

Email Campaign Portfolio Performance Review

A comprehensive data-driven review of our MergeMail, sequences, and Sophisticated.VIP outbound campaigns. Analyzing delivery rates, open performance, and engagement trends.

Campaign Portfolio Performance

Campaign Name	Sent / Delivered	Delivery Rate	Opens (Rate)	Clicks (Rate)	Unsubscribes
CC NGA 2026 Attendees	246	83.96%	126 (51.22%)	239 (97.15%)	4 (1.63%)
Tariff Recovery Partners	888	83.93%	276 (31.08%)	425 (47.86%)	3 (0.34%)
Sophisticated Way! (Original)	412	83.74%	140 (33.98%)	0 (0.00%)	7 (1.70%)
Sophisticated Way! (Copy)	405	94.41%	130 (32.10%)	21 (5.19%)	3 (0.74%)
Blossom Sequence Campaign	546	91.75%	170 (33.90%)	-	7 (0.30%)
PMLA Sequence Campaign	218	88.53%	69 (35.80%)	-	3 (1.40%)

Summary table detailing overall campaign performance metrics extracted from screenshots.

Standard MergeMail Sequences

Analyzing cold outbound pipelines and structured nurturing campaigns from late 2025.

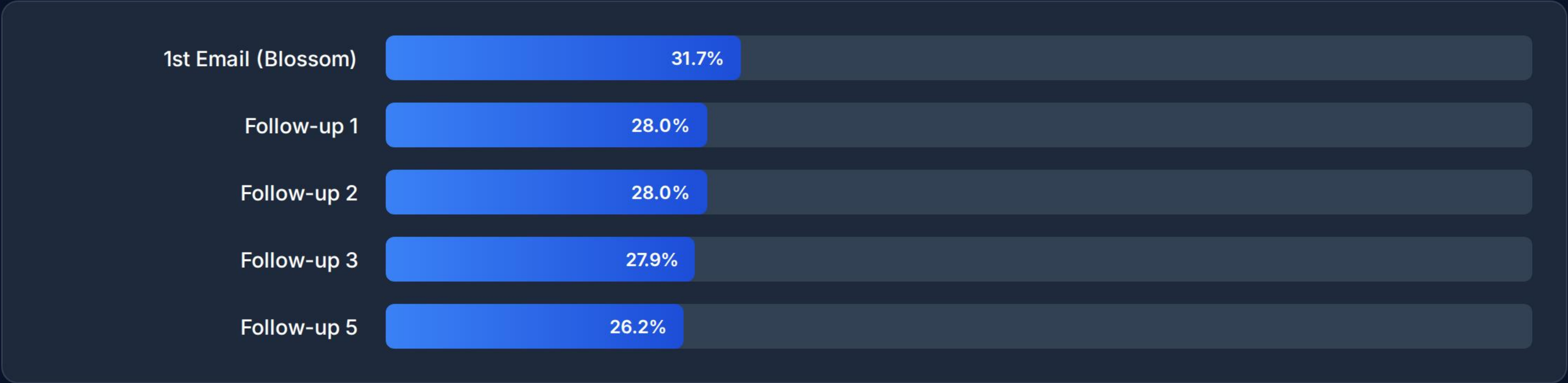
Blossom Campaign Sequence Overview

- **Initial Volume:** Out of 11,645 total scheduled, 546 (22%) have been successfully sent.
- 📦 **Strong Open Performance:** Maintained an overall 33.9% open rate, representing 170 distinct openings.
- 📈 **Gradual Dropoff:** Open rates scaled from 31.7% on the first email down to a highly consistent 26.2% on the 5th follow-up.
- ↩️ **Direct Replies:** Generated 2 successful direct replies (0.4% response rate) without major unsubscribes.

WHY IS EMAIL MARKETING GOOD FOR YOUR PRACTICE?



Open Rate Drop-off Across Sequence Stages



Note the remarkably flat drop-off curve, representing highly relevant, persistent subject lines across sequential touchpoints.

PMLA & HIMSS Campaigns Compared

PMLA Campaign

Sent Volume: 218 Delivered Emails.

Open Rate: Strong 35.8% (69 total opens).

Key Metric: 1.6% Replied Rate (3 direct replies), which stands out as the best sequence converter in our portfolio.

Unsubscribes: 1.4% (3 unsubscribes).

HIMSS Campaign #1

Sent Volume: 153 Delivered Emails.

Open Rate: Stable 30.1% (46 opens).

Follow-up Pattern: Initiated with 27.1% on the first email, stabilizing to 24.8% by follow-up 4.

Key Takeaway: High list quality with 0% bounce rate on follow-ups.

Tariff Executive Campaign Performance

93%

OPEN RATE

Fareway Executive Leads Performance

- ✓ **Ultra-High Interest:** Outstanding 93.3% open rate (14 out of 15 executive recipients opened the mail).
- ✓ **Individual Engagement:** Top opens from tlaven@fareway.com (2 opens). Nine other leads opened exactly once.
- ✓ **Immediate Next Step:** Zero clicks tracked. Subject line generated curiosity but needs a direct call-to-action link optimization.

Sophisticated.VIP Campaigns

Analyzing higher-volume, conversion-optimized campaigns with custom deliverability networks.

CC NGA 2026 Show Attendees

97%

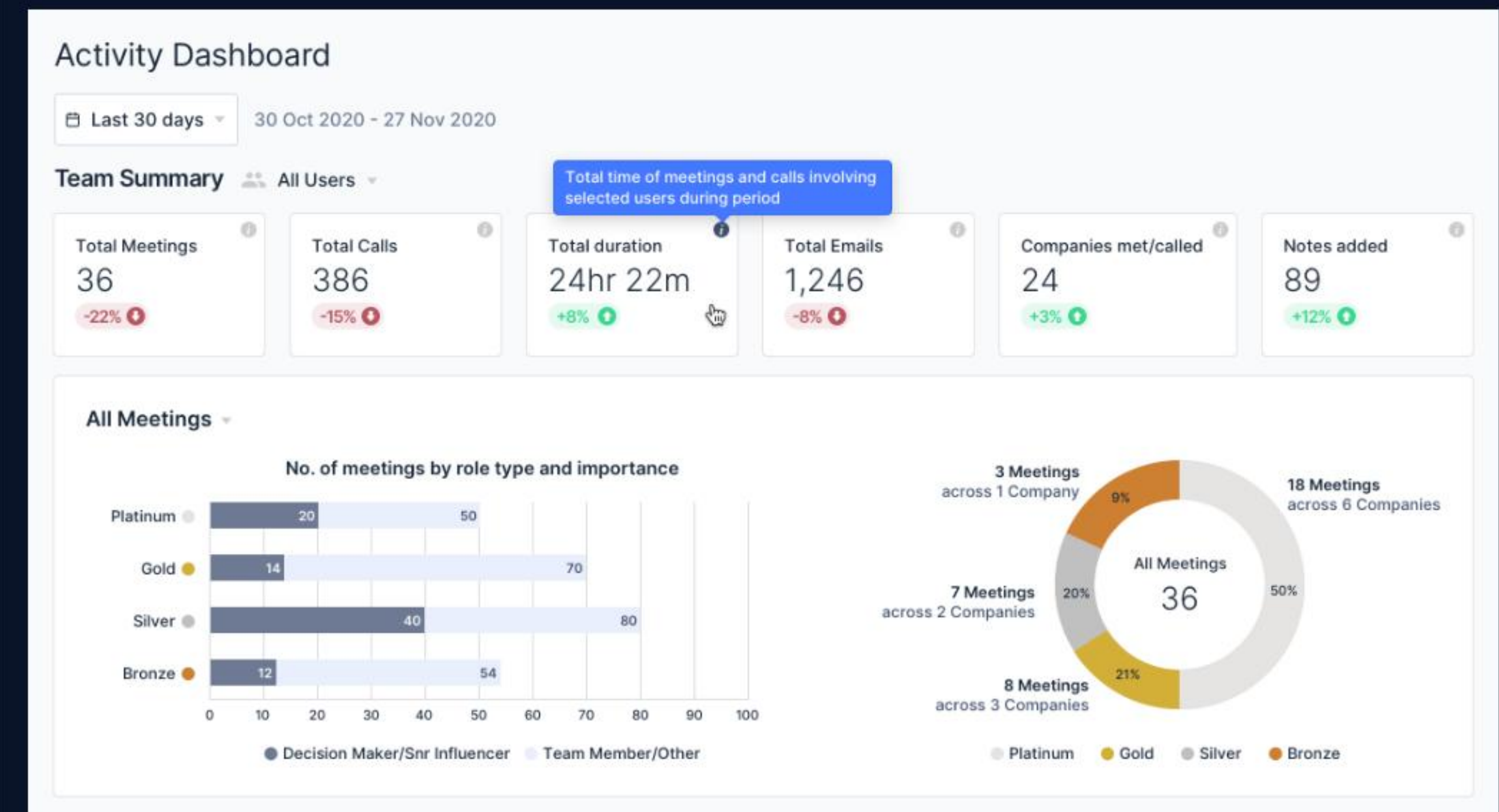
CLICK RATE

Unprecedented Audience Interest

- ✓ **Conversion Volume:** 239 total clicks on 126 opens, indicating multiple clicks per unique opener.
- ✓ **Strong Subject Line:** "Your Products + Big Screen & Crypto at Your Checkout??" captured immediate attention.
- ✓ **High Deliverability:** 83.96% delivery rate out of 246 contacts, demonstrating a very fresh list.

Tariff Recovery Partners Campaign 1

- ✉ **High-Volume Pipeline:** Sent to a list of 1,058 importers, delivering 888 successfully (83.93%).
- 🖱 **Exceptional CTR:** Achieved a 47.86% Click-through rate with 425 clicks on 276 opens.
- 🛡 **Low Fatigue:** Only 3 unsubscribes (0.34% rate), showing highly targeted audience relevance.



A/B Testing: Copy vs Original Campaign

Original Campaign

Deliverability Rate: 83.74% (412 Delivered)

Open Rate: 33.98% (140 Opens)

Clicks: 0 clicks tracked (0% Click-through rate).

Unsubscribes: High fatigue at 1.70% (7 unsubscribes).

Issue: Weak call-to-action resulted in complete lack of click conversion.

Copy Campaign

Deliverability Rate: Improved 94.41% (405 Delivered)

Open Rate: 32.10% (130 Opens)

Clicks: 21 clicks tracked (5.19% Click-through rate).

Unsubscribes: Dropped significantly to 0.74% (3 unsubscribes).

Result: Modifying subject and CTA significantly increased engagement.

Questions & Answers

Thank you! Let's discuss performance optimizations.

 contact@comprehensiveconsulting.net

Image Sources



<https://www.practicebuilders.com/blog/wp-content/themes/pbblog/posting/2018/june/Why-is-Email-Marketing-Good-For-Your-Practice.jpg>

Source: www.practicebuilders.com



<https://beecastle.com/uploads/beecastle-analytics-dashboard-2x.png>

Source: beecastle.com