
Email Optimisation Project



Summary of Recent Activity

Goal: Increase Revenue

- **Optimised** existing emails, including Onboarding, Welcome to Course & Study Reminders.
- Worked with Tech to **clarify and document** current email rules.
- Worked with Tech to get streamlined **reporting**.

Goal: Increase Automation

- Added a new **WPA prompt** email.
- Added **Resume Builder** and **Public Profile** to Automated emails.
- Added **FreeLMS** onboarding and reporting emails.

Goal: Create Alignment

- **Updated creative** across the top automated emails to ensure brand alignment.
- Created a **new product template** to enable us to highlight multiple products/features.



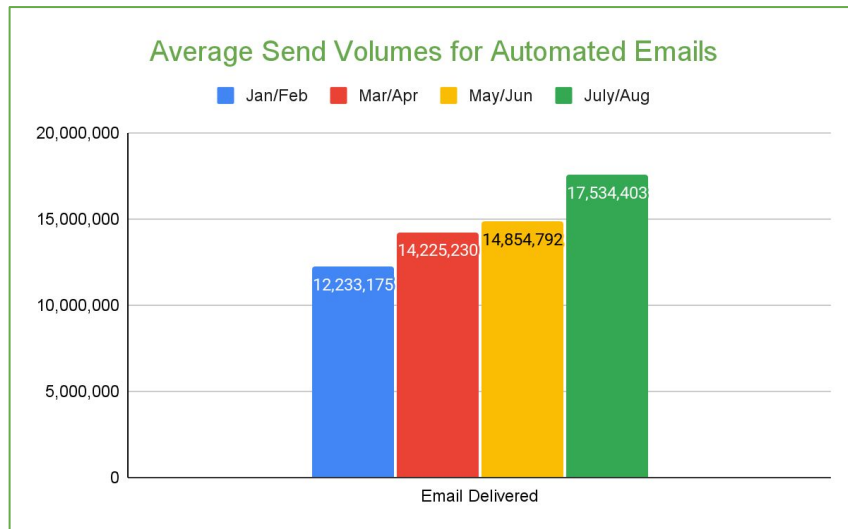
Results



Automated Emails

General Insights

- There are **150** automated emails in total. If you exclude niche audiences (B2B, self publishing & group learning) there are **85** active emails for learners.
- Avg send volumes for automated emails increased by 4% in May/June and 18% in July/Aug.
- Open rates have increased, which is an indication that the subject line optimisations are working. Usually as volume increases, open rate decreases.



Open Rates			
Jan/Feb	Mar/Apr	May/Jun	July/Aug
11.97%	13.57%	13.99%	14.04%

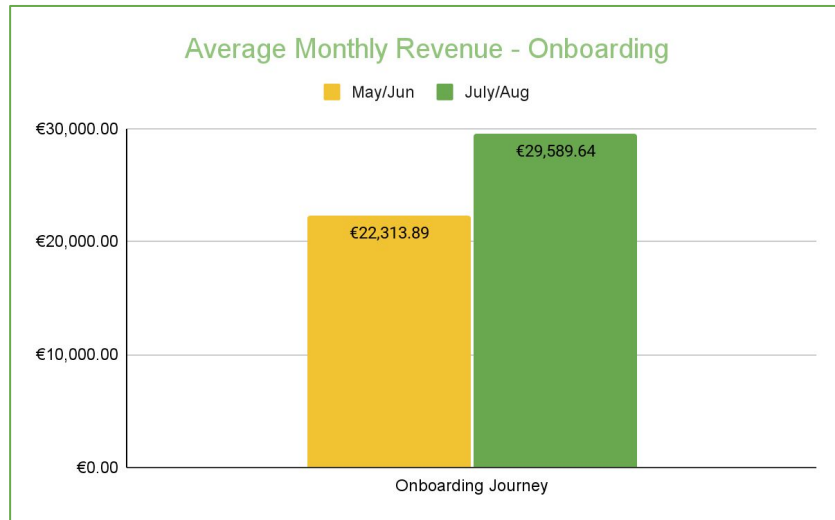
Onboarding Journey

What we have done:

- All 9 existing onboarding emails have been optimised with **new creative and subject lines**.
- The **order of emails** in the onboarding journey was changed to ensure the top performing emails are in the first 7 days.
- We have added **new emails** i.e. Making Learning Easier and Resumé Builder.

Results:

- There has been a **32%** increase in average monthly revenue in the onboarding emails since May/June.



Onboarding Journey Insights

- The **careers** email was optimised in early August and we immediately saw a lift in revenue.
- The **confirmation** email and **affiliates** emails both had significant design upgrades and we have seen a positive lift in revenue on these emails.
- The **top courses** email moved from Day 10 to Day 5 and we updated the creative significantly in this email. We will monitor the drop in revenue.

Email name	May/June	July/Aug	% Change
1.Confirmation	€12,708.39	€17,474.86	37.51%
2.Welcome	€4,203.38	€5,405.40	28.60%
3.Full Course List	€1,945.41	€2,679.45	37.73%
4.Careers	€596.98	€893.20	49.62%
5.Top Courses	€1,405.11	€1,283.27	-8.67%
6.Why Alison	€726.49	€728.32	0.25%
7.Affiliates	€386.52	€575.19	48.81%
8.Resume Builder		€69.86	N/A
9.Wellbeing Test	€341.62	€480.10	40.54%
Total	€22,313.89	€29,589.64	32.61%

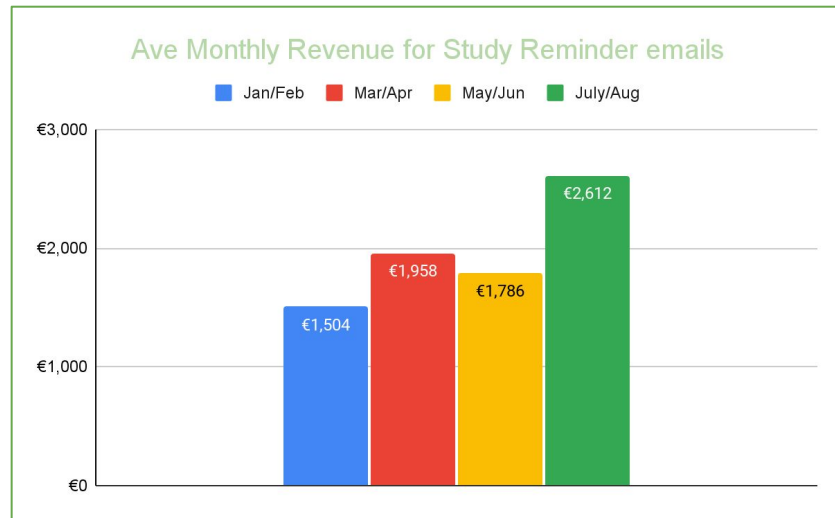
Study Reminder Emails

What we have done:

- There have been four optimisations of the study reminder emails since March/April. This includes copy, creative and subject line updates.

Insights:

- Revenue has increased over time, disproportionately to our other email revenue increases.
- However, the revenue from these emails is low given nearly 11 million emails are sent each month.
- Regular creative refreshes and optimisations are important to keep this email relevant and interesting for learners.



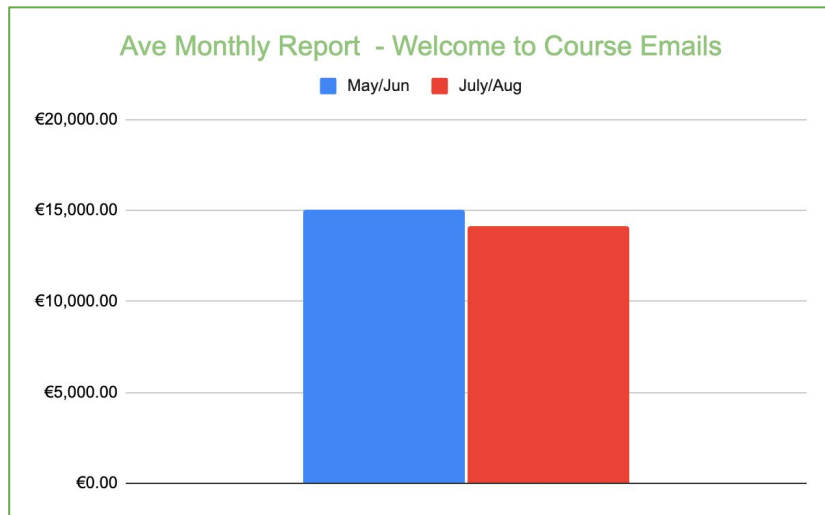
Welcome to Course Emails

What we have done:

- All four emails have been optimised with new creative and subject lines.

Insight:

- While the overall no. of emails sent increased, revenue dropped slightly. This can be directly attributed to the first email in the series.
- Revenue increased by 28% and enrolment increased by 13% in the remaining three emails.



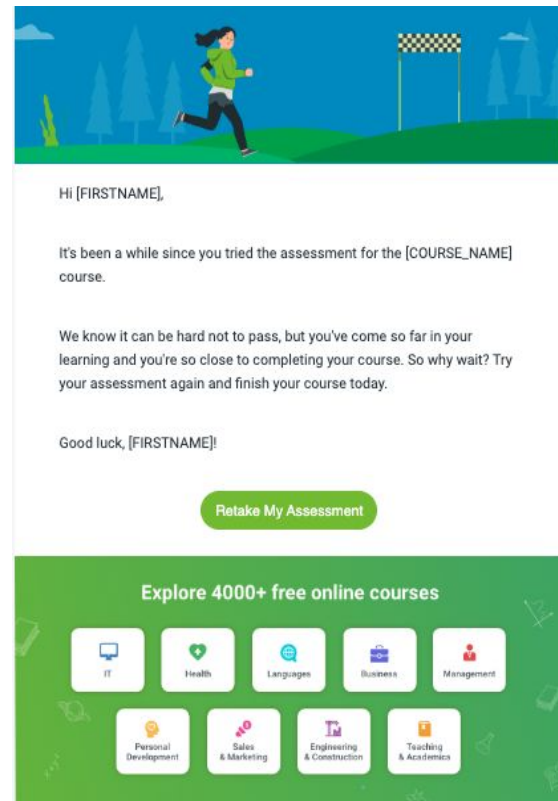
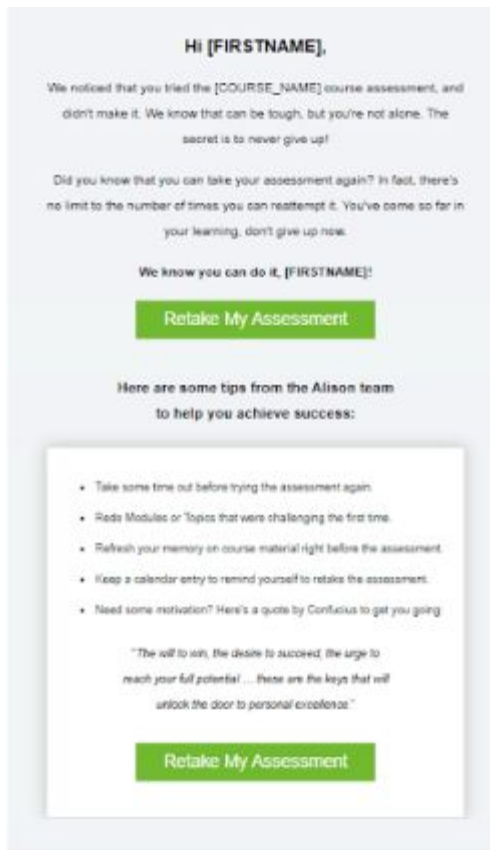
Failed Assessments

What we have done:

- We optimised this series of emails to see if we could encourage completions and increase revenue.

Insights:

- There was an increase in revenue of 258% in July and 37% in August.
- Overall, revenue increased from €193 per month in June to €950 in August.



Segmentation Test

What we have done:

- We have created 10 additional emails that are country-specific to test against the standard Top Courses email in the Onboarding process.
- The test will run until the end of September.

What we hope to achieve

- We will be able to compare key metrics of the segmented email vs the generic email.
- We should be able to determine if segmenting our database by country has any direct impact on revenue, enrolments, unsubscribes etc.

**Trending This Week
For UK Learners!**



**Trending This Week
For Nigerian Learners!**



**Trending This Week
For Irish Learners!**



**Trending This Week
For Australian Learners!**



WPA Emails

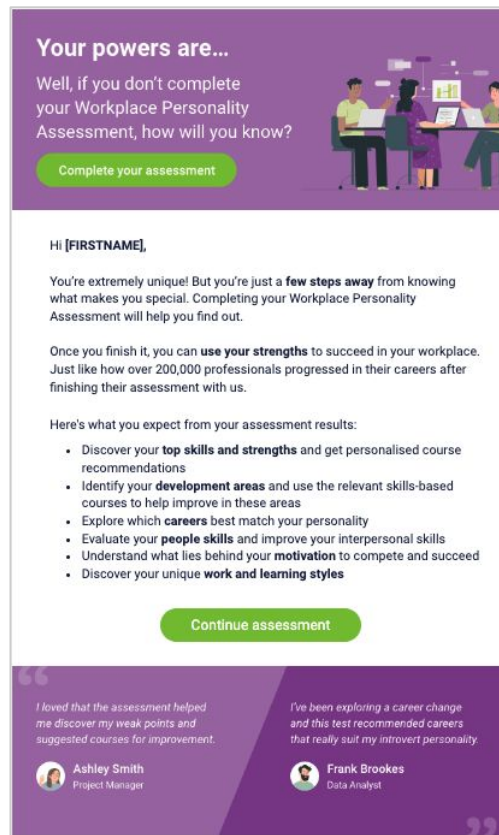
What we have done:

- Updated the completion email
- Added a new prompt email

Result:

For the completion email, we saw an immediate improvement from July to Aug:

- 110% increase in revenue
- 74% increase in enrolments



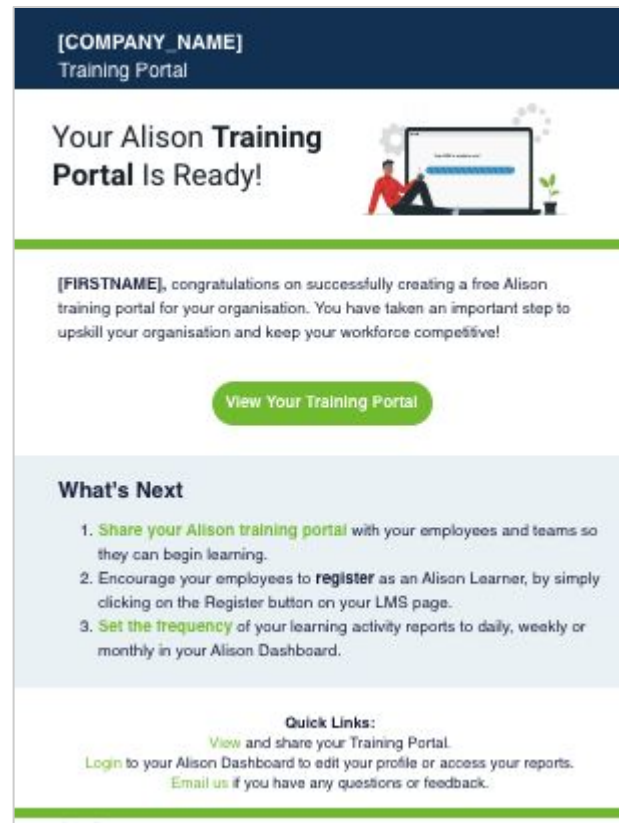
FreeLMS Automated Emails

What we have done:

- Created 5 onboarding emails
- Created a daily, weekly and monthly report

What we have achieved:

- No specific insights to report as the product has just launched and the volumes are still too low.



What's currently being done?



Continuing with optimising emails

Update the following emails:

- Update **WTC** emails
- Add a new **Premium** email to the WTC journey
- Add automated **re-engagement** emails
- Update Affiliate Report emails
- Adding testimonials to more emails, where relevant

Run a **series to tests** to measure the impact of variables such as:

- Different email template formats (eg short format vs longer format)
- Emails with courses/categories suggestions vs emails without

Data-led optimisations

All optimisations to automated email content will be tested first and only implemented if the stats show improvements.



Implement Analysis Report recommendations

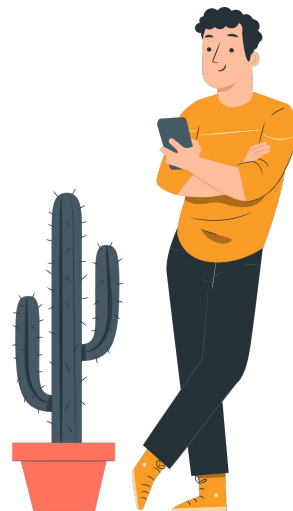
The BAs have completed an Automated Email Analysis which has highlighted several areas for improvement:

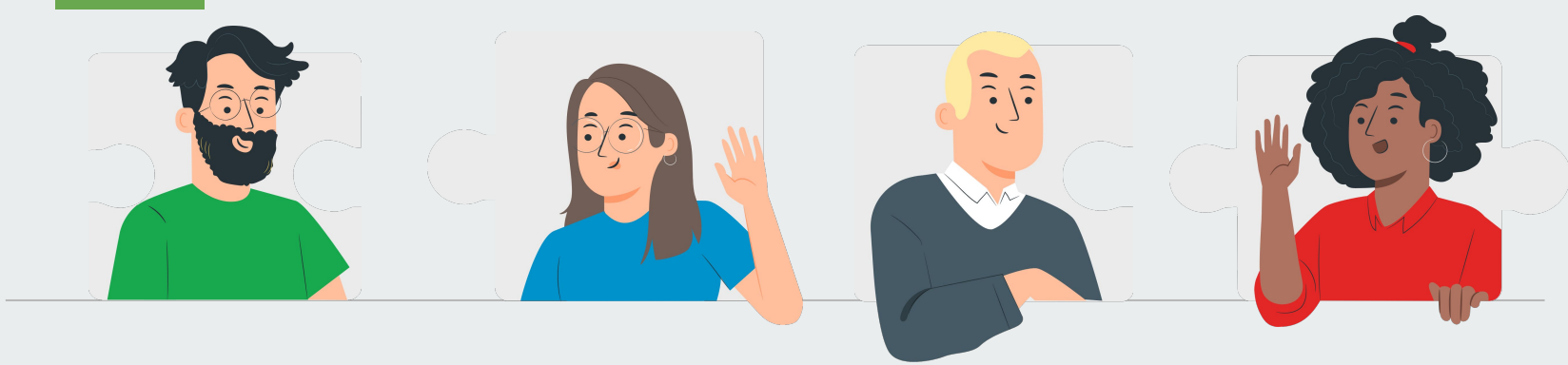
- Review the poorly performing emails that were identified and optimise or remove them entirely.
- Adjust various emails based on recommendations in the report.
- Update the business rules relating to the **Welcome to Course** journey
- Make recommendations on opt-ins for marketing emails, to ensure GDPR compliance.



Review the learner experience

- Work has commenced on documenting the various emails a typical new user receives, from a user-perspective.
- The goal is to understand the frequency of emails and reduce unnecessary emails if we can.
- We are also mapping what products are being promoted to new learners, at each touchpoint, to ensure that we are not duplicating our product offering unnecessarily.
- All recommendations will include the potential impact on revenue if changes are made.





Thank You