Email Scoring

For intuitive and actionable reports

Gabriel Auricchio | GURU Conference 2024

What to Expect

01

Introduction

A very short intro to my background

02

The Challenges

What inspired me to develop an email scoring system

03

The Idea

How the email score helped me and can help you

04

How to Build

How you can build and customise your own email score

05

How to Gamify

How the email score can improve your reports and generate engagement

06

Q&A

Share your thoughts or ask me any questions

About me

Marketer and Email Geek:

- **11 years** creating and managing my own email campaigns.

- **6 years** advising and implementing email campaigns for other marketers.

- **Last 2 years** focused on empowering marketers with best practices and managing the performance of the email marketing channel.

All data and models presented are purely illustrative and do not represent any specific company views.

Gabriel Auricchio

Sr. Manager, Marketing Operations @ Docusign

The Challenge: Overwhelmed Marketers

"Email reports feels tedious and takes up too much time."

"Email reports include so many metrics that it can be difficult to interpret the results."

"I'm not sure which benchmarks I should aim for."

The Opportunity

If reports are easier to access and understand, people are more likely to read them.

If reports clearly show areas for improvement and what needs to be addressed, people are more likely to take action to fix the issues.

Provide actionable insights, not just numbers.

Iteration #1: Making It Simple

Email Name	Unique Open Rate	Unique Clickthrough Rate	Click-to-Open Rate	Unsubscribe Rate
Email1	40.0%	1.0%	12.0%	0.3%
Email2	30.0%	2.0%	16.0%	0.4%
Email3	21.0%	2.0%	6.0%	0.1%
Email4	30.0%	2.0%	19.0%	0.1%
Email5	30.0%	5.0%	7.0%	0.2%
Email6	25.0%	3.0%	9.0%	0.2%
Email7	19.0%	1.0%	8.0%	0.3%
Email8	29.0%	1.0%	5.0%	0.4%
Email9	33.0%	2.0%	18.0%	0.3%
Email10	36.0%	4.0%	6.0%	0.4%
Email11	35.0%	1.0%	10.0%	0.4%
Email12	17.0%	5.0%	13.0%	0.4%
Email13	38.0%	5.0%	21.0%	0.1%
Email14	15.0%	2.0%	18.0%	0.4%
Email15	15.0%	2.0%	11.0%	0.2%
Email16	23.0%	4.0%	15.0%	0.2%
Email17	26.0%	3.0%	5.0%	0.3%
Email18	31.0%	1.0%	6.0%	0.4%
Email19	30.0%	5.0%	15.0%	0.2%
Email20	26.0%	3.0%	21.0%	0.1%

Pros:
- Made reports easily and quickly accessible
- Filterable by marketer, region, and more
- Highlights the most important metrics first

Cons:
- Difficult to evaluate performance against benchmarks
- Too many numbers make interpretation challenging

Iteration #2: Making It Intuitive

Email Name	Unique Open Rate	Unique Clickthrough Rate	Click-to-Open Rate	Unsubscribe Rate
Email1	40.0%	1.0%	12.0%	0.3%
Email2	30.0%	2.0%	16.0%	0.4%
Email3	21.0%	2.0%	6.0%	0.1%
Email4	30.0%	2.0%	19.0%	0.1%
Email5	30.0%	5.0%	7.0%	0.2%
Email6	25.0%	3.0%	9.0%	0.2%
Email7	19.0%	1.0%	8.0%	0.3%
Email8	29.0%	1.0%	5.0%	0.4%
Email9	33.0%	2.0%	18.0%	0.3%
Email10	36.0%	4.0%	6.0%	0.4%
Email11	35.0%	1.0%	10.0%	0.4%
Email12	17.0%	5.0%	13.0%	0.4%
Email13	38.0%	5.0%	21.0%	0.1%
Email14	15.0%	2.0%	18.0%	0.4%
Email15	15.0%	2.0%	11.0%	0.2%
Email16	23.0%	4.0%	15.0%	0.2%
Email17	26.0%	3.0%	5.0%	0.3%
Email18	31.0%	1.0%	6.0%	0.4%
Email19	30.0%	5.0%	15.0%	0.2%
Email20	26.0%	3.0%	21.0%	0.1%

Pros:
- Added conditional formatting to highlight low, average, and high performance
- Made it easier to see which which metrics are good or need improvement for each email

Cons:
- With so many green and red combinations, it was still difficult to quickly spot the highest and lowest-performing emails

The Idea

1. **Give marketers an easy way to automatically check how their email campaigns perform against our benchmarks.**

2. **Enable everyone to quickly spot the highest and lowest-performing campaigns.**

The Idea

An Email Scoring Model

Email Score

Email Name	Email Score	Unique Open Rate	Unique Clickthrough Rate	Click-to-Open Rate	Unsubscribe Rate
Email1	30	40.0%	1.0%	12.0%	0.3%
Email2	40	30.0%	2.0%	16.0%	0.4%
Email3	45	21.0%	2.0%	6.0%	0.1%
Email4	60	30.0%	2.0%	19.0%	0.1%
Email5	55	30.0%	5.0%	7.0%	0.2%
Email6	40	25.0%	3.0%	9.0%	0.2%
Email7	20	19.0%	1.0%	8.0%	0.3%
Email8	15	29.0%	1.0%	5.0%	0.4%
Email9	45	33.0%	2.0%	18.0%	0.3%
Email10	30	36.0%	4.0%	6.0%	0.4%
Email11	20	35.0%	1.0%	10.0%	0.4%
Email12	40	17.0%	5.0%	13.0%	0.4%
Email13	85	38.0%	5.0%	21.0%	0.1%
Email14	35	15.0%	2.0%	18.0%	0.4%
Email15	40	15.0%	2.0%	11.0%	0.2%
Email16	50	23.0%	4.0%	15.0%	0.2%
Email17	25	26.0%	3.0%	5.0%	0.3%
Email18	20	31.0%	1.0%	6.0%	0.4%
Email19	60	30.0%	5.0%	15.0%	0.2%
Email20	70	26.0%	3.0%	21.0%	0.1%

Pros:
- Automatically evaluates each email's performance against benchmarks.
- Makes it easy to quickly identify the highest and lowest-performing campaigns.

Cons:
- Not a replacement for standard email metrics.

Email Score

Email Name	Email Score	Unique Open Rate	Unique Clickthrough Rate	Click-to-Open Rate	Unsubscribe Rate
Email1	30	40.0%	1.0%	12.0%	0.3%
Email2	40	30.0%	2.0%	16.0%	0.4%
Email3	45	21.0%	2.0%	6.0%	0.1%
Email4	60	30.0%	2.0%	19.0%	0.1%
Email5	55	30.0%	5.0%	7.0%	0.2%
Email6	40	25.0%	3.0%	9.0%	0.2%
Email7	20	19.0%	1.0%	8.0%	0.3%
Email8	15	29.0%	1.0%	5.0%	0.4%
Email9	45	33.0%	2.0%	18.0%	0.3%
Email10	30	36.0%	4.0%	6.0%	0.4%
Email11	20	35.0%	1.0%	10.0%	0.4%
Email12	40	17.0%	5.0%	13.0%	0.4%
Email13	85	38.0%	5.0%	21.0%	0.1%
Email14	35	15.0%	2.0%	18.0%	0.4%
Email15	40	15.0%	2.0%	11.0%	0.2%
Email16	50	23.0%	4.0%	15.0%	0.2%
Email17	25	26.0%	3.0%	5.0%	0.3%
Email18	20	31.0%	1.0%	6.0%	0.4%
Email19	60	30.0%	5.0%	15.0%	0.2%
Email20	70	26.0%	3.0%	21.0%	0.1%

Email Score

Email Name	Email Score	Unique Open Rate	Unique Clickthrough Rate	Click-to-Open Rate	Unsubscribe Rate
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Email3	45	21.0%	2.0%	6.0%	0.1%
Email4	60	30.0%	2.0%	19.0%	0.1%
Email5	55	30.0%	5.0%	7.0%	0.2%
Email6	40	25.0%	3.0%	9.0%	0.2%
Email7	20	19.0%	1.0%	8.0%	0.3%
Email8	15	29.0%	1.0%	5.0%	0.4%
Email9	45	33.0%	2.0%	18.0%	0.3%
Email10	30	36.0%	4.0%	6.0%	0.4%
Email11	20	35.0%	1.0%	10.0%	0.4%
Email12	40	17.0%	5.0%	13.0%	0.4%
Email13	85	38.0%	5.0%	21.0%	0.1%
Email14	35	15.0%	2.0%	18.0%	0.4%
Email15	40	15.0%	2.0%	11.0%	0.2%
Email16	50	23.0%	4.0%	15.0%	0.2%
Email17	25	26.0%	3.0%	5.0%	0.3%
Email18	20	31.0%	1.0%	6.0%	0.4%
Email19	60	30.0%	5.0%	15.0%	0.2%
Email20	70	26.0%	3.0%	21.0%	0.1%

Deep Dive
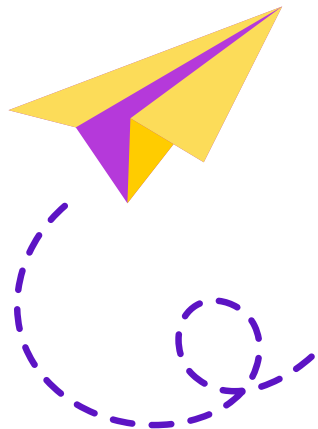
Email Scoring

Let's develop a model!
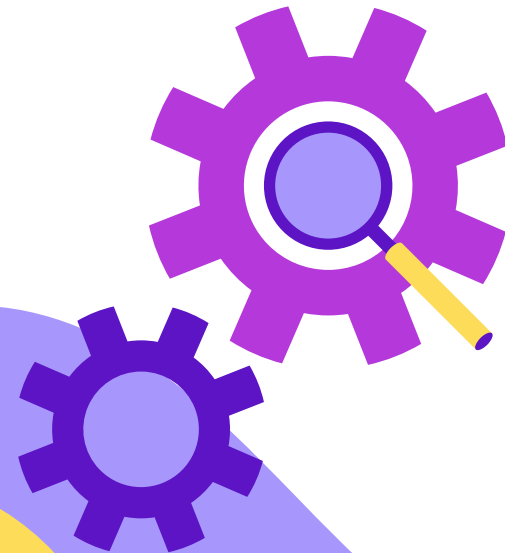
How to Develop an Email Score

1 — Select Metrics
2 — Assign Weights
3 — Bench-Mark & Points
4 — Build the Formula
5 — Test & Calibrate
6 — Enable & Roll out
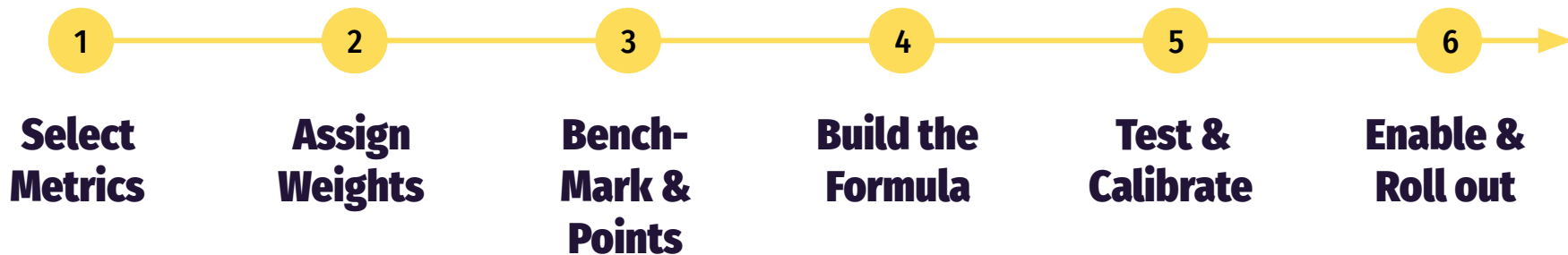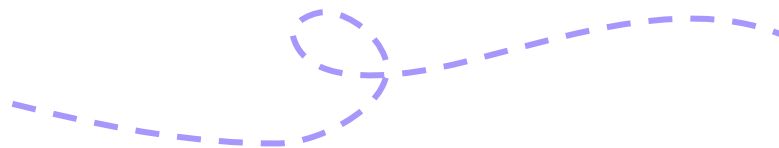
1. Select Metrics

Define your goal and choose the email metrics that best align with and support it.

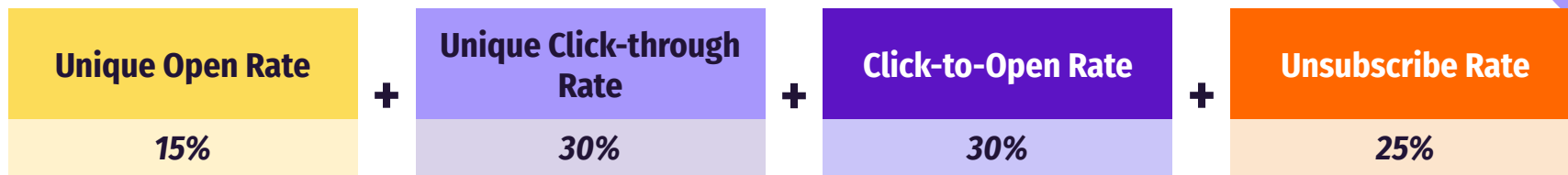|			
Unique Open Rate	**Unique Click-through Rate**	**Click-to-Open Rate**	**Unsubscribe Rate**

2. Assign Weights

Distribute weights according to the importance of each metric.

Unique Open Rate		Unique Click-through Rate		Click-to-Open Rate		Unsubscribe Rate
15%	**+**	30%	**+**	30%	**+**	25%

Total: 100%

3.a. Benchmark

Establish performance levels using a mix of internal/external benchmarks.

Unique Open Rate	Unique Click-through Rate	Click-to-Open Rate	Unsubscribe Rate
<= 10%	<= 1%	<= 5%	<= 0.1%
<= 20%	<= 3%	<= 10%	<= 0.2%
<= 30%	<= 4%	<= 15%	<= 0.3%
<= 40%	<= 5%	<= 20%	<= 0.4%
> 40%	> 5%	> 20%	> 0.4%

3.a. Benchmark

Establish performance levels using a mix of internal/external benchmarks.

Unique Open Rate	Unique Click-through Rate	Click-to-Open Rate	Unsubscribe Rate
<=	<=	<=	<=
<=	<=	<=	<=
<= 30%	<=	<=	<=
<=	<=	<=	<=
>	>	>	>

3.a. Benchmark

Establish performance levels using a mix of internal/external benchmarks.

Unique Open Rate	Unique Click-through Rate	Click-to-Open Rate	Unsubscribe Rate
<= 10%	<=	<=	<=
<=	<=	<=	<=
<= 30%	<=	<=	<=
<=	<=	<=	<=
> 40%	>	>	>

3.a. Benchmark

Establish performance levels using a mix of internal/external benchmarks.

Unique Open Rate	Unique Click-through Rate	Click-to-Open Rate	Unsubscribe Rate
<= 10%	<=	<=	<=
<= 20%	<=	<=	<=
<= 30%	<=	<=	<=
<= 40%	<=	<=	<=
> 40%	>	>	>

3.a. Benchmark

Establish performance levels using a mix of internal/external benchmarks.

Unique Open Rate	Unique Click-through Rate	Click-to-Open Rate	Unsubscribe Rate
<= 10%	<= 1%	<= 5%	<= 0.1%
<= 20%	<= 3%	<= 10%	<= 0.2%
<= 30%	<= 4%	<= 15%	<= 0.3%
<= 40%	<= 5%	<= 20%	<= 0.4%
> 40%	> 5%	> 20%	> 0.4%

3.b. Assign Points

Allocate points to each performance level based on the predefined weights.

Unique Open Rate	Points
<= 10%	
<= 20%	
<= 30%	
<= 40%	
> 40%	
Points: 0-15	

+

Unique Click-through Rate	Points
<= 1%	
<= 3%	
<= 4%	
<= 5%	
> 5%	
Points: 0-30	

+

Click-to-Open Rate	Points
<= 5%	
<= 10%	
<= 15%	
<= 20%	
> 20%	
Points: 0-30	

+

Unsubscribe Rate	Points
<= 0.1%	
<= 0.2%	
<= 0.3%	
<= 0.4%	
> 0.4%	
Points: 0-25	

Total: 0 - 100 Points

3.b. Assign Points

Allocate points to each performance level based on the predefined weights.

Unique Open Rate	Points
<= 10%	0
<= 20%	5
<= 30%	10
<= 40%	10
> 40%	15
Points: 0-15	

+

Unique Click-through Rate	Points
<= 1%	
<= 3%	
<= 4%	
<= 5%	
> 5%	
Points: 0-30	

+

Click-to-Open Rate	Points
<= 5%	
<= 10%	
<= 15%	
<= 20%	
> 20%	
Points: 0-30	

+

Unsubscribe Rate	Points
<= 0.1%	
<= 0.2%	
<= 0.3%	
<= 0.4%	
> 0.4%	
Points: 0-25	

Total: 0 - 100 Points

3.b. Assign Points

Allocate points to each performance level based on the predefined weights.

Unique Open Rate	Points
<= 10%	0
<= 20%	5
<= 30%	10
<= 40%	10
> 40%	15
Points: 0-15	

+

Unique Click-through Rate	Points
<= 1%	0
<= 3%	5
<= 4%	10
<= 5%	20
> 5%	30
Points: 0-30	

+

Click-to-Open Rate	Points
<= 5%	
<= 10%	
<= 15%	
<= 20%	
> 20%	
Points: 0-30	

+

Unsubscribe Rate	Points
<= 0.1%	
<= 0.2%	
<= 0.3%	
<= 0.4%	
> 0.4%	
Points: 0-25	

Total: 0 - 100 Points

3.b. Assign Points

Allocate points to each performance level based on the predefined weights.

Unique Open Rate	Points
<= 10%	0
<= 20%	5
<= 30%	10
<= 40%	10
> 40%	15
Points: 0-15	

+

Unique Click-through Rate	Points
<= 1%	0
<= 3%	5
<= 4%	10
<= 5%	20
> 5%	30
Points: 0-30	

+

Click-to-Open Rate	Points
<= 5%	0
<= 10%	5
<= 15%	10
<= 20%	20
> 20%	30
Points: 0-30	

+

Unsubscribe Rate	Points
<= 0.1%	25
<= 0.2%	20
<= 0.3%	15
<= 0.4%	10
> 0.4%	0
Points: 0-25	

Total: 0 - 100 Points

```
=
IF( UniqueOpenRate <= 10%, 0 ,
IF( UniqueOpenRate <= 20%, 5 ,
IF( UniqueOpenRate <= 30%, 10 ,
IF( UniqueOpenRate <= 40%, 10 ,
IF( UniqueOpenRate > 40%, 15 )))))
+
IF( UniqueClickthroughRate <= 1%, 0 ,
IF( UniqueClickthroughRate <= 3%, 5 ,
IF( UniqueClickthroughRate <= 4%, 10 ,
IF( UniqueClickthroughRate <= 5%, 20 ,
IF( UniqueClickthroughRate > 5%, 30 )))))
+
IF( ClickToOpenRate <= 5%, 0 ,
IF( ClickToOpenRate <= 10%, 5 ,
IF( ClickToOpenRate <= 15%, 10 ,
IF( ClickToOpenRate <= 20%, 20 ,
IF( ClickToOpenRate > 20%, 30 )))))
+
IF( UnsubscribeRate <= 0.1%, 25 ,
IF( UnsubscribeRate <= 0.2%, 20 ,
IF( UnsubscribeRate <= 0.3%, 10 ,
IF( UnsubscribeRate <= 0.4%, 5 ,
IF( UnsubscribeRate > 0.4%, 0 )))))
```

4. Build the Formula

Set up the score calculation using a spreadsheet formula (function).

< Sample Google Sheets Formula

Spreadsheet Functionalities:
- *IF Function*
- *Named Ranges*

5. Test & Calibrate

Apply the score to extensive email data, evaluate outputs, and make adjustments as necessary.

Email Score	Unique Open Rate	Unique Clickthrough Rate	Click-to-Open Rate	Unsubscribe Rate
40	20.0%	1.0%	15.0%	0.10%
35	25.0%	3.0%	13.0%	0.90%
55	15.0%	5.0%	17.0%	1.00%
45	35.0%	2.0%	20.0%	0.50%
35	20.0%	4.0%	10.0%	0.30%
60	25.0%	6.0%	11.0%	1.10%
50	20.0%	3.0%	19.0%	0.20%
45	15.0%	5.0%	14.0%	0.40%
40	20.0%	2.0%	16.0%	0.70%
40	25.0%	4.0%	13.0%	0.40%
35	30.0%	3.0%	12.0%	0.80%
70	40.0%	6.0%	17.0%	1.20%
45	30.0%	2.0%	19.0%	1.50%
40	25.0%	1.0%	11.0%	0.20%
20	10.0%	2.0%	10.0%	0.40%

6. Roll-out

Enable your team and launch the scoring system with easily accessible reports.

Email Quality	Audience Targeting	Score	Recommendation
Good	Good	50 - 100	Great job! Keep monitoring and optimizing as necessary.
Good	Bad	30 - 49	Conduct A/B tests for your audience and content to identify what works best, and make adjustments accordingly.
Bad	Good		
Bad	Bad	0 - 29	Pause and reassess your campaign strategy and target audience.

Gamification

How to make your reports
and dashboards more
engaging.

Ranking

Email Name	Email Score	Unique Open Rate	Unique Clickthrough Rate	Click-to-Open Rate	Unsubscribe Rate
Email13	85	38.0%	5.0%	21.0%	0.1%
Email20	70	26.0%	3.0%	21.0%	0.1%
Email4	60	30.0%	2.0%	19.0%	0.1%
Email19	60	30.0%	5.0%	15.0%	0.2%
Email5	55	30.0%	5.0%	7.0%	0.2%
Email16	50	23.0%	4.0%	15.0%	0.2%
Email3	45	21.0%	2.0%	6.0%	0.1%
Email9	45	33.0%	2.0%	18.0%	0.3%
Email2	40	30.0%	2.0%	16.0%	0.4%
Email6	40	25.0%	3.0%	9.0%	0.2%
Email12	40	17.0%	5.0%	13.0%	0.4%
Email15	40	15.0%	2.0%	11.0%	0.2%
Email14	35	15.0%	2.0%	18.0%	0.4%
Email1	30	40.0%	1.0%	12.0%	0.3%
Email10	30	36.0%	4.0%	6.0%	0.4%
Email17	25	26.0%	3.0%	5.0%	0.3%
Email7	20	19.0%	1.0%	8.0%	0.3%
Email11	20	35.0%	1.0%	10.0%	0.4%
Email18	20	31.0%	1.0%	6.0%	0.4%
Email8	15	29.0%	1.0%	5.0%	0.4%

Data Preparation

Recommended data points:
- Campaign Metadata
- Aggregation by Email Send Month

Campaign Type	Team	Region	Email Score	Email Send Month	Campaign Name	Email Name	Email Created By	Email Type	Total Sends	Unique Open Rate	Unique Clickthrough Rate	Click-to-Open Rate	Unsubscribe Rate
Always-on	Product Marketing	Europe, Middle East & Africa	50	2024-07	EM_PM_Campaign3	Email1	David	Transactional	10,687	23.0%	1.0%	20.0%	0.2%
Always-on	Product Marketing	Asia-Pacific	50	2024-07	AP_PM_Campaign3	Email2	Mary	Survey	10,027	40.0%	2.0%	11.0%	0.1%
Always-on	Customer Success	North America	40	2024-07	NA_CS_Campaign3	Email3	Jennifer	Newsletter	11,855	25.0%	3.0%	17.0%	0.4%
Always-on	Customer Success	Latin America	50	2024-07	LA_CS_Campaign3	Email4	Charles	Promotional	11,708	40.0%	4.0%	13.0%	0.2%
Always-on	Customer Success	Asia-Pacific	60	2024-07	AP_CS_Campaign3	Email5	Joseph	Educational	14,600	21.0%	5.0%	16.0%	0.3%
Always-on	Lifecycle Marketing	North America	35	2024-07	NA_LM_Campaign4	Email1	John	Event	1,414	39.0%	4.0%	13.0%	0.4%
Always-on	Lifecycle Marketing	Latin America	50	2024-07	LA_LM_Campaign4	Email2	Linda	Transactional	1,194	33.0%	4.0%	8.0%	0.1%
Always-on	Lifecycle Marketing	Europe, Middle East & Africa	35	2024-07	EM_LM_Campaign4	Email3	Michael	Survey	1,326	13.0%	5.0%	6.0%	0.4%
Always-on	Lifecycle Marketing	Asia-Pacific	25	2024-07	AP_LM_Campaign4	Email4	Barbara	Newsletter	1,763	33.0%	1.0%	7.0%	0.3%
Always-on	Field Marketing	North America	35	2024-07	NA_FM_Campaign4	Email5	William	Promotional	1,457	31.0%	2.0%	15.0%	0.3%
Ad-hoc	Field Marketing	Latin America	45	2024-07	LA_FM_Campaign5	Email1	Susan	Educational	6,575	13.0%	4.0%	8.0%	0.1%
Ad-hoc	Field Marketing	Europe, Middle East & Africa	56	2024-07	EM_FM_Campaign5	Email2	Elizabeth	Event	7,380	10.0%	5.0%	14.0%	0.1%
Ad-hoc	Field Marketing	Asia-Pacific	40	2024-07	AP_FM_Campaign5	Email3	James	Transactional	9,932	20.0%	4.0%	7.0%	0.2%
Ad-hoc	Product Marketing	North America	45	2024-07	NA_PM_Campaign5	Email4	Patricia	Survey	8,445	19.0%	4.0%	10.0%	0.1%
Ad-hoc	Product Marketing	Latin America	35	2024-07	LA_PM_Campaign6	Email5	Robert	Newsletter	5,427	33.0%	2.0%	11.0%	0.3%

Spreadsheet Functionalities: 1. VLOOKUP, 2. REGEXMATCH

Scorecards Ideas

Score by Email Type

Email Type	Average Email Score
Event	47
Educational	44
Transactional	42
Survey	40
Promotional	37
Newsletter	35
Grand Total	**41**

Score by Region

Region	Average Email Score
North America	43
Asia-Pacific	41
Europe, Middle East & Africa	40
Latin America	39
Grand Total	**41**

Score by Team

Team	Average Email Score
Product Marketing	43
Lifecycle Marketing	42
Field Marketing	40
Customer Success	40
Grand Total	**41**

Spreadsheet Functionalities:
- *Pivot Table*

Dashboards Ideas

Score Over Time

Email Send Month	Average Email Score
2024-07	44
2024-08	43
2024-09	39
2024-10	41
2024-11	40
2024-12	38
Grand Total	**41**

Spreadsheet Functionalities:
- *Pivot Table*
- *Conditional Formatting*
- *Chart*

Average Email Score by Email Send Month
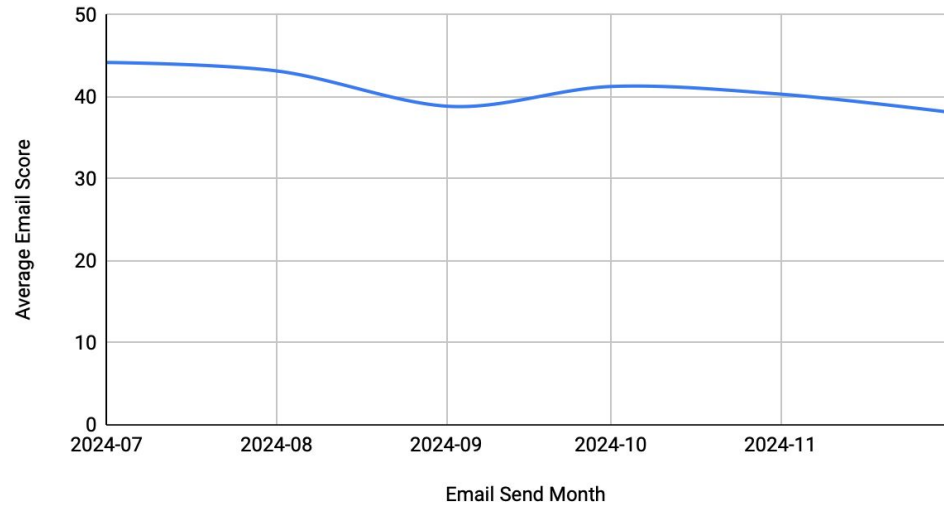
Personal Favorite

Always-on Campaign Tracker

Spreadsheet Functionalities:
- *Pivot Table*
- *Conditional Formatting*

Campaign Name	Email Send Month	Average Email Score	Total Sends	Average Unique Open Rate	Average Unique Clickthrough Rate	Average Click-to-Open Rate	Average Unsubscribe Rate
⊟ AP_FM_Campaign2	2024-07	75	4,815	40.0%	5.0%	19.0%	0.10%
	2024-08	70	4,359	27.0%	5.0%	18.0%	0.20%
	2024-09	60	4,522	14.0%	4.0%	19.0%	0.10%
	2024-10	60	4,132	34.0%	5.0%	18.0%	0.30%
	2024-11	45	3,807	27.0%	1.0%	11.0%	0.10%
	2024-12	40	9,152	34.0%	3.5%	15.5%	0.35%
AP_FM_Campaign2 Total		56	30,787	30.0%	3.9%	16.6%	0.21%
⊟ AP_LM_Campaign1	2024-07	35	1,778	15.0%	3.0%	7.0%	0.20%
	2024-08	55	1,115	17.0%	5.0%	8.0%	0.10%
	2024-09	40	1,416	35.0%	4.0%	5.0%	0.20%
	2024-10	40	1,188	30.0%	1.0%	19.0%	0.30%
	2024-11	45	1,731	36.0%	1.0%	12.0%	0.10%
	2024-12	33	2,266	27.5%	2.0%	8.5%	0.25%
AP_LM_Campaign1 Total		40	9,494	26.9%	2.6%	9.7%	0.20%
⊟ AP_LM_Campaign4	2024-07	65	1,509	39.0%	5.0%	15.0%	0.10%
	2024-08	40	1,391	26.0%	2.0%	5.0%	0.10%
	2024-09	60	1,709	32.0%	3.0%	18.0%	0.10%
	2024-10	25	1,107	38.0%	2.0%	5.0%	0.30%
	2024-11	35	1,075	23.0%	4.0%	9.0%	0.30%
	2024-12	40	2,725	36.5%	3.5%	9.5%	0.30%
AP_LM_Campaign4 Total		44	9,516	33.0%	3.3%	10.1%	0.21%
⊟ AP_PM_Campaign3	2024-07	50	10,998	34.0%	1.0%	18.0%	0.20%
	2024-08	60	14,541	19.0%	4.0%	16.0%	0.10%
	2024-09	25	10,990	19.0%	2.0%	8.0%	0.30%
	2024-10	30	13,949	10.0%	3.0%	9.0%	0.20%
	2024-11	50	14,080	23.0%	2.0%	15.0%	0.10%
	2024-12	40	27,145	29.5%	4.0%	12.0%	0.40%
AP_PM_Campaign3 Total		42	91,703	23.4%	2.9%	12.9%	0.24%

Gamification
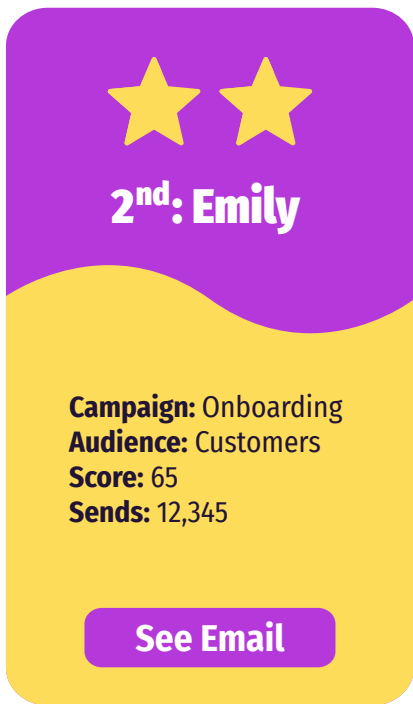
Leaderboard

Email Created By	Average Email Score
Jennifer	59
Joseph	51
John	48
Robert	46
Michael	46
William	45
James	43
Elizabeth	40
David	40
Patricia	39
Mary	39
Susan	38
Linda	38
Charles	36
Barbara	34
Grand Total	**43**

Spreadsheet Functionalities:
- *Pivot Table*
- *Conditional Formatting*

Email Awards

2ⁿᵈ: Emily

Campaign: Onboarding
Audience: Customers
Score: 65
Sends: 12,345

See Email
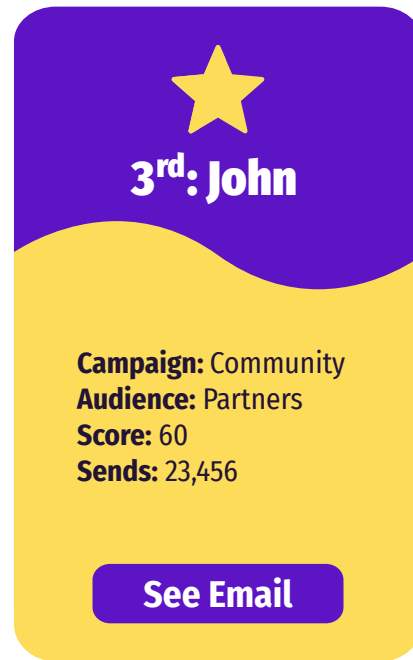
1ˢᵗ: Jennifer

Campaign: Promo
Audience: Prospects
Score: 75
Sends: 3,456

See Email

3ʳᵈ: John

Campaign: Community
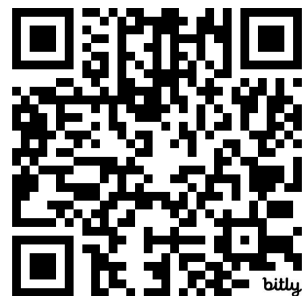**Audience:** Partners
Score: 60
Sends: 23,456

See Email

Thanks!

I hope you enjoyed the content!

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linkedin.com/in/gabrielauricchio

bit.ly/emailscoring