

CAMPAIGN SUCCESS TRACKER

DATE: ____/____/20____
CAMPAIGN NAME _____
SEGMENT _____
TIME SENT _____

A/B Test Variables (Subject/Creative)	Sent	Opens	Clicks	CTR %
Variant A:				
Variant B:				
Control:				

TOTAL CONVERSIONS _____
REVENUE GENERATED \$ _____
UNSUBSCRIBE RATE _____ %
BOUNCE RATE _____ %

KEY INSIGHTS & NEXT STEPS
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