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EMAIL MARKETING CAMPAIGNS

This Tableau Accelerator allows you to:

- **Assess & Improve the efficiency of your marketing campaigns**
- Identify most impactful campaigns
- Audit the results of campaign optimization over time

Answer key business questions

- What is our click-through rate (CTR)? How does it evolve across time?
- Which campaigns generated the most engagement?
- How many recipients unsubscribed?

Monitor and improve KPIs

Campaigns

- **Nb of Campaigns:** Total number of marketing campaigns that were launched over the period

Reach

- **Total Sent Emails:** Total Sent Emails
- **Total Delivered Emails:** Total Delivered Emails
- **Delivery Rate:** Share of emails that were delivered on total sent emails. It determines the level of quality and reliability of your emails list

Engagement

- **Total Opened Emails:** Total Open Emails
- **Open Rate:** Open Rate is useful for tracking the percentage of subscribers who open a specific email, open rate gives you insight into how engaged your subscribers are, as well as how effective different subject lines are

- **Total Unique Clicks:** Total number of Clicks on action link (unique)
- **CTR (Click-Through Rate):** Click-Through-Rate: measure what percentage of subscribers clicked on your links (expressed in %). It helps you determine how well your

campaigns are performing

- **CTOR (Click-To-Open Rate):** CTOR: The number of clicks out of the number of emails opened. Measures how engaging is the content to the users who view it (expressed in %)

Unsubscribe

- **Total Unsubscribe Clicks:** Total number of unsubscribe (unique)
- **Unsubscribe Rate:** The number of unsubscribe clicks divided by the number of emails delivered (expressed in %)

Required attributes

- **Campaign** (*string*): Advertising campaign
- **Date Sent** (*date*): Reference date
- **Nb Sent Emails** (*numeric*): Number of sent emails
- **Nb Delivered Emails** (*numeric*): Number of delivered emails
- **Unique Open** (*numeric*): Number of opened emails
- **Unique Clicks** (*numeric*): Number of clicks
- **Unsubscribes** (*numeric*): Number of unsubscribes