Digital Marketing Immersion

Data Interpretation & Reporting

Exercise 2.8

Akhia Khanam Akhi | 05.09.2023

Part 1
Export data from email campaign & landing page

Email Campaign Reports - Email 1

	A	B	C
1	Email Campaign Report		
2	Titel	Green Gatherings 1	
3	Subject Line	Zero Waste Picnic - No need for any clean-up	
4	Delivery Date / Time	Sun, Aug 27, 2023 9:45 AM	
5			
6	Overall Status		
7	Total Recipients:	14	
8	Successful Deliveries:	14	
9	Bounces:	0	
10	Times Forwarded:	0	
11	Forwarded Opens:	0	
12	Recipients Who Opened:	12	
13	Total Opens:	17	
14	Last Open Date:	8/28/23 4:11AM	
15	Recipients Who Clicked:	10	
16	Total Clicks:	14	
17	Last Click Date:	8/28/23 2:44AM	
18	Total Unsubs:	0	
19	Total Abuse Complaints:	0	
20	Times Liked on Facebook:	0	
21			
22			
23	Clicks by URL		
24			
25	URL		
26	URL	Total clicks	Unique clicks
27	https://greengatherings.akhiakhanam.com/	14	10
28			

Email Campaign Reports - Email 2

	A	B	C
1	Email Campaign Report		
2	Titel	Green Gatherings 2	
3	Subject Line	Embrace Sustainability!	
4	Delivery Date / Time	Tue, Aug 29, 2023 8:17 AM	
5			
6	Overall Status		
7	Total Recipients:	14	
8	Successful Deliveries:	14	
9	Bounces:	0	
10	Times Forwarded:	0	
11	Forwarded Opens:	0	
12	Recipients Who Opened:	11	
13	Total Opens:	14	
14	Last Open Date:	8/30/23 4:14AM	
15	Recipients Who Clicked:	9	
16	Total Clicks:	11	
17	Last Click Date:	8/29/23 11:50AM	
18	Total Unsubs:	0	
19	Total Abuse Complaints:	0	
20	Times Liked on Facebook:	0	
21			
22			
23	Clicks by URL		
24			
25	URL		
26	URL	Total clicks	Unique clicks %
27	https://greengatherings.akhiakhanam.com/	11	9

Email Campaign Reports - Email 3

	A	B	C
1	Email Campaign Report		
2	Titel	Green Gatherings 3	
3	Subject Line	Become a part of the Green Gatherings community	
4	Delivery Date / Time	Fri, Sep 1, 2023 9:35 AM	
5			
6	Overall Status		
7	Total Recipients:	14	
8	Successful Deliveries:	14	
9	Bounces:	0	
10	Times Forwarded:	0	
11	Forwarded Opens:	0	
12	Recipients Who Opened:	11	
13	Total Opens:	18	
14	Last Open Date:	9/2/23 10:14AM	
15	Recipients Who Clicked:	11	
16	Total Clicks:	12	
17	Last Click Date:	9/2/23 9:51AM	
18	Total Unsubs:	0	
19	Total Abuse Complaints:	0	
20	Times Liked on Facebook:	0	
21			
22			
23	Clicks by URL		
24			
25	URL		
26	URL	Total clicks	Unique clicks %
27	https://greengatherings.akhiakhanam.com/	12	11

Google Analytics page view and funnel reports

Page View :

Conversions :

Page path and screen class	Views	Users	Views per user	Average engagement	Event count	Conversions	Total revenue
/	73	23	3.173913043	27.30434783	191	0	0
/thank-you/	46	18	2.555555556	20.11111111	188	44	0
/gg-blog/	33	11	3	29.09090909	80	0	0
/eco-friendly-and-zero-waste-picnic/	30	10	3	46.5	65	0	0
/disclaimer/	3	2	1.5	5	5	0	0
/author/akhia-khanam-akhi/	1	1	1	30	2	0	0

Above the table (rows 1–9):

```
# ----------------------------------------
# Report CSV Export
# Account: akhiakhanam
# Property: akhia khanam
# ----------------------------------------
#
# All Users
# Start date: 20230808
# End date: 20230904
```

Second report:

```
# ----------------------------------------
# Report CSV Export
# Account: akhiakhanam
# Property: akhia khanam
# ----------------------------------------
#
# All Users
# Start date: 20230808
# End date: 20230904
```

Event name	Conversions	Total users	Total revenue
thank_you_	44	16	0

User acquisition:

First user default channel group	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement	Event count	Conversions	Total revenu
Direct	15	43	0.716666667	2.6875	102.125	440	37	0
Email	6	6	0.666666667	1	20.16666667	61	7	0
Referral	3	3	0.6	1	20	30	0	0

Completed Report :

Project Element	KPI	Source	Target Value	Real Value
Blog Article	Pageviews	GA Pageview Report	20	25
Email Signups	Number of subscribers	Mailchimp Audience	15	14
Email Campaign	Open rate			
	Email 1	Mailchimp Campaign Report	35%	85.71%
	Email 2			78.57%
	Email 3			64.29%
	AVERAGE			76.19%
Email Campaign	Click throughs			
	Email 1	Mailchimp Campaign Report	10	14/71.43%
	Email 2			11/64.29%
	Email 3			9/64.29%
	TOTAL			34/66.67%
Landing Page	Pageviews	GA Pageview Report	8	167
Landing Page	Pageviews (from a particular source)	*Optional*GA Acquisition Report[Referral + Email Users]		
Thank You Page	Conversions	GA Funnel Report[Step 2 Tota	4	50

Part 2
Data Interpretation Summary

Q1: What does your open-rate data say about each email? What are some factors that could have contributed to this rate?

The open-rate data reveals that each email performed above our goal, achieving an average open rate of 76.19%.

Timing: The timing of the email can affect open rates. People are more likely to open emails that are sent during the day or early evening.our email sending time was between 3Pm to 6pm.

Subject line: The subject line is the most important factor in determining whether an email will be opened.Our well-written subject line was clear, concise, and attention-grabbing.

Q2: Which of your emails had the highest number of click-throughs? What does this number tell you about that email's effectiveness?

Our first email received the highest number of clicks after being sent(71.43%).The appeal of fresh content for new customers led them to explore further, which is why this phenomenon occurs.As the duration continued, the decrease in drop-off rates indicated a higher level of comfort from our audience with the content we were providing.

Q3: Why would you want to include the number of pageviews on a blog article when presenting data to Green Gatherings' stakeholders? What about a landing page?

The importance of evaluating the number of pageviews on a blog article in the context of presenting data to Green Gatherings stakeholders cannot be emphasized enough, and including this statistic in data analysis is crucial.

By analyzing the numbers that depict content engagement and effectiveness, we can gain valuable insights into the content's performance. Analyzing the views of a specific blog article against

conversion figures gives us an idea of how well the content attracts and engages audiences.

Landing page: Landing page are designed to convert visitors into leads or customers. The number of pageviews on a landing page can tell you how many people are interested in what you have to offer and how effective your landing page is at converting visitors. This information can be helpful for improving your landing pages and increasing your conversion rate.

Q4: What would you do if your funnel report showed up blank (no one completed the path you dictated)?

The absence of a funnel report would trigger a technical evaluation to ensure proper web page functionality.

For improving our funnel report we can take some steps

➢ Use clear and concise language.
➢ Avoid jargon and technical terms.
➢ Use visuals to break up the text and make it more engaging.
➢ Use a call to action at the end of each step to encourage visitors to move forward in the funnel.
➢ Track our results and make changes as needed.

Q5: Bonus (if you downloaded the GA acquisition report): How could a full picture of user acquisition data affect the strategy decisions of the digital marketing team at Green Gatherings?

A full picture of user acquisition data can affect the strategy decisions of the digital marketing team at Green Gatherings in a number of ways, including:

➢ **Identifying the most effective channels for acquiring new users:** By understanding which channels are driving the most traffic and conversions, **Green Gatherings** team can focus their efforts on the most effective channels and allocate their budget accordingly.

➢ **Optimizing marketing campaigns:** The team can use user acquisition data to identify which campaigns are performing well and which campaigns need to be improved. **Green Gatherings** can also use this data to test new campaigns and track their results.

➢ **Personalizing marketing messages:** By understanding the demographics and interests of their target audience, **Green Gatherings** team can personalize their marketing messages to be more relevant and engaging.

➢ **Improving user experience:** The team can use user acquisition data to identify areas of their website that are causing users to drop off. **Green Gatherings** can then make changes to improve the user experience and encourage users to stay engaged.

Overall, a full picture of user acquisition data can give the digital marketing team at Green Gatherings a better understanding of how they are acquiring new users and how they can improve their marketing campaigns.

Recommendations

1. **Pacing emails to achieve a specific goal** :

Continue utilizing the tactic of adjusting the pace of the email campaign based on performance data.To maintain higher engagement levels, consider slowing down the frequency of email marketing as long as open rates do not significantly decrease.

2. **Focus on creating high-quality content:**

Focus on creating high-quality content that is relevant to Green Gatherings target audience. This means creating content that is informative, engaging, and helpful. It also means creating content that is tailored to the interests and needs of our target audience.

3. **Promote content through a variety of channels:** This includes social media, email marketing, search engine optimization (SEO), and paid

advertising. By promoting our content through a variety of channels, we can reach a wider audience and drive more traffic to our website.
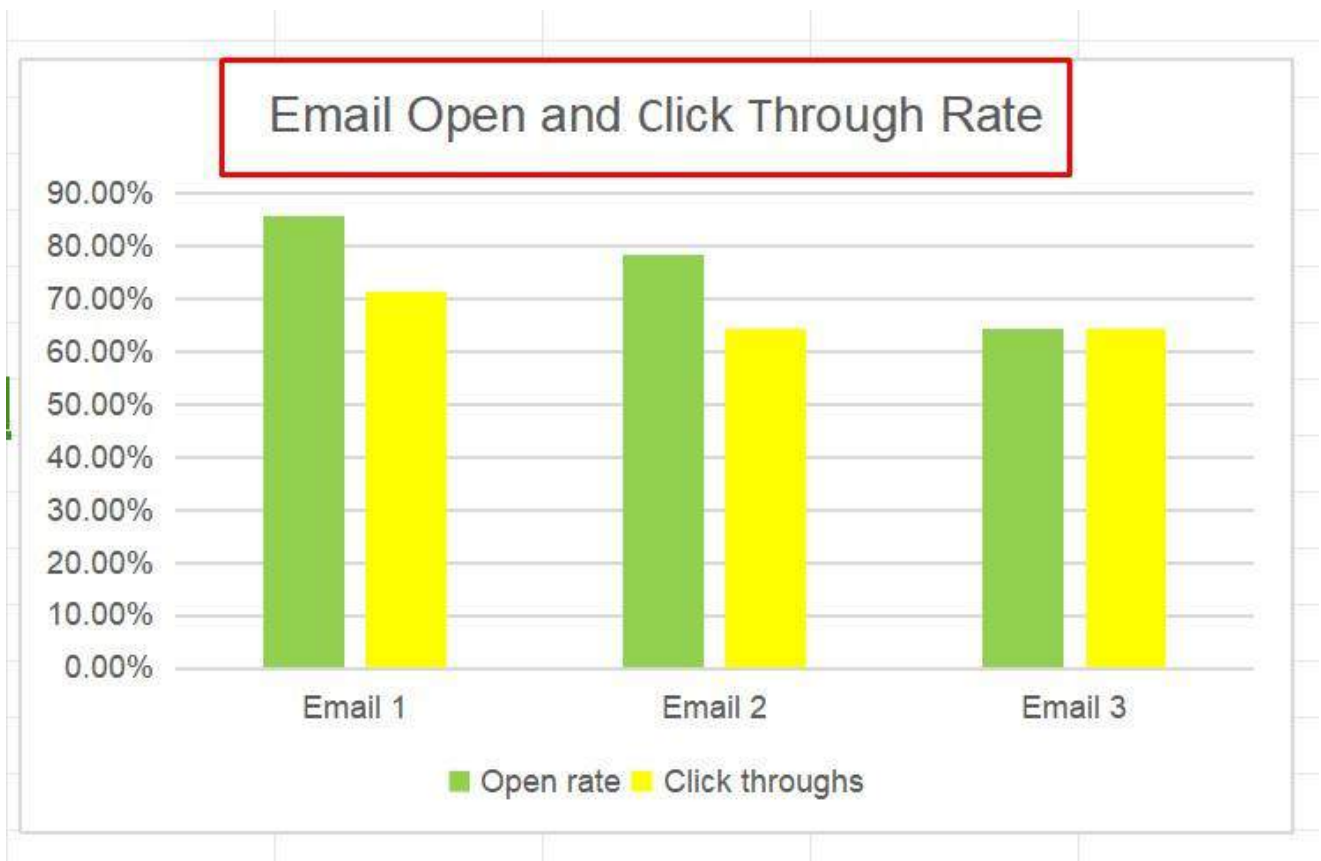
4.Evaluate the Conversion Rate Variability between Different Platforms:

Analyze the correlation between blog article pageviews and conversion rates to determine the impact of your content on conversions. Evaluate the factors that are preventing customers from making a purchase in the case of blog articles with a high number of views and low conversion rates.
Strengthen your content strategy by addressing buyer pain points, improving value propositions, and ensuring that the content fits in line with the target audience's needs and preferences.
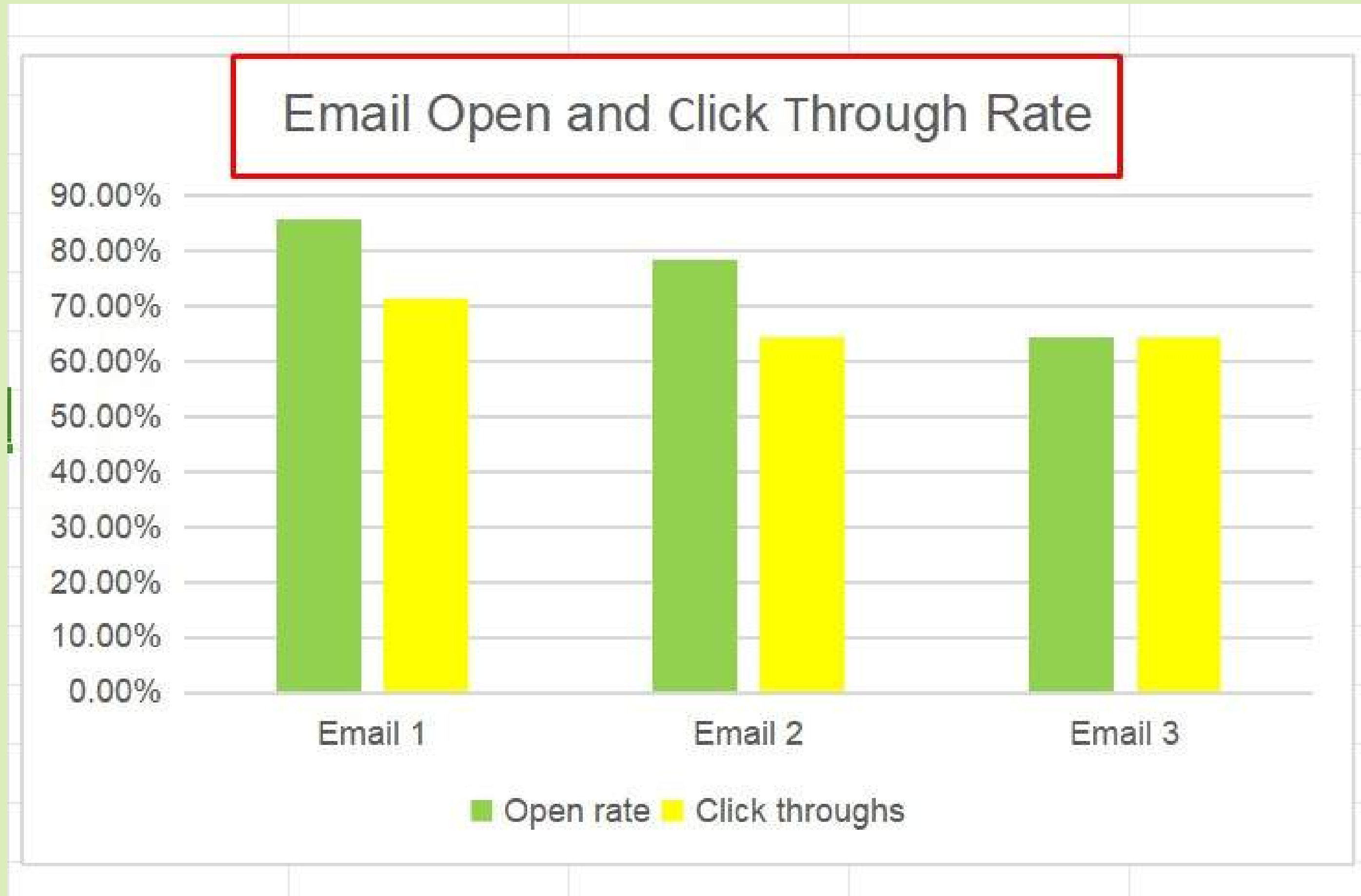
Part 3
Visual Representation of KPI

Email Open and Click Through Rate

Open rate — Click throughs

Email 1: Open rate ~86%, Click throughs ~71%
Email 2: Open rate ~78%, Click throughs ~64%
Email 3: Open rate ~64%, Click throughs ~64%

Sales Performance

Target Value — Real Value

Blog Page Visit: Target Value ~20, Real Value ~25
Landing Page Visit: Target Value ~7, Real Value ~167
Conversion: Target Value ~4, Real Value ~50

Any Questions?

Digital Marketing Immersion

Green Gatherings Findings
& Recommendations
Exercise 2.8

Akhia Khanam Akhi | 05.09.2023

Green Gatherings

Our Findings

Email Open and Click Through Rate

Open rate | Click throughs

Green Gatherings

Sales Performance

	Blog Page Visit	Landing Page Visit	Conversion

Target Value ■ Real Value ■

Green Gatherings

Recommendations

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Green Gatherings

Recommendations

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Green Gatherings

Thank you!

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