

Email Marketing Report – Toronto Zoo

Year End 2024 - Looking Ahead to 2025

Executive Summary

This report provides a comprehensive overview of our email marketing efforts throughout 2024, highlighting key achievements, analyzing current strategies, and outlining new initiatives for 2025. Our goal is to provide actionable insights and clear direction for our email marketing endeavors in the coming year.

Key Achievements for 2024

2024 has been a remarkable year for our email marketing campaigns. We have successfully implemented new strategies and maintained supporter engagement:

- Included various subscriber buttons throughout the website: i.e. Media List (which has grown to over **100 new subscribers** to our Media list)
- **Unique Open Rates:** Our average email unique open rate increased to over 60%, which is a success when looking at standard industry open rates (20-30%).
- Implemented and evolved our automations to include the guest automation series, which has a unique **open rate of 62%, and click rate of 5.8%**.
- Grow our general newsletter community to over 32,000 contacts, who receive monthly newsletters with high value incentives.
- General Admission List (191, 590): In 2024 we targeted this list for various campaigns (through expressed consent), for Taylor Swift, Black Friday deals, and 50th Campaign.

New for 2025

As we look forward to 2025, there are various strategies that can be explored to further out email marketing efforts and engage our community:

- **Personalization:** Implementing advanced personalization techniques to deliver more relevant content to subscribers
- **Automation:** Expanding our use of automation for welcome sequences, abandoned cart reminders, and re-engagement campaigns

- **Segmentation:** Refining our audience segmentation to target specific groups more effectively based on behavior and preferences
- **Interactive Emails:** Introducing interactive elements in our emails, such as polls and quizzes, to boost engagement
- **A/B Testing:** Intensifying our A/B testing efforts to optimize subject lines, layouts, and calls-to-action

Number of Emails Sent Out

In 2024, we sent out a total of **249 email campaigns**, averaging approximately **20 campaigns per month**. These emails included newsletters, promotional offers, event invitations, and transactional emails. The total number of messages sent are **5,365,774**.

Targeted Group Lists

Our current email marketing efforts are focused on the following group lists:

- **Members:** 40,551 subscribed
- **General Newsletter Subscribers** (32,109 subscribed)
- **Guest Admission:** 191, 590 (through automation series, who convert to general newsletter subscribers, or members)
- **Educators:** 6,258 subscribers
- **Programs:** 4,182 (individuals subscribed to the programs newsletter)
- **Media:** 437 subscribers

Member Households

As of the end of 2024, we have identified **40,551 member households** who actively receive our email campaigns approximately **9 email messages per month**. This number reflects the combined households of our subscribers, considering multiple family members often share a single email address

Looking Ahead to 2025

The upcoming year presents an opportunity to build on our current successes and explore new avenues for growth in email marketing. Key areas of focus will include:

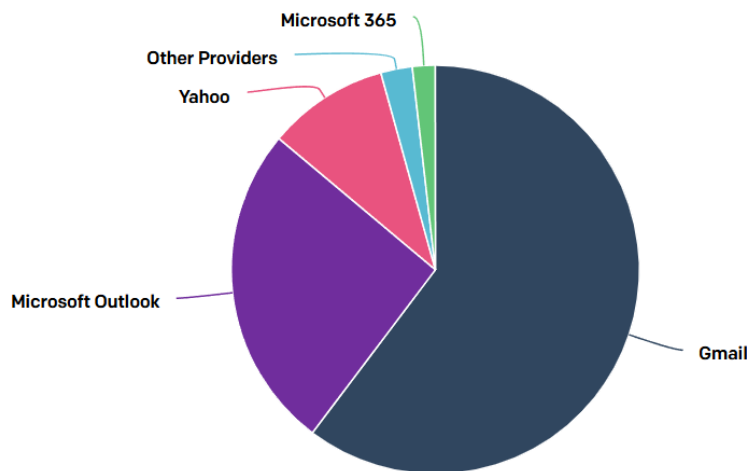
- **Enhanced Analytics:** Leveraging data analytics to gain deeper insights into subscriber behavior and campaign performance

- **Content Strategy:** Developing a robust content strategy to ensure a consistent and engaging email experience
- **Subscriber Engagement:** Implementing strategies to increase subscriber retention and loyalty through meaningful engagement
- **Compliance:** Ensuring all email practices adhere to the latest data protection and privacy regulations

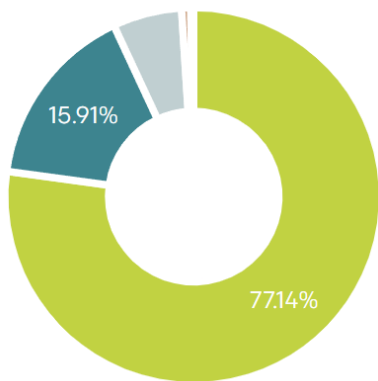
Visual Representations

To provide a clearer understanding of our email marketing performance, we have included visual representations of key metrics and trends:

- **Deliverability Insights:** Mailbox providers; Gmail is the top mailbox provider used by our subscribers at over 60%



- **Email Clients & Devices:** The majority of our subscribers use webmail (desktop) when reading emails, this is a powerful insight as we can continue to optimize our emails for desktop and mobile



TOP 5 FOR OPENS	PERCENTAGE	NUMBERS
● Webmail	77.14%	4,233,524
● Other	15.91%	873,423
● Phone	5.92%	324,923
● Desktop	0.79%	43,325
● Tablet	0.24%	13,041