Immersion course 2
Task 2.8
Data & Reports
By Sami Tachiri

- *Email campaign reports (3)*
- *GA pageview, conversion and funnel reports*
- *Completed report spreadsheet*
- *Data interpretation summary*
- *Insights and Recommendations pages*
- *KPI Chart example*

	A	B	C
1	Email Campaign Report		
2	Title:	First_Quarter_Sales_Campaign_1. (copy 01)	
3	Subject Line:	We are our planet's saviours.	
4	Delivery Date/Time:	Fri, Nov 3, 2023 6:17 am	
5			
6	Overall Stats		
7	Total Recipients:	19	
8	Successful Deliveries:	19	
9	Bounces:	0 (0.0%)	
10	Times Forwarded:	0	
11	Forwarded Opens:	0	
12	Recipients Who Opened:	7 (36.8%)	
13	Total Opens:	12	
14	Last Open Date:	11/8/23 7:16AM	
15	Recipients Who Clicked:	5 (26.3%)	
16	Total Clicks:	7	
17	Last Click Date:	11/8/23 7:18AM	
18	Total Unsubs:	0	
19	Total Abuse Complaints:	0	
20	Times Liked on Facebook:	0	
21			
22	Clicks by URL		
23	URL	Total Clicks	Unique Clicks
24	https://tachirisami890.wpcomstaging.com/blog-zero-waste/?utm_source=Green+Gathering&utm_campaign=2d28c382d2-First_Quarter_Sales_Campaign_1._COPY_01&utm_medium=email&utm_term=0_-a16ace13a7-%5BLIST_EMAIL_ID%5D	7	5
25	https://www.youtube.com/watch?v=ZT0uqEPzbd0&utm_source=Green+Gathering&utm_campaign=2d28c382d2-First_Quarter_Sales_Campaign_1._COPY_01&utm_medium=email&utm_term=0_-a16ace13a7-%5BLIST_EMAIL_ID%5D	0	0
26	http://eepurl.com/iCcyal?utm_source=Green+Gathering&utm_campaign=2d28c382d2-First_Quarter_Sales_Campaign_1._COPY_01&utm_medium=email&utm_term=0_-a16ace13a7-%5BLIST_EMAIL_ID%5D	0	0

	A	B	C
1	Email Campaign Report		
2	Title:	First_Quarter_Sales_Campaign_2.	
3	Subject Line:	O.M.G you're missing out!ðŸ˜±	
4	Delivery Date/Time:	Mon, Nov 6, 2023 9:59 am	
5			
6	Overall Stats		
7	Total Recipients:	19	
8	Successful Deliveries:	19	
9	Bounces:	0 (0.0%)	
10	Times Forwarded:	0	
11	Forwarded Opens:	0	
12	Recipients Who Opened:	10 (52.6%)	
13	Total Opens:	22	
14	Last Open Date:	11/8/23 7:29AM	
15	Recipients Who Clicked:	6 (31.6%)	
16	Total Clicks:	6	
17	Last Click Date:	11/6/23 2:07PM	
18	Total Unsubs:	0	
19	Total Abuse Complaints:	0	
20	Times Liked on Facebook:	0	
21			
22	Clicks by URL		
23	URL	Total Clicks	Unique Clicks
24	https://tachirisami890.wpcomstaging.com/thank-you/?utm_source=Green+Gathering&utm_campaign=61a2426dfb-First_Quarter_Sales_Campaign_2.&utm_medium=email&utm_term=0_-a16ace13a7-%5BLIST_EMAIL_ID%5D	6	6
25	http://eepurl.com/iCcyal?utm_source=Green+Gathering&utm_campaign=61a2426dfb-First_Quarter_Sales_Campaign_2.&utm_medium=email&utm_term=0_-a16ace13a7-%5BLIST_EMAIL_ID%5D	0	0
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|	A	B	C
1	Email Campaign Report		
2	Title:	First_Quarter_Sales_Campaign_3.	
3	Subject Line:	Join our environmental cause!	
4	Delivery Date/Time:	Tue, Nov 7, 2023 5:05 am	
5			
6	Overall Stats		
7	Total Recipients:	21	
8	Successful Deliveries:	21	
9	Bounces:	0 (0.0%)	
10	Times Forwarded:	0	
11	Forwarded Opens:	0	
12	Recipients Who Opened:	8 (38.1%)	
13	Total Opens:	18	
14	Last Open Date:	11/9/23 3:04PM	
15	Recipients Who Clicked:	6 (28.6%)	
16	Total Clicks:	8	
17	Last Click Date:	11/9/23 3:04PM	
18	Total Unsubs:	0	
19	Total Abuse Complaints:	0	
20	Times Liked on Facebook:	0	
21			
22	Clicks by URL		
23	URL	Total Clicks	Unique Clicks
24	https://tachirisami890.wpcomstaging.com/?utm_source=Green+Gathering&utm_campaign=1d8cfac0a7-First_Quarter_Sales_Campaign_3.&utm_medium=email&utm_term=0_-a16ace13a7-%5BLIST_EMAIL_ID%5D	8	6
25	http://eepurl.com/iCcyal?utm_source=Green+Gathering&utm_campaign=1d8cfac0a7-First_Quarter_Sales_Campaign_3.&utm_medium=email&utm_term=0_-a16ace13a7-%5BLIST_EMAIL_ID%5D	0	0
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41			

GA pageview and funnel reports
Page Path and Screen Class Report

Views by Page path and screen class over time

Legend: ● / ● /blog-zero-waste/ ● /thank-you/ ● /blog/ ● /home-2/
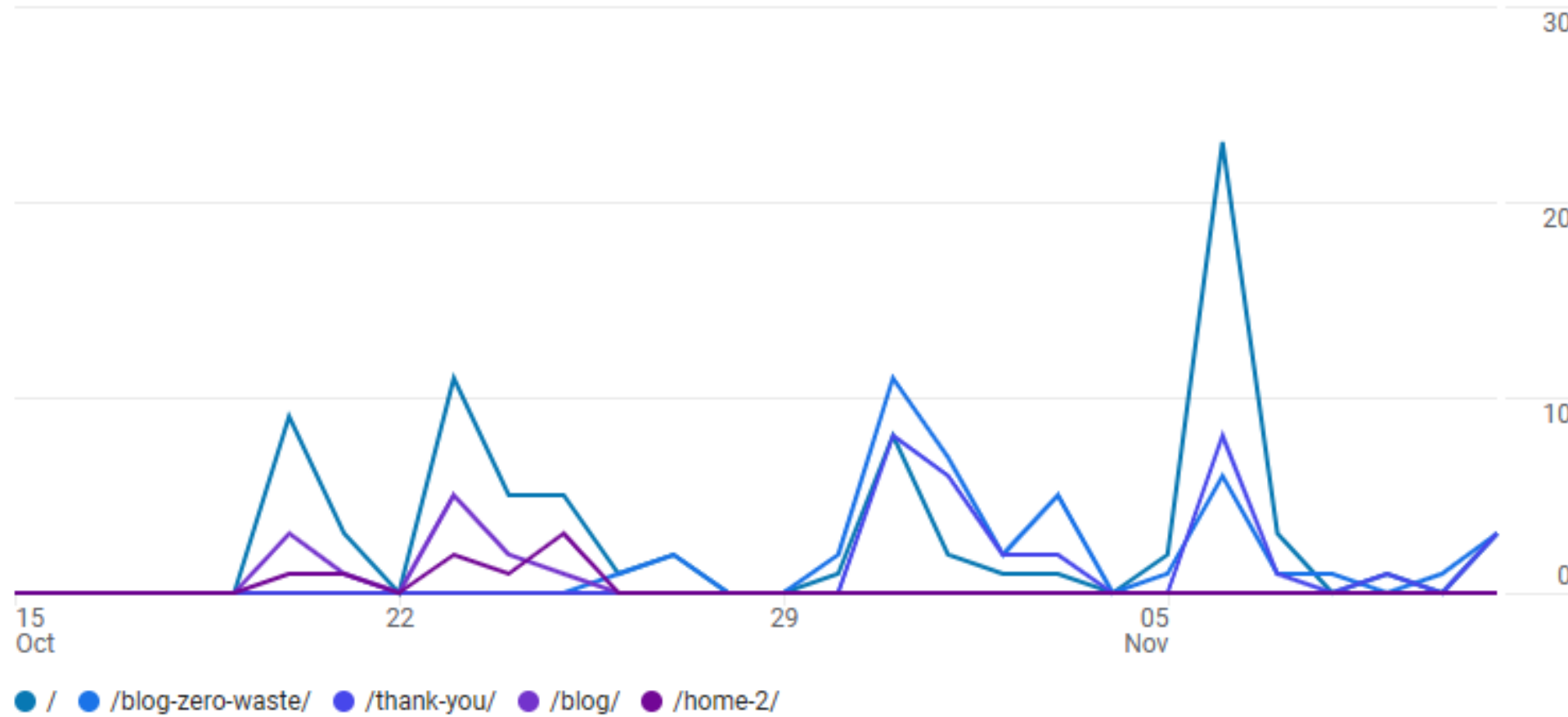
Views by Page path and screen class
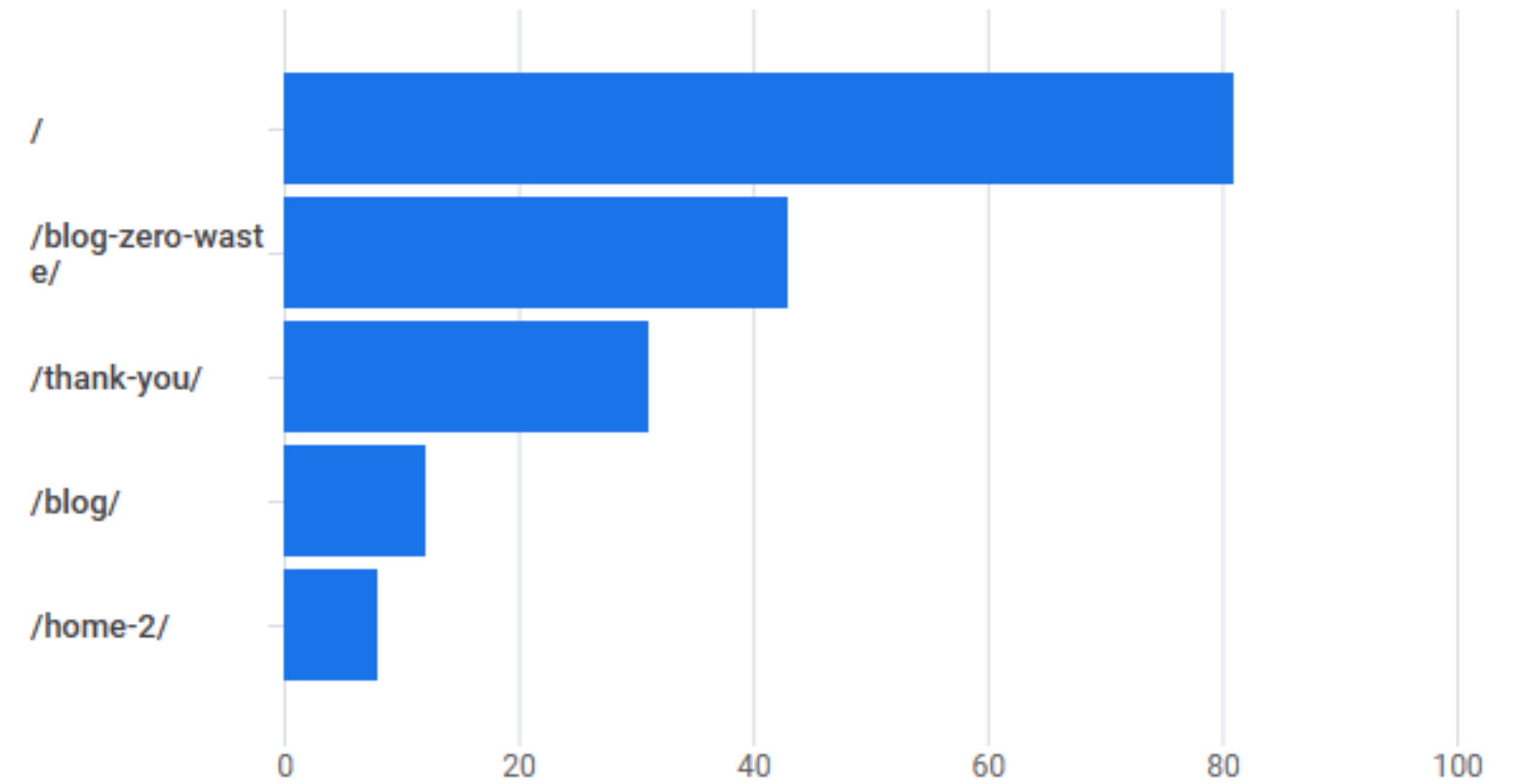
| | Rows per page: 10 | Go to: 1 | ‹ 1-10 of 11 › |

Page path and screen class ▾ +	↓ Views	Users	Views per user	Average engagement time	Event count All events ▾	Conversions All events ▾	Total revenue
	193 100% of total	**47** 100% of total	**4.11** Avg 0%	**45s** Avg 0%	**617** 100% of total	**31.00** 100% of total	**$0.00**
1 /	81	33	2.45	16s	235	0.00	$0.00
2 /blog-zero-waste/	43	24	1.79	26s	162	0.00	$0.00
3 /thank-you/	31	14	2.21	14s	112	31.00	$0.00

GA pageview and funnel reports

Funnel Report

Step 1		Step 2	
Landing page visit	100%	Product sale	-

Abandonment rate
■ 0   0%

Step	Users (% of Step 1)	Completion rate	Abandonments	Abandonment rate
1. Landing page visit	1 (100%)	100%	0	0%
2. Product sale	1 (100%)	-	-	-
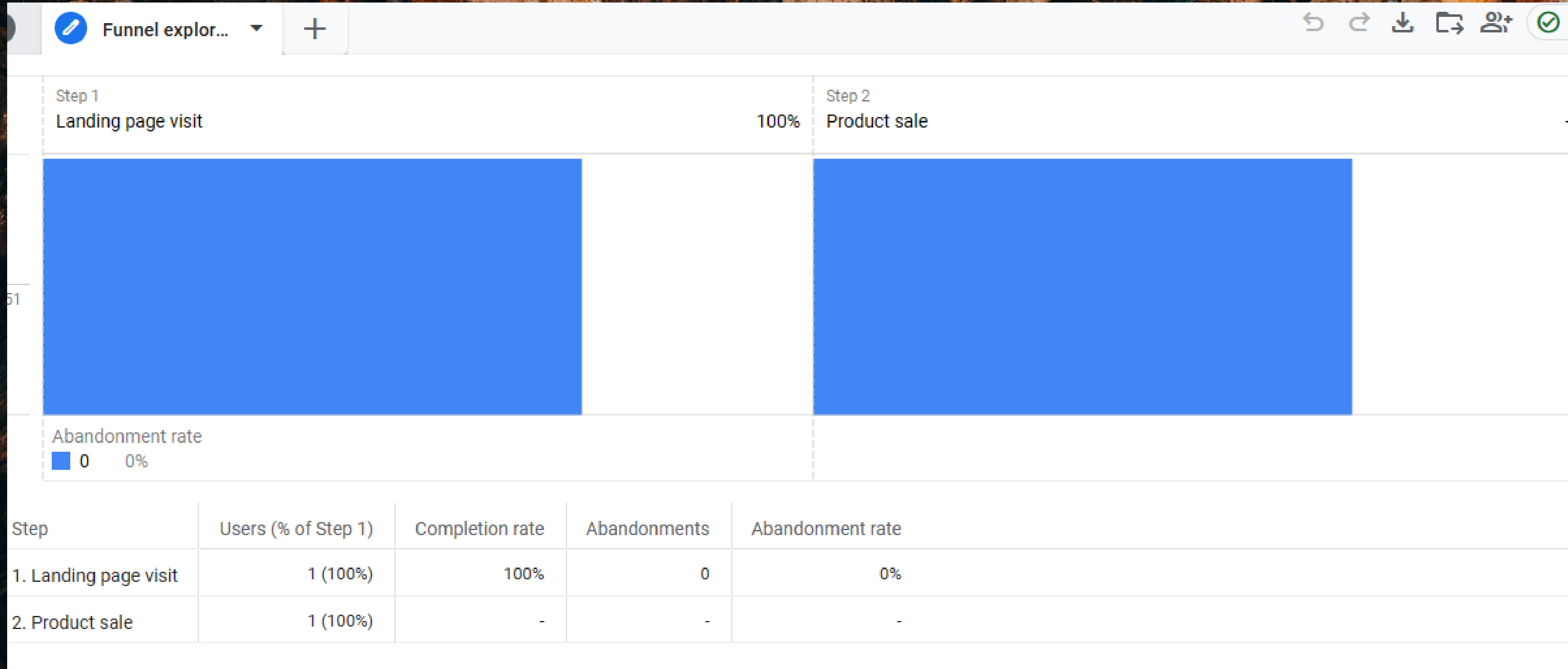
GA pageview and funnel reports

Conversions Report

Conversions by Event name over time

Wed 18 Oct

thankyou_page_visit **0.00**

10
8
6
4
2
0

15 Oct   22   29   05 Nov

Conversions by Event name

thankyou_page _visit

0

	Event name	+	↓ Conversions	Total users	Total revenue
			31.00	14	$0.00
			100% of total	100% of total	
1	thankyou_page_visit		31.00	14	$0.00
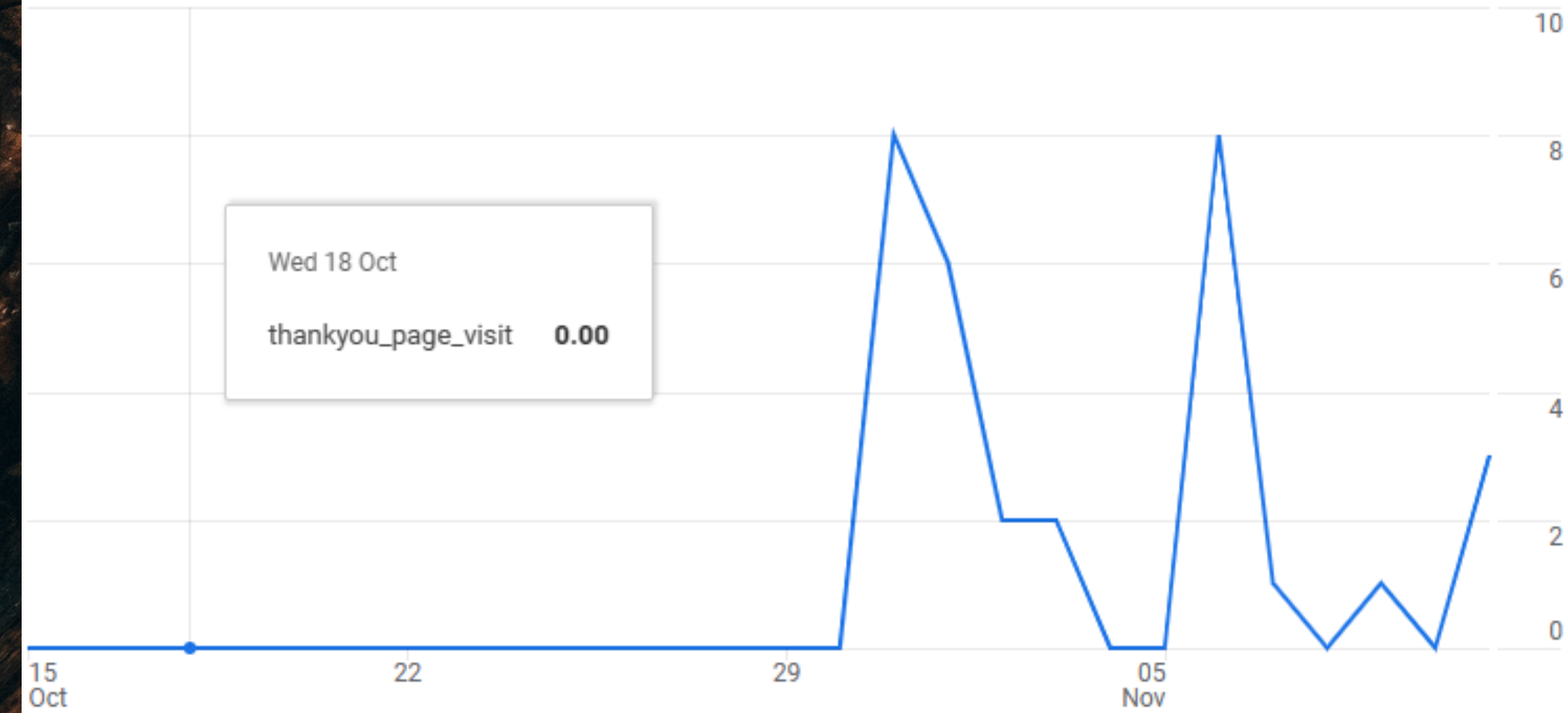
Search…   Rows per page: 10   1-1 of 1

Completed Report

	Project Element	KPI	Source	Target Value	Real Value
1					
2	Blog Article	Pageviews	GA Pageview Report	20	39
3	Email Signups	Number of subscribers	Mailchimp Audience	15	23
4	Email Campaign	Open rate			
5		Email 1	Mailchimp Campaign Repo▸	35%	36.80%
6		Email 2			52.60%
7		Email 3			38.10%
8		AVERAGE			42.50%
9	Email Campaign	Click throughs			
10		Email 1	Mailchimp Campaign Repo▸	10	5/26.3%
11		Email 2			6/31.6%
12		Email 3			6/28.6%
13		TOTAL			17
14	Landing Page	Pageviews	GA Pageview Report	8	37
15	Landing Page	Pageviews (from a particular source)	*Optional* GA Acquisition Report [Referral + Email Users]		
16	Thank You Page	Conversions	GA Funnel Report [Step 2 Total Users]	4	1

Data Interpretation Summary

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

Looking at our open rate data , I can say with confidence that each one of our emails performed better than our set goal was.

The factors that may have helped us reach even further of our goals are:

- Good use of our brands elements (voice, tone, color palette)
- Creating a substantial amount of curiosity without over-reaching.
- Showing with our subject that we are true to our cause
- Giving our audience some time to think before we send them another email.

Data Interpretation Summary

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

The email with our highest amount of clicks was email #2 (promotional email).
And that could be contributed to the fact that we kept an intriguing tone that captured our audiences attention , but also kept it playful with a good use of emojis that gave our audience the intensive they needed to click on our email and see the great deal that we had to offer.

Data Interpretation Summary

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?

It is imperative that when presenting data to the stakeholders of Green Gatherings, the number of pageviews on a blog post should be included. These figures offer insightful information about the efficacy of the content. Views of the blog articles and conversion rates can be compared to determine how effective the material draws in and involves the audience. A few examples could be:

- if the site has a lot of views but not many comments
- conversions
- indicating that while the material is drawing viewers it is not effectively solving their problems
- points or offers sufficient value to persuade our audience to become clients.

These examples necessitate refining our approach to material.

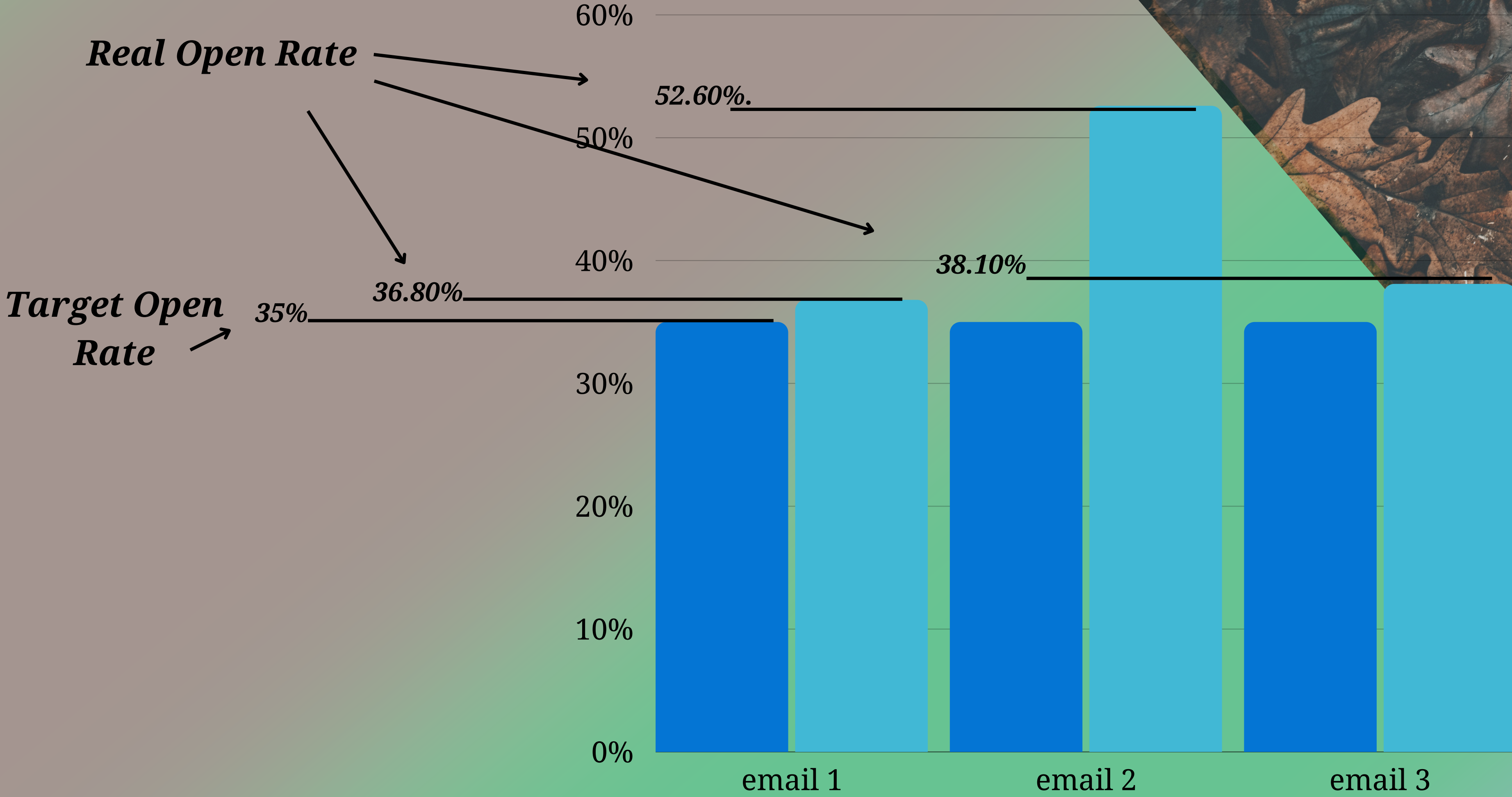# Data Interpretation Summary

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

If our funnel report would show up blank , I would run a further investigation on my
acquisition and pageview numbers in order to come across the information necessary
to answer to our stakeholders.
Of course there could be also the indication that we took the wrong approach with our campaigns
and need to re-evaluate our steps and executions properly so that we can meet the needs and wants of our
target audience in a newer, better and more direct way, to regain their trust if we lost it, and achieve
better awareness on our part.

Future Recommendations

- *Keep track of our funnel data in an extensive way to ensure that there will be corrections if any mistakes are made or if our approach needs updating.*
- *Have our brands elements to be consistent and not deviate from the personality that we have built, but also not be afraid to make changes that would bring us closer to our audience.*
- *Visit our campaigns (website, mailchimp,social-media) regularly to make sure that everything is running smoothly, and if not, then make the proper arrangements needed in order to put our campaigns back on track.*
- *Do thorough evaluations of our website's visits plus our email campaigns, and keep track of any changes that may occur such as bounces, unsubscribes, minimized visitations and click-throughs.*

Thank You