

Email Campaign Performance (2018).xlsx

Table with columns for Campaign Name, Sessions, New Sessions, New Users, Bounce Rate, Pages / Session, Session Duration, Conv Rate, Transactions, Revenue (£), Bro. Requests, Total, Delivered, Open, Clicks, Orders, Unsubs, Revenue, Revenue, CR %, CTR %, Unsub %, EPR, Database Size. Rows include various campaigns like 20181219-xmas-pack-closed-buyers-resend, 20181210-xmas-pack-live-new, etc.



