

Oxfam GB

Digital Case Study - email

Friday 19th July

Lizzie Williams – Email Marketing Manager

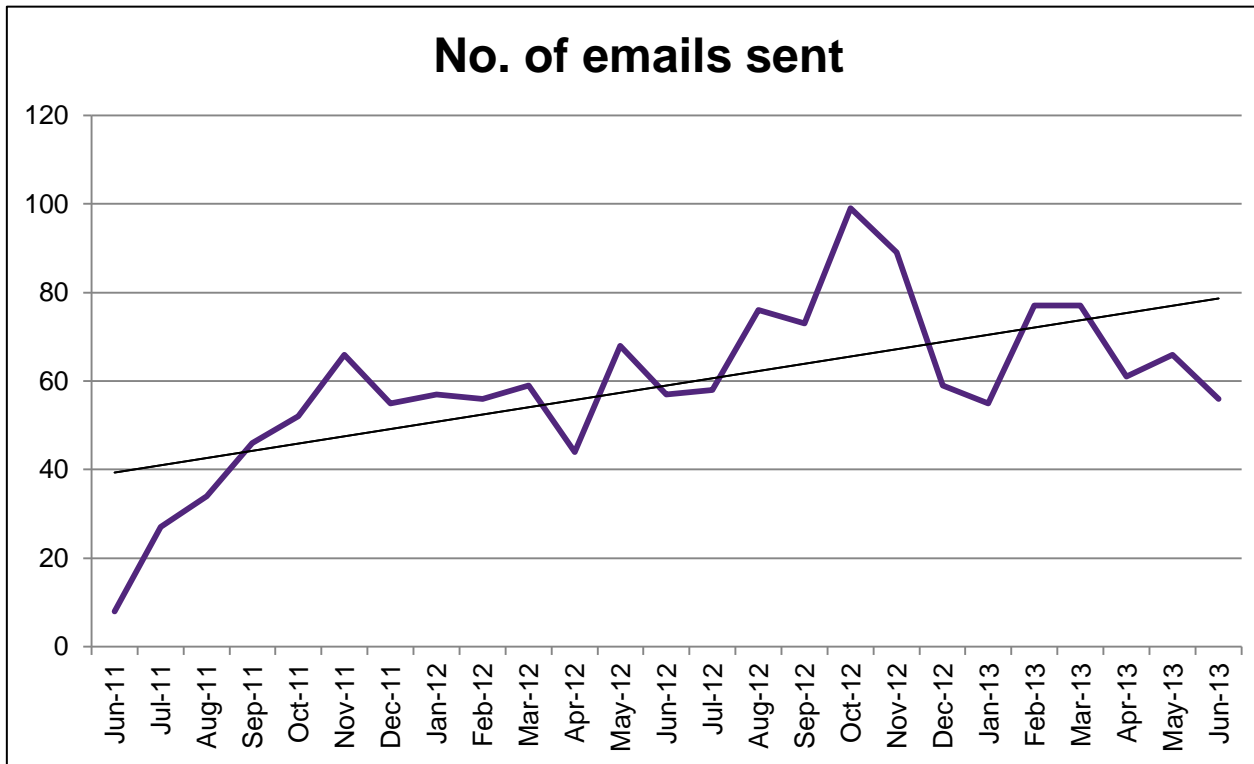
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OXFAM





Campaign Report

Back to Syria Appeal - Summer 2013 - Email 7 - Update / TQ

Summary

Links

Inbound

Forms

Social

Timeline

Heatmap

Email Clients

Geo Tracking


Saved Reports

Campaign summary for 1 launch


Showing data for launches between **01 Jan 2013 00:00** and **1 second ago**.

From: Jane Cocking - Oxfam <oxfam@updates.oxfam.org.uk>

Subject: You touched their hearts

Total  **4,231**




Attempted  **4,002**


95% of total

• Not Attempted  **229**

*5.4% of total
detail...*


• Delivered  **3,970**

99% of attempted, 94% of total


• Bounced  **32**

0.8% of attempted, 0.8% of total




• Opened  **1,522**

38% of attempted, 36% of total

• Complained  **5**


0.1% of attempted, 0.1% of total

• Clicked  **254**

*17% of opened
6.3% of attempted, 6.0% of total*

• Unsubscribed  **0**

No contacts unsubscribed

Shared  **0**

No shares

Email Client Detection

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Summary | Links | Inbound | Forms | Social | Timeline | Heatmap | **Email Clients** | Geo Tracking | Saved Reports

Overview | Desktop | Webmail | Mobile | Hits

Showing data for launches between 01 Jan 2013 00:00 and 2 seconds ago. [Clear filter](#)

Subject: You touched their hearts

Total: 4,231 **Delivered:** 3,970 **Opened:** 1,522 **Clicked:** 254

Contacts **1,434**
2,167 hits

Desktop **521**
36% of contacts, 912 hits (42% of hits)

Mobile **354**
25% of contacts, 501 hits (23% of hits)

Webmail **509**
35% of contacts, 622 hits (29% of hits)

Email Clients

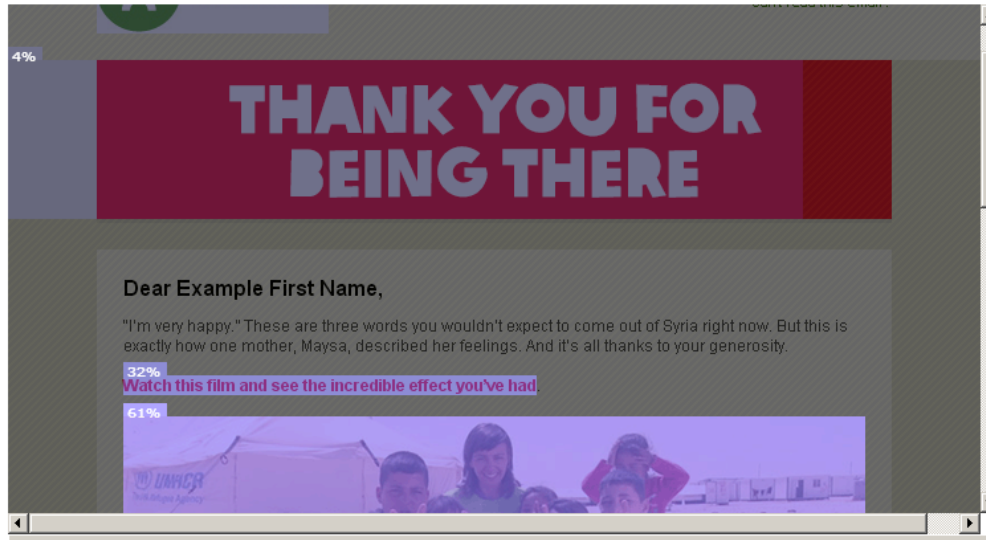
Outlook	471	264 18%
Yahoo!	305	262 18%
iPad	279	199 14%
Hotmail	192	167 12%
Apple Mail	286	160 11%
iPhone	145	120 8.4%
Other	132	109 7.6%
Windows Live Mail	100	70 4.9%
Gmail	90	49 3.4%

[More...](#)

Heatmap

Back to Syria Appeal - Summer 2013 - Email 7 - Update / TQ

- Summary
- Links
- Inbound
- Forms
- Social
- Timeline
- Heatmap**
- Email Clients
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Show content for contact

Link Activity

No.	Label	Clicks	Contacts	Of clicks	Open	Sent	Total
1.	Watch the film to see the effect you've had.	184	154 61%	61%	10%	3.9%	3.6%
2.	Watch this film and see the incredible effect you've had	90	82 32%	32%	5.4%	2.1%	1.9%
3.	_bt	23	14 5.5%	5.5%	0.9%	0.4%	0.3%
4.	_bnr	11	11 4.3%	4.3%	0.7%	0.3%	0.3%
5.	_hme	6	5 2.0%	2.0%	0.3%	0.1%	0.1%
6.	_ftr	1	1 0.4%	0.4%	0.1%	<.1%	<.1%
7.	_tr	2	1 0.4%	0.4%	0.1%	<.1%	<.1%

Timeline

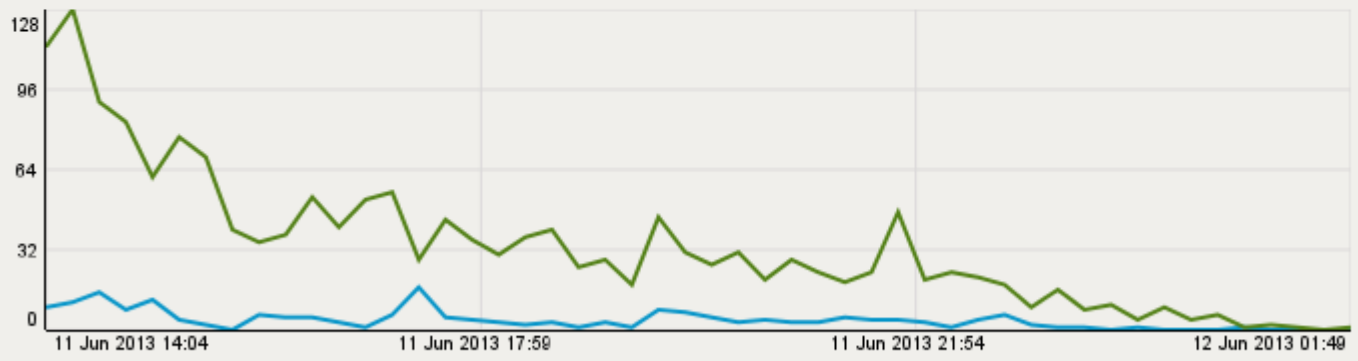
Back to Syria Appeal - Summer 2013 - Email 7 - Update / TQ

- Summary
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Showing data for launches between 01 Jan 2013 00:00 and 1 second ago. [Clear filter](#)

Subject: You touched their hearts
Total: 4,231 **Delivered:** 3,970 **Opened:** 1,522 **Clicked:** 254



● Click ● Read

Challenges

Manual exports for results:

- No consistent channel wide reporting
- Time Consuming
- Little understanding from overall channel perspective:
 - No of emails sent overall
 - No of emails received per recipient
 - Levels of unsubscribe/complaints
- Lack of awareness of supporter experience
 - Broken supporter journeys

Initial Analysis

Daily data feeds from our email service provider meant that we could....

- **Create an in-house report**
 - Allows people to monitor their own email activity
 - Can view accurate unsubscribe rates
 - Can see results down to supporter segment level
- **Analyse overall data activity:**
 - Volume
 - Frequency
 - Response rates

In-house Report

Challenges:

- **Huge data file:** Every email action = 1 row
- Started with approx. **65 million rows**
- Could not use usual reporting platform
- Needed to restrict the time period to 2 months

Email Analysis

Unresponsive Recipients

54% of recipients had not opened **any** emails

% Opened	% of Total
0%	54%
0%-10%	19%
10%-20%	8%
20%-30%	4%
30%-40%	4%
40%-50%	3%
50%-60%	1%
60%-70%	2%
70%-80%	1%
80%-90%	1%
90%-100%	4%
Total	100%

Exceeding the email quota has an overage charge attached.

Stripping out non-responsive email addresses could:

↓ reduce/eradicate overage spend

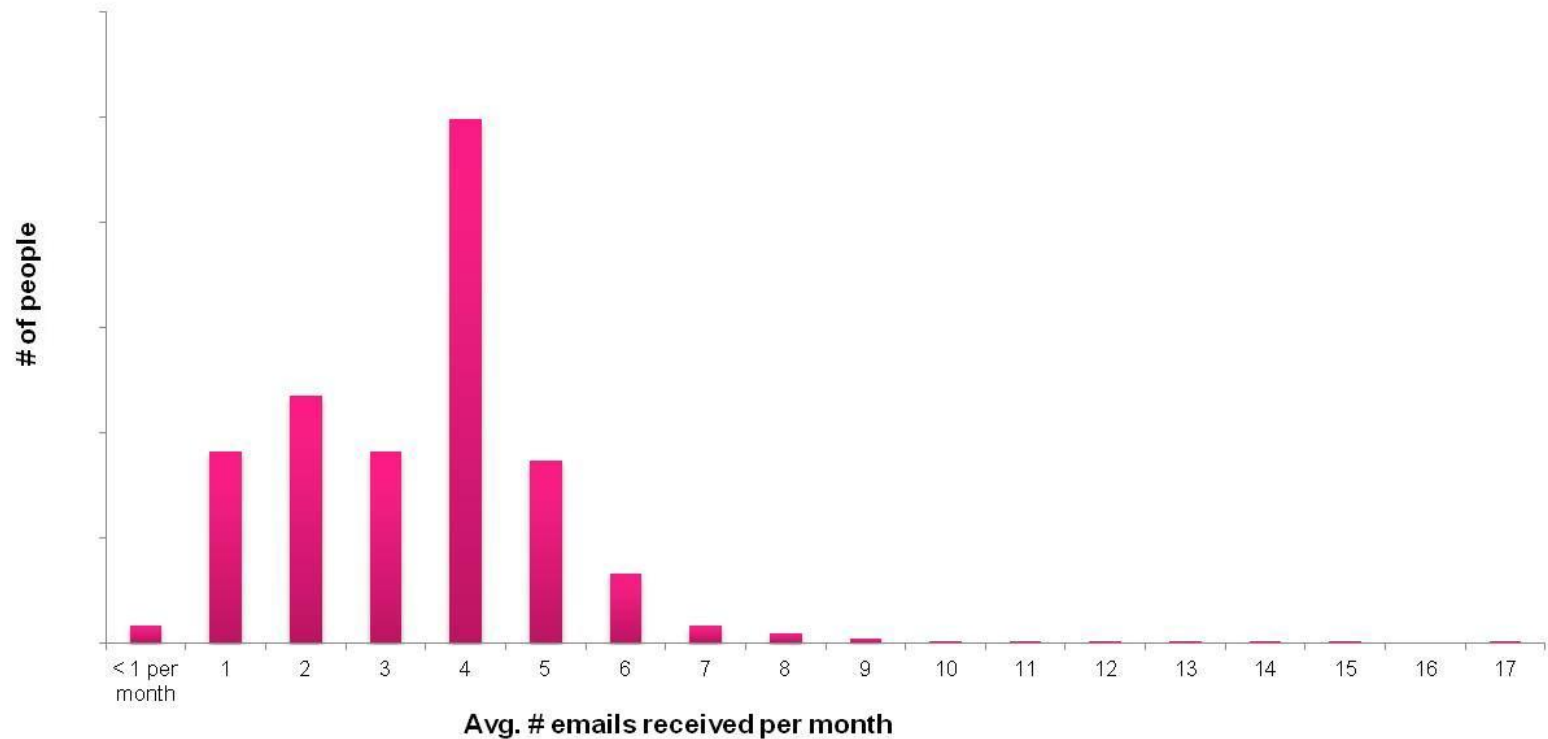
↑ Increase Open and Click rates

↓ reduce our no.s of Unsubscribes

Email Analysis

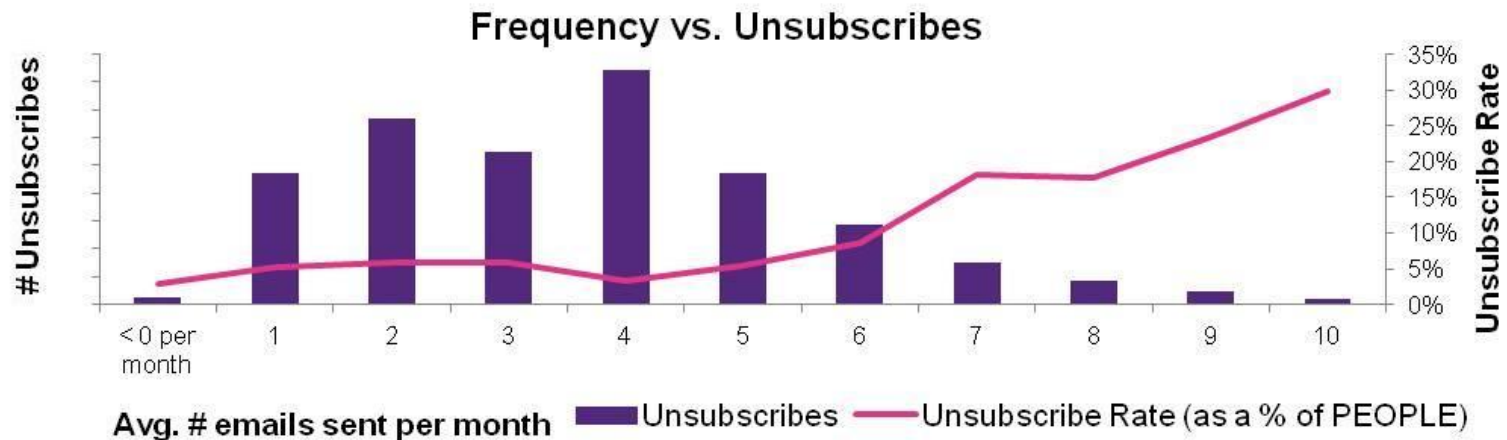
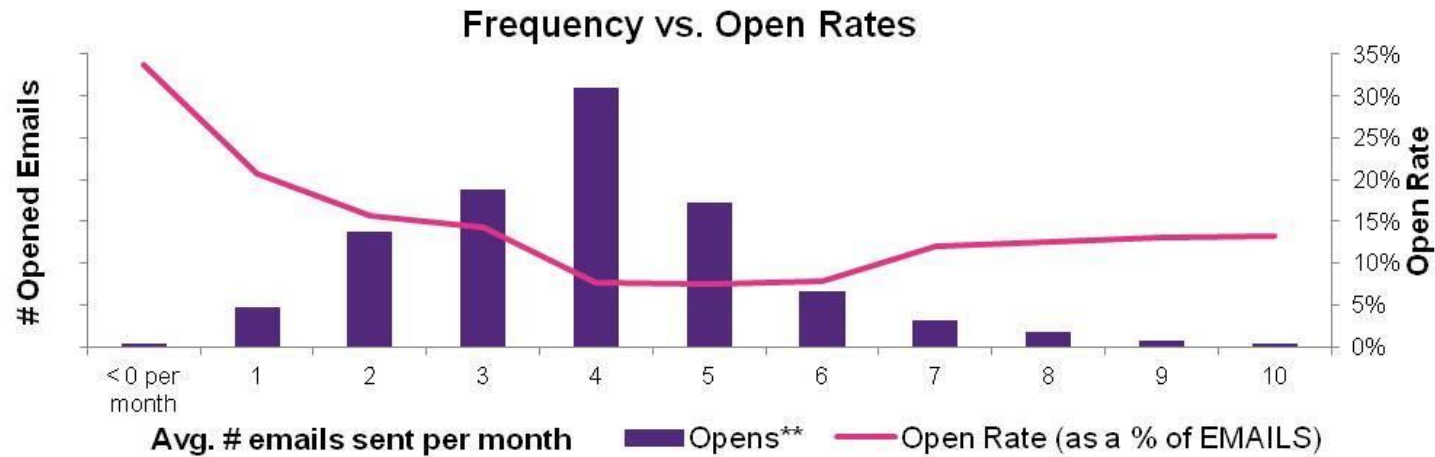
Frequency of Sends

Average Number of Emails Received per Month



Email Analysis

Impact of frequency on email performance – open and unsubscribe



All this data ...

- 65 million rows
- Frequency Affects on opens & unsubscribes
- Lots of emails going unread

- Need to reduce number of emails supporters are receiving / non responsive emails

- Educate communications teams away from 'email is free'
 - Overage charges
 - Time to produce
 - Impact of sending too many emails / non relevant emails

- Supporter champions
 - Example of highest number of emails received
 - Mrs D – 209 emails over 15 months
 - Opened 17 of these
 - On average 14 emails a month

Maximum frequency rules

- Retrospective analysis of 9 different rules
- Across 2 months of emails
- Varying frequency of sent, frequency of opens, time since last open
- Interim measure – ‘Flood barrier’
- Can receive an email if you have received no more than 3 in the previous 14 days or if you have opened 1 in the last 28 days

Cross divisional newsletter

- Can support Oxfam in many different ways
- Supporters received uncoordinated email journeys
- Still receive specific emails to how they support Oxfam
- But also cross divisional newsletter to allow multiple messages in one email i.e. Cross sells

Supporter view

- Looked at email results at a supporter level instead of per email
- Individual email results will look fine, when they are grouped together completely different view

How has this worked?

- Through greater understanding of the email channel and affects of frequency, better planning, cross divisional newsletter, max frequency rules, more joined up approach
- Jan 12 – July 12 compared against Jan 13 – July 13
 - 25% reduction in volume of emails
 - Supporters receiving on average 33% less emails
 - Unsubscribe rate 24% lower
 - Number of supporters opening an email 7% higher
 - Sending to similar volume of supporters

What next?

- Engagement rules to replace Maximum frequency
- Automated welcome journeys
- Integrating web data with email data
- Preference centre
- Further analysis of specific segments & types of emails

Thank you & any Questions?

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