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Abstract Book

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POSTERS

USER ACTIVITY BEFORE AND AFTER EMAIL CAMPAIGN

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The study aims to analyse how blog visitor activity changed before and after an email campaign. The goal was to see how effective the email campaign was at boosting user engagement and building long-term interest in the blog's content. One key issue that emerged was the temporary nature of the engagement – visitor numbers spiked after the email but quickly dropped back to previous levels. The email campaign's impact was tracked through Google Analytics. The results showed that while email campaigns can quickly boost user activity (up to 31 visitors in 30 days), keeping that momentum requires more effort. Future research is needed to explore how these strategies could deliver longer-lasting results.

Key words: *email campaign, marketing campaign issue, marketing strategies, user activity, user behaviour*

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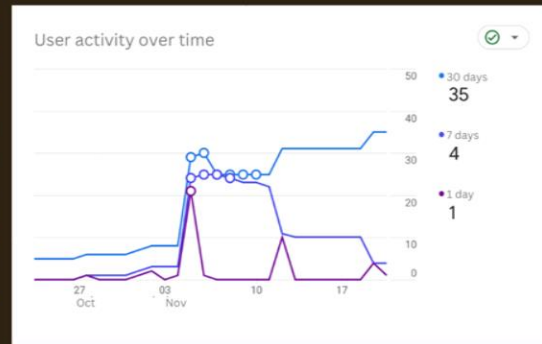
User activity before & after email campaign

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Before

Before the email campaign, the number of visitors was minimal, 1-2 visitors per day

Email

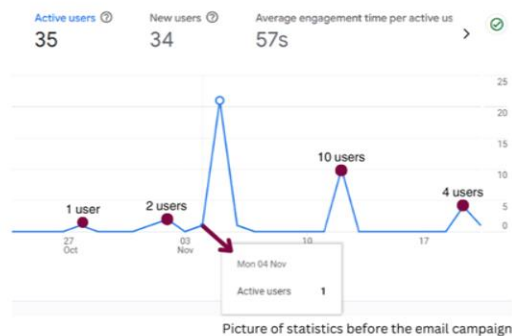
Email content: title related to the article, link to the blog, some text introducing the visitor to the blog content.

After

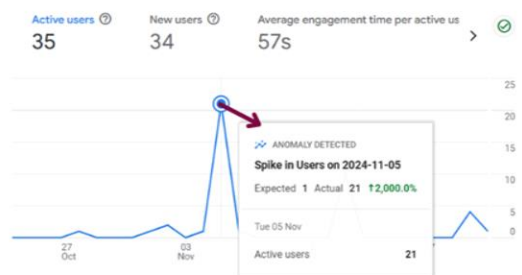
After the email campaign the number of visitors increased to 21, but the next day it dropped to 1-2 visitors per day, just like before, after the next email the number of visitors only increased to 10

Conclusions

Before the email campaign, the number of visitors was 1-2 per day, on the same day after the email, the number of visitors increased to 21, but the next day the number of visitors returned to 1-2 per day. So, email campaigns are only effective for a short time.



Picture of statistics before the email campaign



Picture of statistics after the email campaign