

Subject: Analysis of Newsletter Click-Through Rates

Dear Team,

I hope this message finds you well. I am writing to share the recent analysis of our newsletter click-through rates for the past quarter.

Overview

During the last three months, we sent out a total of 12 newsletters, averaging a click-through rate (CTR) of 15%. This represents a 5% increase compared to the previous quarter.

Key Findings

- The highest CTR was observed in our December newsletter at 20%.
- Articles featuring promotional content had a higher engagement compared to regular updates.
- The average open rate was 30%, indicating that our subject lines are effective.

Recommendations

To further improve our CTR, I recommend focusing on the following strategies:

1. Incorporating more interactive elements, such as polls and quizzes.
2. Increasing personalization by segmenting our audience more effectively.
3. Experimenting with different formats and layouts.

Please let me know if you have any questions or suggestions regarding this analysis. I look forward to our discussion in the upcoming meeting.

Best regards,

[Your Name]

[Your Position]