

Percents: Mixpanel Email Campaigns

You probably get lots of marketing emails in your inbox. What you might not realize is just how closely marketers study things like open and click rates on those emails. The following data comes from Mixpanel research performed July 1, 2016 through February 13, 2018.

Source: <https://mixpanel.com/blog/2018/03/14/email-subject-line-open-rates>

72,161 email campaigns
4,632,312,683 sent emails
570,340,258 opened emails

1. What is the average number of emails in an email campaign?
2. What is the % open rate for a sent email?
3. Suppose you send an email to 500 customers. Estimate how many of these emails will be opened.
4. Suppose you want to make sure that 100 people open an email, how many emails should you aim to send?

Within this data set, the best email campaigns (those in the 10% highest performing batch, called the 90th percentile) have the following characteristics:

102,039 sends
13,304 opens

5. What is the % open rate for a sent email in the 90th percentile group?
6. Suppose you want to make sure that 100 people open an email, how many emails should you aim to send if you are in the 90th percentile group?