apparent that **November 2021, March 2022** and **November 2022** had the highest number of campaigns sent out, as well as the highest unsubscribes numbers, as the table below shows highlighted in light orange. However, the approximate number of unsubscribes per campaign (see highlighted in dark orange in the table), these months do not have a significantly higher number of unsubscribes compared to other months with lower numbers of campaigns sent.

At the same time, **June 2022, August 2022, July 2023** and **August 2023** had well above-average unsubscribe numbers despite lower numbers of campaigns sent out in those months. It is necessary to evaluate the quality and relevance of these campaigns to determine possible reasons for unsubscribes in those months. Nevertheless, the overall audience growth trend shows a tendency towards a slow increase.

		No. of campaigns sent	Monthly unsubscribes	No. unsubscribes per campaign	
2021	Jun	11	38	3.45	
	Jul	10	72	7.20	
	Aug	3	2957	985.67 <sup>4</sup>	
	Sep	9	66	7.33	
	Oct	9	56	6.22	
	Nov	17	120	7.06	
	Dec	9	83	9.22	
	2022	Jan	10	60	6.00
		Feb	8	63	7.88
		Mar	21	150	7.14
		Apr	12	64	5.33
		May	6	59	9.83
Jun		3	39	13.00	
Jul		4	36	9.00	
Aug		1	12	12.00	
Sep		10	71	7.10	
Oct		4	36	9.00	
Nov		13	117	9.00	
Dec		9	76	8.44	
2023	Jan	9	77	8.56	
	Feb	11	81	7.36	
	Mar	8	52	6.50	
	Apr	9	69	7.67	
	May	6	52	8.67	
	Jun	6	44	7.33	
	Jul	1	26	26.00	
	Aug	1	14	14.00	
			<b>Average number of unsubscribes per campaign</b>	<b>8.86</b>	

In summary, the active subscribers' list has grown from 11163 to 15452 which is a **38% increase** of the database over the last two years.

<sup>4</sup> Excluded from calculation of the average unsubscribe per campaign due to unusually high unsubscribe rate when the first database of subscribers was put together.

## 5. Conclusions

In terms of **deliverability**, Customer B mailing campaigns show outstanding rates with almost 100 per cent of mailings delivered to the recipients. This is an indicator that the Customer B team maintains a clean and healthy mailing list which allowed over 2 years to make Customer B a trustworthy sender whose emails are relevant to the audience.

Turning to the **overall success of Customer B email campaigns**, open rates show positive tendencies: a **6% increase in open rates** can be observed in these 2 years. **The CTR however is on a decline** with an **average of 4.24%** in the analysed period which has dropped to **2.61% in 2023**. The following table summarizes Customer B average metrics in comparison to industry benchmarks provided by different email marketing platforms – Customer B emails’ performance is better than almost all industry benchmarks provided by email marketing platforms:

Metric	Customer B emails	MailChimp <sup>5</sup>	Constant Contact <sup>6</sup>	Hubspot <sup>7</sup>	GetResponse <sup>8</sup>	Benchmark Email <sup>9</sup>	Campaign Monitor <sup>10</sup>
Open rate	34.57%	21.72	34.87	41.2	30.85%	27.86%	23.7%
Click-through rate	4.24%	2.49	0.91	6.9	1.72%	1.4%	3.0%
Bounce rate	0.59%	0.51%	10.12%	0.31%	2.65%	6.23%	NA
Unsubscribe rate	0.04%	0.28%	NA	0.36%	0.16%	0.16%	0.3%

When analysing metrics by email category, **corporate emails have the highest open rates**, while **eNewsletter has the highest CTR in 2023** which so far this year more than doubled the average industry indicators. The table below summarises the average indicators for the 2 years and how these changed in 2023:

	Open rate (%)		CTR (%)	
	2y avg	2023 avg	2y avg	2023 avg
eNewsletter	32.47	↗ 35.29	5.93	↘ 3.08
Webinars	34.31	↗ 36.79	4.15	↘ 2.73
Customer B Days	35	↗ 37.30	2.53	↘ 2.13
Announcements	34.69	↗ 36.26	3.13	↘ 1.13
Corporate and Industry announcements	37.76	↗ 39.72	7.1	↘ 2.96
ALL CATEGORIES	34.57	↗ 37.04	4.24	↘ 2.61

<sup>5</sup> Medical, Dental and Healthcare category – 2019 data <https://mailchimp.com/resources/email-marketing-benchmarks/>

<sup>6</sup> Health and Wellness category [https://knowledgebase.constantcontact.com/articles/KnowledgeBase/5409-average-industry-rates?lang=en\\_US](https://knowledgebase.constantcontact.com/articles/KnowledgeBase/5409-average-industry-rates?lang=en_US)

<sup>7</sup> Health and fitness category <https://blog.hubspot.com/sales/average-email-open-rate-benchmark>

<sup>8</sup> Healthcare category <https://www.getresponse.com/resources/reports/email-marketing-benchmarks>

<sup>9</sup> Non-Profits/Associations/Public service <https://www.benchmarkemail.com/blog/email-marketing-open-rate/>

<sup>10</sup> Healthcare Services <https://www.campaignmonitor.com/resources/guides/email-marketing-benchmarks/>

The growing open rates for all emails show that **the audience is very interested in reading Customer B correspondence** and this has been a stable upward tendency ever since June 2021; this is evidence that Customer B emails have effective subject lines in all their email campaigns. However, the CTR are dropping which means **the audience is not as interested in following the links that these emails contain**, albeit almost all email campaigns still have higher than the industry average CTR.

In terms of **audience growth**, the subscribers' list increased by **38%** over the last two years which shows that Customer B content has the potential to attract new subscribers. Although a slight monthly audience decrease of 0.26% is observed for the last year, it is not significant when comparing Customer B unsubscribe rates with the unsubscribe rates other businesses experience.

## 6. Recommendations

### **Declining CTR:**

It might be a good idea **to set goals for each specific campaign** in terms of CTR and identify how important it is that the subscribers complete the call-for-action that the campaign is aiming to achieve. This metric might not be as important for some email categories as for others: for instance, for webinars, the team might have a number of desired sign-ups in mind and monitor the success of each outgoing campaign to advertise the webinar. This data can then be aggregated with the final sign-up numbers to find out what CTR can be considered successful for the goals the team had set.

**For corporate emails**, it is also a good idea to know how many of those who clicked on the link completed the desired action in the end: for instance, if a corporate partner provides Customer B members with a discount, they can monitor how many Customer B subscribers used the discount code for their purchase. In the same way, the data can be aggregated with CTR to determine a successful CTR for this email category. Establishing a desired CTR can be useful to monitor the success of each sent-out campaign.

Different email marketing agencies also suggest **rephrasing the call-for-action message** to make it catchier or **revising the email layout** to check whether the links are prominent enough for subscribers to follow. MailChimp has built-in tools that determine whether these are optimal and suggest ways to improve. In addition, the table in Section 4.2.2 highlights the most successful Customer B campaigns: these can be revisited to identify what in those campaigns you think led to extraordinary audience engagement.

**Segmentation of the audience** is another strategy to improve CTR. The audience lists provided by MailChimp can be used for re-engagement campaigns for unengaged subscribers. The audience can also be segmented using: (1) IP-address data to identify subscribers' **geographical location**; and (2) by **sign-up source** (for instance, those who signed up at Customer B Days may be interested in next year's conference, etc.). Finally, you can also run **surveys** to find out the subscriber's preferences in terms of email frequency, their contents, etc.

## 7. Limitations

The main limitations of this analysis are the following:

- The analysis does not provide explanations for increases or declines in campaign performance as a closer analysis of most successful versus least successful campaigns is necessary, e.g., content analysis and email text analysis.
- This analysis does not include future projections, i.e., predictions of how the success of Customer B mailings will develop in the future;
- It does not include conversion rate for webinars and corporate emails;
- It does not include industry benchmarks for 'click per unique opens' as no such data could be found online.