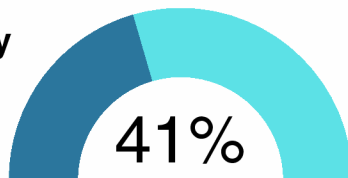


Email Marketing Services Performance Report

2024

Average Open Rate in 2024

We helped our nonprofit client achieved an average of 41% open rate in 2024, **significantly surpassing the industry standard of 20-30%**.



Average Link Click Rate in 2024

2-2.5%

Click rate surpassed the industry standard of 1%

Turning Research into Revenue

In 2024, using our data-backed research methods, we helped our client transform email engagement into measurable results **by meeting/exceeding all ticket sales goals, fundraising targets, social media engagement benchmarks, and more.**

Services Summary

In 2024, our email marketing campaigns consistently outperformed industry benchmarks, achieving a 41% average open rate (well above the nonprofit average) and a 2-2.5% click-through rate, more than double the industry standard of 1%. This translated to an average of 100-200 clicks per email, driving meaningful engagement that helped our client meet or exceed their ticket sales and fundraising goals!

We use audience insights, data analysis, and testing to optimize each campaign, including but not limited to:

- **Subject Line Optimization:** Research-backed keywords & A/B testing for higher open rates
- **Content Strategy:** Data-driven email copy & visuals tailored to audience preferences
- **Segmentation & Targeting:** Personalized messaging to boost engagement
- **Call-to-Action (CTA) Testing:** Refining CTA placement & language for higher conversions
- **Performance Analysis:** Tracking & adapting based on real-time results