

TechNova — Monthly performance

Strong welcome-series engagement this month. Delivery stayed healthy while catalog and restock sends drove the bulk of volume.

What this pack covers

A client-ready snapshot of delivery, engagement, campaigns, journeys, and lead capture for this window.

Northstar Digital prepared this performance pack for TechNova covering May 27, 2026 – Jun 26, 2026. 48,200 emails were sent across 4 campaigns, with 31.8% open and 4.5% click (2.0% bounce). Compared with the prior period, sends +6,600 vs prior, open rate +2.9 pp, and click rate +0.4 pp. Top campaign by click rate: "Welcome · week 1" at 6.8% CTR (6,200 sent). Strongest journey: "Onboarding · 7-day" at 41.2% goal conversion with 1,842 active enrollments. Lead capture highlight: "Product demo waitlist" converting at 13.7% (940 submissions, 810 confirmed). 4 additional insights are detailed in the recommendations section. Agency note: Strong welcome-series engagement this month. Delivery stayed healthy while catalog and restock sends drove the bulk of volume.

INCLUDED IN THIS PACK

- Executive narrative & key performance indicators
- Period comparison vs prior window
- Insights and recommendations
- Campaign ranking & deep dive (4)
- Lifecycle automation detail (3)
- Lead capture funnel & forms (2)
- Selected pack sections: campaigns, automations, forms

Snapshot frozen at share time · No recipient PII · Safe to forward to stakeholders

Key performance indicators

EMAILS SENT 48,200 4 campaigns	DELIVERED 46,940 97.4% of sends	OPEN RATE 31.8% 14,922 opens	CLICK RATE 4.5% 2,118 clicks
BOUNCE RATE 2.0% 982 bounced	COMPLAINT RATE 0.0% 16 complaints	UNSUBSCRIBE RATE 0.3% 125 unsubscribes	ACTIVE JOURNEYS 2 2 forms in pack

Period comparison

Current May 27, 2026 – Jun 26, 2026 vs prior Apr 27, 2026 – May 26, 2026.

Metric	Current	Prior	Change
Emails sent	48,200	41,600	+6,600 vs prior
Open rate	31.8%	28.9%	+2.9 pp vs prior
Click rate	4.2%	3.8%	+0.4 pp vs prior
Bounce rate	2.0%	2.4%	-0.4 pp vs prior
Complaint rate	0.0%	0.0%	—
Delivered	46,940	40,350	+6,590
Unique opens	14,922	11,680	+3,242
Clicks	2,118	1,540	+578

Insights & recommendations

What stood out in this window — wins to repeat and risks to watch.

Type	Insight
Win	Welcome · week 1 hit 42.6% open and 6.8% click — best campaign in the window.
Win	Overall delivery held at ~97% across 48.2k sends with low complaint volume.
Watch	Restock alert open rate (28.4%) trailed the pack average — test subject lines before the next drop.
Note	Onboarding journey goal conversion is 41.2% with 1.8k active enrollments.

Delivery & engagement funnel

How volume moved from send through engagement. Percentages are of the prior stage unless noted.

Stage	Count	% of sent	% of delivered
Sent	48,200	100%	—
Delivered	46,940	97.4%	100%
Opened	14,922	31.0%	31.8%
Clicked	2,118	4.4%	4.5%
Bounced	982	2.0%	—
Complaints	16	0.0%	0.0%
Unsubscribed	125	0.3%	0.3%

Campaign ranking by click rate

Best-performing sends first — useful for repeating winning creative and offers.

Rank	Campaign	Subject	Sent	Open %	Click %	Bounce %	Unsubs
1	Welcome · week 1	You're in — here's where to start	6,200	42.6%	6.8%	1.9%	14
2	Summer catalog drop	New arrivals — 20% off this weekend	18,400	34.1%	5.1%	2.1%	52
3	Weekly product digest	This week at TechNova	11,500	25.8%	3.5%	2.1%	28
4	Restock alert	Back in stock: your saved items	12,100	28.4%	3.4%	2.0%	31

Campaign deep dive

Full delivery metrics for every campaign included in this pack (newest first).

Campaign	Subject	Sent at	Sent	Delivered	Opens	Clicks	Bounces	Complaints	Unsubs	Open %	Click %	Bounce %	Complaint %	Unsub %
Weekly product digest	This week at TechNova	Jun 22, 2026	11,500	11,190	2,890	392	236	3	28	25.8%	3.5%	2.1%	0.0%	0.3%
Restock alert	Back in stock: your saved items	Jun 18, 2026	12,100	11,780	3,345	401	248	4	31	28.4%	3.4%	2.0%	0.0%	0.3%
Summer catalog drop	New arrivals — 20% off this weekend	Jun 8, 2026	18,400	17,920	6,110	914	380	8	52	34.1%	5.1%	2.1%	0.0%	0.3%
Welcome · week 1	You're in — here's where to start	Jun 3, 2026	6,200	6,050	2,577	411	118	1	14	42.6%	6.8%	1.9%	0.0%	0.2%

Lifecycle automation overview

Enrollment outcomes across journeys included in this pack.

Metric	Value
Journeys in pack	3
Active enrollments	2,462
Completed	1,560
Exited	392
Avg goal conversion	24.1%

Automation journey detail

Status, funnel counts, and goal conversion for each journey.

Journey	Status	Active	Completed	Exited	Goal %	Exit rate	Updated
Onboarding · 7-day	active	1,842	960	210	41.2%	7.0%	Jun 25, 2026
Win-back · 45-day	active	620	188	94	18.6%	10.4%	Jun 24, 2026
Browse abandonment	paused	0	412	88	12.4%	17.6%	Jun 12, 2026

Lead capture funnel

Combined form traffic and confirmation health for this pack.

Stage	Count	Rate
Views	35,250	100%
Submissions	4,060	11.5%
Confirmed	3,490	86.0%
Pending confirmation	370	9.1%

Form detail

Per-form views, conversions, and confirmation backlog.

Form	Status	Views	Submissions	Confirmed	Pending	Conv %	Confirm %	Updated
Product demo waitlist	published	6,850	940	810	90	13.7%	86.2%	Jun 23, 2026
Newsletter signup	published	28,400	3,120	2,680	280	11.0%	85.9%	Jun 25, 2026

How to read this pack

This pack was frozen when the share link was created. Figures will not change if later sends occur. Rates use delivered volume as the denominator where available. No recipient names or email addresses are included. Review bounce and complaint rates alongside engagement — sustained elevation can affect inbox placement. Prepared for you by Northstar Digital.