



June 2015

YOUR MONTHLY CAMPAIGN REPORT

EXECUTIVE SUMMARY

92%

Reach
(average)

32%

Engagement
(average)

6%

Efficiency
(average)

5

Month' score

Campaigns' details



List: AP
Number of campaigns: 5



Campaigns sent out June 1, 8, 15, 22 and 29

REACH

8,860

successfully delivered emails this month

-165

new contacts (versus last month)

767

bounced and spammed emails this month

38

opt-out subscribers this month

Performance

92%

successful delivery rate

-7%

list growth

+25%

unsuccessful delivery rate

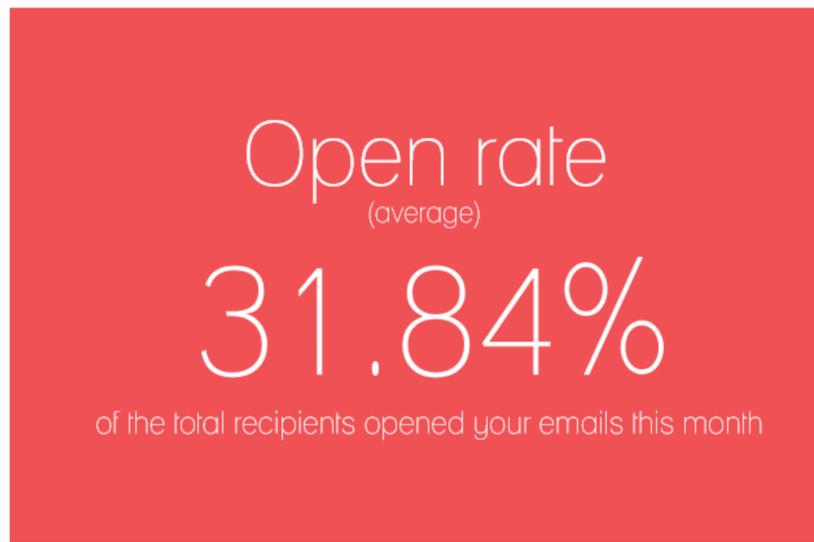
+37%

opt-outs



- Your emails' reach was still high this month. However, the rise in your unsuccessful delivery and opt-outs rates should be taken care of.
- Hence, you should update your mailing list to make it more accurate.
- To avoid spam filters, don't use common words like "free" in your subject line.

ENGAGEMENT



Performance



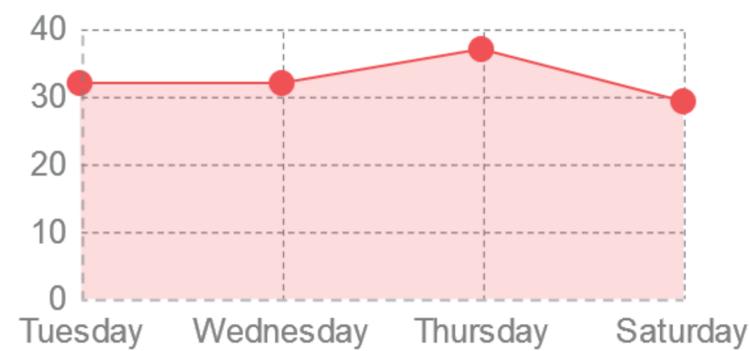
Top campaigns



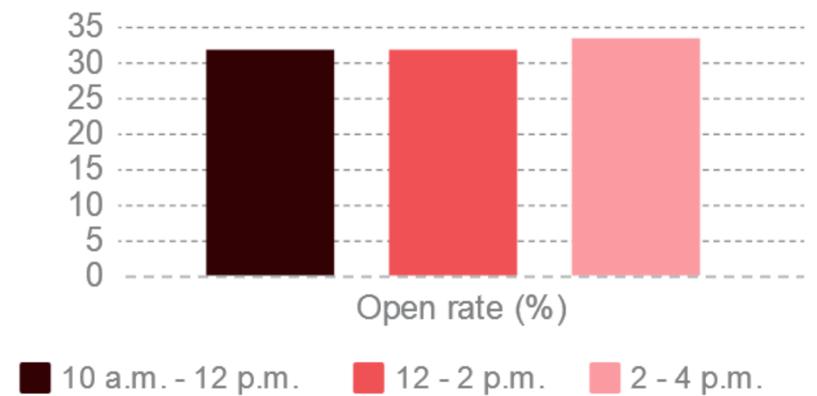
Performance per subject line

1. Improving Rural Cambodians' Life (37%)
2. Business update - Independent research shows solar lamp very cost effective (32%)
3. Business update - New Solar Home System project launched in Cambodia. (32%)
4. Stimulating the Rural Economy (30%)
5. The company expands large scale Solar Home Systems project in Cambodia (29%)

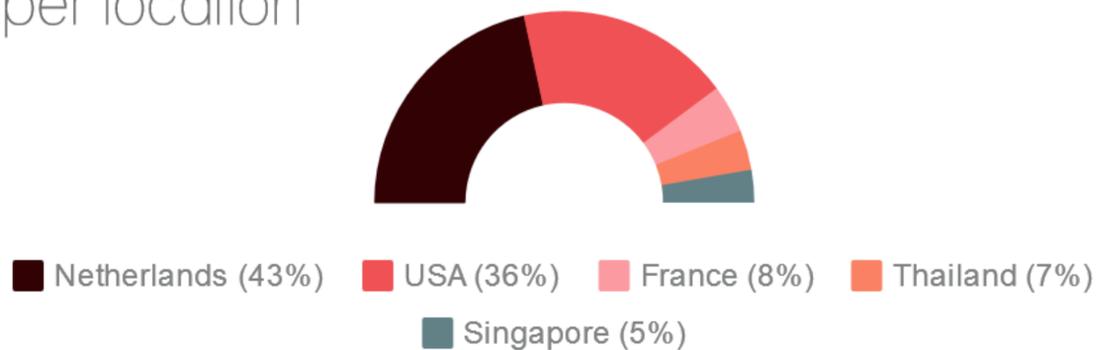
Performance per day



Performance per time



Performance per location



- Your engagement performance was higher than both your list and industry averages. However, it slightly decreased compared to last month.
- Your most performing campaign was Campaign Week 26. It shows that your subscribers have voted in your new template.
- Your most performing day and time are Thursday midafternoon. Hence, you should send your campaigns at 10 a.m. on Thursdays or keep experimenting to find out your most optimal send time.

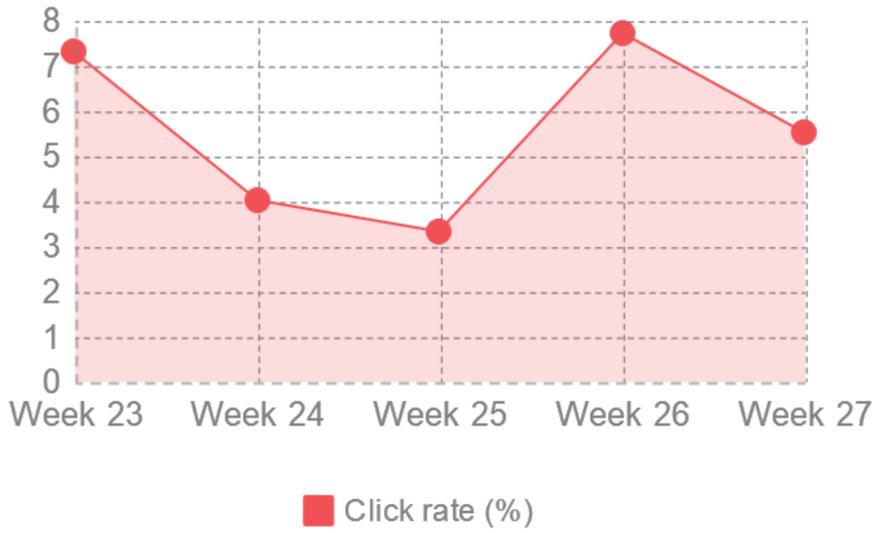
EFFICIENCY



Performance

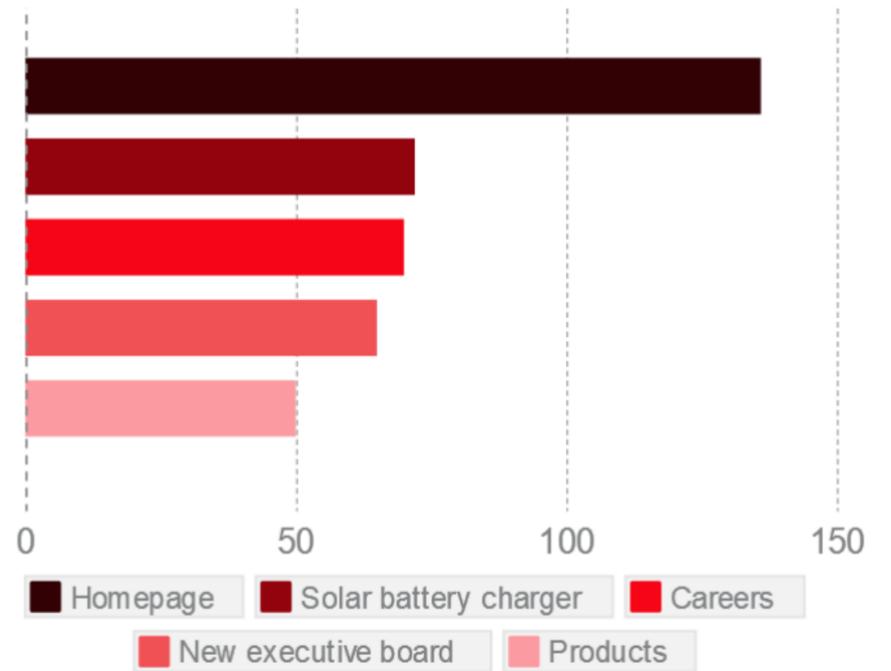
- +1% compared to previous month
- +1% compared to list average
- +2% compared to industry average

Top campaigns



Top content

Preferred content of your active audience this month:



Insights

- Good job! Your efficiency rate slightly increased compared to last month as well as to your list and industry average. Your most efficient campaign was Week 26.
- This month, your subscribers were mostly interested in product and organizational news. The career section is very popular too.
- To further increase your click performance, make the "Read more" buttons more engaging, for instance by coloring them.

Good job, marketing ninja! Keep going!

