EMAIL DESIGN CASE STUDY

TWO YEARS OF THE MOTHER EARTH PRODUCTS NEWSLETTER

MOTHER EARTH PRODUCTS
A NEW DAY IS DAWNING®

October 2024 to September 2026. One issue a month, written, designed and sent in HubSpot.

REACH

51,000+

emails delivered

99.7%

delivery rate



821

clicks tracked in HubSpot

EVERY ISSUE

24 **newsletters written, designed and sent, one a month**



BEST SENDS

Approximate rates for the best-performing issues. These are not averages.



40%

open rate

Approximate, best sends



6%

click rate

Approximate, best sends

Email figures from HubSpot, Oct 2024 to Sep 2026.