Sample Email Program Audit

About The Company

A jewellery store that has specialized in selling jewellery and watches for 2 decades, launched their e-commerce site in 2017.

Industry: E-commerce

Grow Email List

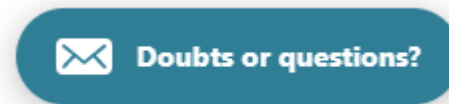- To increase the subscriber base, there are couple of forms on the website.

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List Growth

List growth in the past 1 year
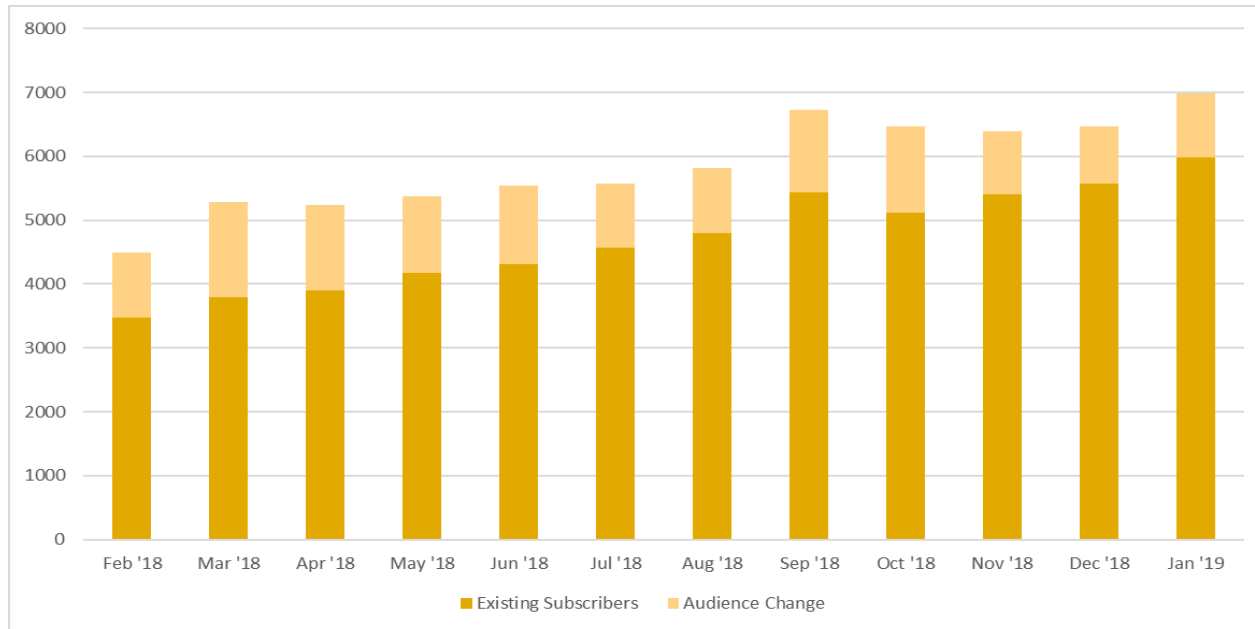
Sources

- List had growth rate of 72.2% till January 2019. In February 2018, it was approximately 3476, while in January 2019, it went up to 5987.

- Out of the total audience – 54% of the audience is collected via API , while 35% of the audience is added via List Import.
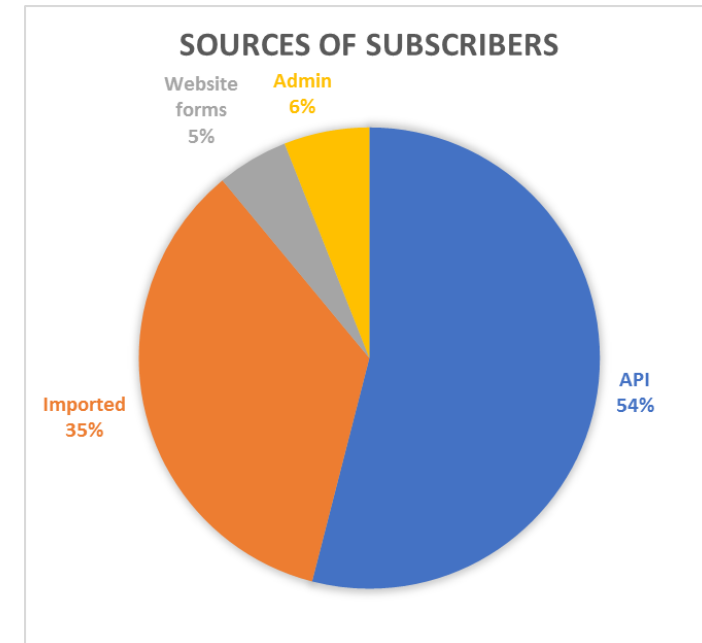
Overall List Analysis

Top email clients   Export As CSV

Desktop	42.5%	Mobile	57.5%
Gmail	31.3%	iPhone	33.9%
Yahoo Mail	3.5%	Android webview	19.8%
Apple Mail	2.2%	Chrome Mobile	3.4%
Outlook Mobile	1.9%	Android	0.2%
Outlook 2016	1.3%	Windows Phone	0.2%

- Approximately 57.5% of the subscribers are reviewing the email in Mobile and 42.5% in the Desktop – As there are higher percentage of audience reviewing emails in mobile – Responsive emails is a must.

- 33.9% of the subscribers are viewing emails on iPhone and 31.3% of Gmail users view the emails on Desktop.

- It is Important to focus should be on designing emails that renders well in Mobile and Desktop (web email clients).

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Automation Analysis

Automation Series

- Total of 7 Email Series

- Sent at any time between 3pm to 10pm

- First 5 Emails are triggered at an interval of 2 days and last 2 emails are triggered at an interval of 5 days.

- First 4 emails are sent to everyone who joins the list, last 3 emails are sent to those for whom Stop Automation is not Yes.

- All the emails created for automation are majorly image heavy and doesn't look good on mobile devices.

Our Suggestion

- Use well-designed and HTML coded email templates.

- The automation can be divided in two series. One should be welcome & the other can be a lead nurture or promotional offer series where you add the subscribers after a month of their completion of Welcome automation.

- Need to investigate the delays between emails and send time and optimize it for better performance.

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High Performing Email Campaigns

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EMTINDOR

< [FIRST_NAME] >
GIFTS FOR YOUR DAD

Purchase Gifts Worth $45
5%
DISCOUNT

Discount Coupon Code: ILOVEMYDAD5

Purchase Gifts Worth $75
10%
DISCOUNT

Discount Coupon Code: ILOVEMYDAD10

GO TO GIFT IDEAS FOR FATHER'S DAY

EMTINDOR

Tunic Tops

Buy Now

5000+ Jewels and Watches on Offer

Want Some Gift Ideas?

Answer this email & tell us about your needs

Within a few hours, you will receive our suggestions
in your inbox.

Subject Line		_____
Total Sent	**4685** Recipients	
Sent To	_____	
Open Rate	**22.79%**	
Click Rate	3.2%	
CTOR	**13%**	
CTR	4%	
Bounced	17	
Unsubscribes	5	
View Online	Link to the online version of the email	

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Low Performing Email Campaigns

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Subject Line	_____
Total Sent	**6321** Recipients
Sent To	_____
Open Rate	**5.01%**
Click Rate	1.08%
CTOR	**22%**
CTR	2%
Bounced	18
Unsubscribes	8
View Online	Link to the online version of the email

Campaign Send Frequency

Campaigns Send Frequency

We have analyzed campaign for the period of last 1 year. Currently, there is no specific campaign send frequency followed.

If there is campaign calendar planned for the quarter and have identified the best day/time for the sends - we will have better campaign send frequency.

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Date & Time Analysis

No standard time used to send emails currently. Emails are majorly sent anywhere between 3 pm to 7 pm EET.

The best time to send campaigns looking at the nature of business is at the early morning in between 5 am to 8 am or at the evening between 6 pm to 10 pm.

Weekend will be the best days to send emails because the customers will be free and must have time to have a detail look into the products and the offers.

Audit Findings & Key Insights/Suggestions

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Audit Findings

- MailChimp Drag & Drop Templates are used for both Automations & Email Campaigns.
- Emails are too much image heavy. Ideally image text ratio should be maintained.
- It has been seen that single large images are heavily used to display discount offerings.
- No consistency in CTA & its Sizes.
- All the emails are majorly talking about discounts. Need to plan a better campaign calendar and type of email campaigns to be sent.
- No standardized time to send emails. Need to identify best day/time to send email campaigns.

Key Insights/Suggestions

- Instead of Drag & Drop email templates, it is advisable to use custom design & HTML code.
- Images in the Email can be kept clickable –it will allow users to reach to the landing page.
- Short and simple subject lines should be used to that to increase the open rates
- CTAs should be placed above the fold or at the middle of an Email.
- Implement popups/forms to increase subscriber acquisition.
- Set an active cart abandonment series to get more conversions & revenue.
- If feasible, set up browse abandonment series for the subscribers to approach them whenever they view a product and don't buy from the store.
- Setup DKIM/SPF/DMARC for the email domain for better email deliverability.
- Identify the best day/time of the sent initially from Google analytics and then testing the identified days/time.
- Create segments based on the user location and send campaign as per the user location to increase email metrics.

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Thank You

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