



Email Campaign Results

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Send Date : 8/19/2020 10:07:00 AM

Subject Line : Check out the latest updates for DC FanDome, coming to you on August 22! #DCFanDome

From: Warner Bros. Pictures

Delivered	Opened	Clicked	Unsubbed
842,653	141,285	3,354	1,461

Theatrical

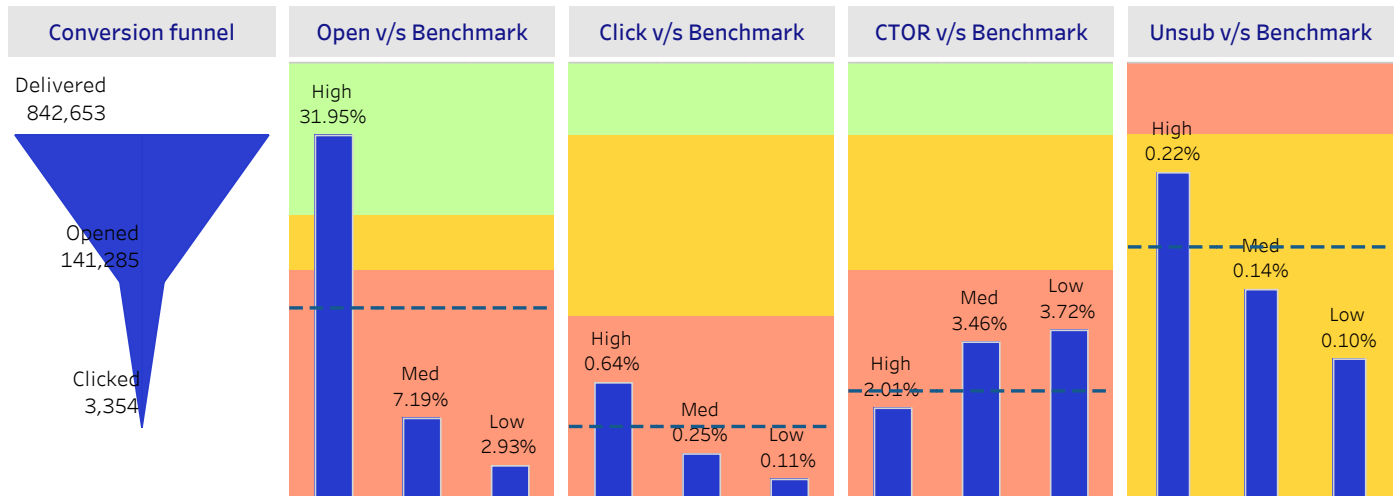
Opens: 20%-25%

Clicks: 1.0%-2.0%

CTOR: 5.00%-8.00%

Unsub: 0%-0.25%

Open Rate	Click Rate	Click to Open Rate (CTOR)	Unsub Rate
16.77% Below Range	0.40% Below Range	2.37% Below Range	0.17% Within Range



Performance Summary

Compared to the intro email sent in June, all metrics dropped slightly. One reason could be due to low engagement from the Medium and Low affinity segments. The High Affinity segment was the most engaged with Open Rate (31.95%) performing 24% above the benchmark. There is also a higher uptick in the number of clicks from the High Affinity segment (2,141 versus 2,036 in intro email). The Unsub Rates are healthy and overall better than the June Intro email.

Compared to the intro email, there were more click points, but we still see a slight drop in engagement for the lower engaged audiences. Slight drop in engagement could also be due to standard list fatigue from the Intro send. Look into including engagers from the scheduler sign-up (if possible) to help improve engagement for future sends.

For upcoming sends, we would recommend including more actionable content to improve the overall click engagement

Overall, the content in first pod/first position should contain the most important content; 41% of overall clicks went to the first pod, despite it being a static image (normally, embedded videos do best, despite placement).

Results By Segment

Segment	Delivered	Opened	Open Rate	Clicked	Click Rate	CTOR	Unsub Rate
High	332,728	106,295	31.95%	2,141	0.64%	2.01%	0.22%
Med	470,397	33,833	7.19%	1,170	0.25%	3.46%	0.14%
Low	39,528	1,157	2.93%	43	0.11%	3.72%	0.10%
Grand Total	842,653	141,285	16.77%	3,354	0.40%	2.37%	0.17%



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Content Performance

Segment	DCFANDOME.com		Suit Up Challenge		DC Fandome Frame		DC Fandome RSVP		DC Fandome Countd..	
	Clicks	Click Rate	Clicks	Click Rate	Clicks	Click Rate	Clicks	Click Rate	Clicks	Click Rate
High	937	44%	159	7%	146	7%	150	7%	51	2%
Med	435	37%	54	5%	39	3%	36	3%	14	1%
Low	9	21%	1	2%	1	2%	2	5%		
Grand Total	1,381	41%	214	6%	186	6%	188	6%	65	2%

Note: Content with fewer than 25 clicks is omitted per GDPR policy