

Elise Anderson: Email Marketing Performance Metrics Comparison for ANEW



In conjunction with Newsletter Statistics Overview reporting, the chart below illustrates a point of comparison to the success of email marketing campaigns I executed.

Using sample data of five email marketing campaigns under my direction against the similarly dated campaigns, my results reflected an increase of open rates by nearly 20% and more than tripled the amount of click engagement.

As of 2024, the overall average of email open rates across industries is 37%. My newsletter marketing approaches for this organization averaged 10% higher than average and those statistics steadily continued to show growth.

The rapid influx of click-through engagement also drove more traffic to the organization’s social media platforms as well as their website. ANEW’s monthly newsletters became a crucial aspect of its marketing and outreach approaches.

	Newsletter Date	Sends	Total Opens	Clicks	Open Rate
My Campaign Results	November 2023	3,110	1,374	92	50%
	October 2023	3,097	1,484	106	53%
	August 2023	3,226	1,219	106	42%
	July 2023	3,124	1,321	108	47%
	June 2023	3,086	1,328	59	46%
Previous Campaigns	First Quarter 2023	2,319	760	35	35%
	August 2022	3,318	924	26	29%
	July 2022	3,165	863	32	28%
	June 2022	3,169	796	35	26%
	May 2022	3,172	956	25	31%