

Client sample 1

EMAIL AUDIT



On Site / Integrations: Email Acquisition

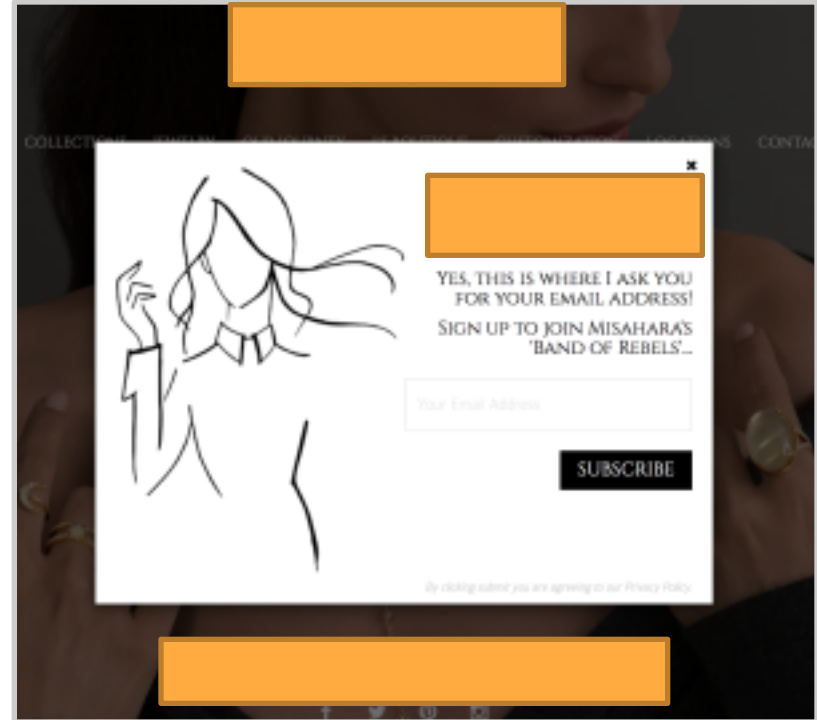
LIGHTBOX CAPTURE

Things done well:

- Embedded Sign-up form to capture new email addresses
- “Band of Rebels” is catchy

Things to improve:

- New design necessary to design one that matches your brand better. i.e. Earthy, down to earth, witty, stylish



On Site / Integrations: Email Acquisition

FOOTER

Things done well:

- Color choices is in sync with your brand
- Placed at the bottom of the website

Things to improve:

- Place on every page of the website
- New design
- There seems to be a delay in receiving the initial welcome email. To be discussed in this audit in a little bit.

SIGN UP FOR OUR NEWSLETTER



FOR ANY JEWELRY INQUIRIES OR SPECIAL ORDERS PLEASE

CONTACT US DIRECTLY

Automation Breakdown

WHAT'S LIVE

- No automations



Campaign Breakdown

TOP 3 / MOST RECENT 3 CAMPAIGNS

- [Campaign 1](#)
 - [Campaign 2](#)
 - [Campaign 3](#)
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Fall 2019 Sample Sale

SL: Fall Sample Sale! Up to 70% Off Fine Jewelry!



PH:



Things done well:

- SL is direct
- Copy is direct!
- Great to display many products in this 1 image - it shows the great variety of products you sell
- Social channels added
- Contact info for customers to know where to contact for the digital catalog

Areas of opportunity:

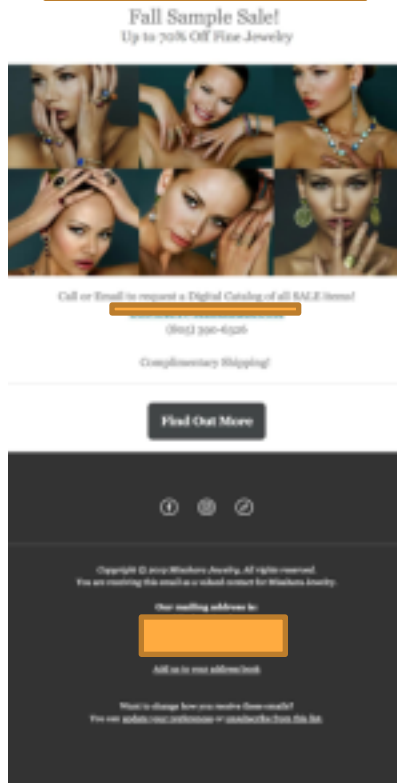
- Design an email that is more updated with brand style and aesthetics
- Could have built a specific landing page listing all the items on sale for quicker access for customers & potential customers

Sent to 42k

Metrics overall average v. industry benchmarks

OR: 0.7% | 15.66%

CR: 0.0% | 2.07%



August 2019 Blog

SL: Finding More In Mother Nature



PH:

Things done well:

- Nice plug about your blog on the website, creates foot traffic to the website
- Sneak peek text for the copy
- CTA button to direct people to the blog on your website

Areas of opportunity:

- Re-design overall email to better fit your brand and aesthetics
- Blank white space below the CTA
- Social channels not in footer

Sent to 42k

Metrics overall average v. industry benchmarks

OR: 4.1% | 15.66%

CR: 0.3% | 2.07%



Misakura's founder and designer, Lupa Gale's Roskopp, has been taking her inspiration from Mother Nature since the inception of her jewelry company. This summer she decided to take it one step further and try something totally different.

See how one discipline informs the other and where this designer focused her travel experiences in the natural wonders.

[Read More](#)



Want to change how you receive these emails?
You can update your preferences or unsubscribe from this list.

Mothers Day - Segment Have Opened

SL: To Mom, with ❤️ Love!

PH:

Things done well:

- Personal
- Humanizes the brand and connects with audience/those who opened this
- Sweet copy and the mention about the True Cause Foundation
- Animated gif
- Segmented email geared towards recipients who have recently opened

Areas of opportunity:

- The copy and CTA left justified
- Overall re-design of email with updated animated gif
- Create more segments to target specific emails to specific audience

Sent to 4k

Metrics overall average v. industry benchmarks

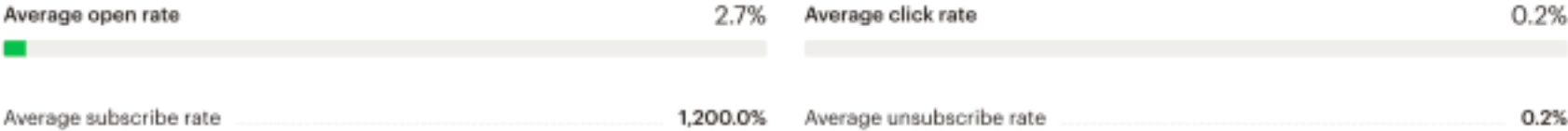
OR: 20.6% | 15.66%

CR: 1.2% | 2.07%



Email List Metrics

Audience performance



Current List Size	46,623
Highly Engaged Subscribers <i>1+ Purchase in last 3 Months</i>	1,917
Unengaged Subscribers <i>Not Purchase in the last 3 months</i>	51,298

Most Successful Email Campaigns in 2019	4.1%
Revenue YTD <i>Email Automations</i>	No automations
Revenue YTD <i>Email Campaigns</i>	N/A

Overall Account Takeaways

- Since buying audience list, Email KPIs have suffered. If you review past campaigns you will see this trend: smaller list sends = higher KPIs, larger list sends (46,623) = lower KPIs
 - Need to clean list **ASAP/urgently** to improve email deliverability
 - Promotional emails with offers and personal emails humanizing the brand performs best!
 - Love the past campaigns ideas you have established
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NEXT STEPS

Email Execution Plan