

Email Marketing Campaign Case Study

Campaign execution, list handling, performance reporting and CRM follow-up

This case study summarizes completed email marketing and CRM campaign work across two anonymized B2B clients. The work covered campaign setup, audience checks, scheduling, performance tracking, reporting and follow-up organization.

64 campaigns tracked across two clients	6,640 contacts / emails managed combined volume	1,314+ opens recorded second campaign set	0 spam complaints second campaign set
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Campaign Set 1 - Performance Snapshot		
Campaigns 37	Emails sent 3,196	Open rate 52.22%
Click rate 3.54%	Click-to-open 6.77%	Bounces 0.38%
Unsubscribes 0.34%	Revenue --	Date range 2024-2026

Campaign Set 2

B2B email campaigns, CRM tracking and clean deliverability record

The second campaign set combined email execution with CRM discipline: campaign records, contact tracking, follow-up status, reporting summaries and sales/marketing handoff notes.

27
campaigns executed
email campaigns

3,444
contacts managed
campaign audience

2,830
emails delivered
tracked delivery

615
tracked clicks
campaign engagement

B2B Campaign Metrics

Source: campaign exports and CRM reports

Campaigns

27

Contacts targeted

3,444

Opens

1,314

Clicks

615

Delivered	Pipeline support	Spam complaints
2,830 emails delivered	150+ prospects tracked in ClickUp CRM	0 spam complaints

COMPLETED WORK

- Prepared campaign lists and maintained contact records.
- Built and scheduled recurring email campaigns.
- Checked links, formatting, audience selection and send settings.
- Tracked campaign results, opens, clicks, delivery and complaints.

CRM SUPPORT

- Maintained a CRM pipeline of 150+ prospects.
- Updated lead status, owners, notes and next actions.
- Organized follow-up tasks after campaigns.
- Prepared summaries for sales and marketing coordination.

Performance Readout

What the completed campaign data shows

ENGAGEMENT QUALITY

Campaign Set 1 recorded a 52.22% open rate across 37 campaigns and 3,196 emails sent. This points to strong audience relevance, subject-line fit and list quality.

The 6.77% click-to-open rate gave a clear view of how many openers moved from attention to action.

LIST HEALTH

Bounce rate stayed low at 0.38% and unsubscribes stayed low at 0.34% in Campaign Set 1.

Campaign Set 2 recorded 0 spam complaints across the tracked campaigns, which supports clean list handling and careful campaign setup.

EXECUTION DISCIPLINE

- Campaign setup and scheduling completed across both clients.
- Contact lists and CRM records kept organized.
- Campaign metrics translated into readable summaries.
- Follow-up actions tracked after campaign activity.

REPORTING VALUE

- Open rate showed audience and subject-line fit.
- Click rate and click-to-open showed CTA performance.
- Bounces, unsubscribes and spam complaints showed deliverability quality.
- CRM updates connected campaign data to pipeline follow-up.

Final Outcome

Across both anonymized campaign sets, the work covered 64 campaigns, 6,640 contacts/emails managed, a 52.22% open rate in the first campaign set, 615 tracked clicks in the second campaign set, and 0 spam complaints in the second campaign set.