

REVIEW OF DATA FOR SPIRITWEAR COMMUNICATIONS

Our virtual shop with General Sports finished its annual back-to-school run. Using Constant Contact, we sent four messages with links to the store. And we have click-through numbers.

I exported unique click data for links to our store's URL, sorted it chronologically, then tallied daily counts. I repeated the process for 2021-22 and 2019-20 numbers, too. It's like graphs created in Meta's insights for Facebook or LinkedIn's visitor analytics; maybe Constant Contact will generate these itself one day.

Each year's line has three peaks. The peaks match dates when reminder emails were sent. [Check out the graph.](#)

When are people most likely to access the store? Whenever they receive a reminder. One might expect a certain day to work better. For example, we could guess that people are in a weekend mindset and more willing to shop on Fridays, so we'd see peaks on Fridays. Instead, peaks are distributed throughout the week. We sent reminders every day except Sunday between 2019-20 and 2021-22; click-throughs peaked every time: Monday (8/30/21), Tuesday (8/27/19), Wednesday, (8/21/19), Thursday (8/26/21), Friday (8/23/19), and Saturday (8/21/21).

General Sports shared this year's sales data. I [tallied and graphed daily sales](#). Compared to link click-throughs, there's less change in sales from day to day. A pattern emerges, still. The pattern resembles the first graph: days of high [spiritwear sales](#) match days of high click-throughs.

The top six days for click-through rates include the top five days for sales.

Eight days had at least 12 sales. Four are days when messages were sent. Three more directly follow those four. So, in terms of sales, there are wider, flatter peaks - and they reflect the click-through rate peaks.

Does sending an email lead to more sales? Maybe. Messages seem to boost click through rates ... which compares well with more sales. But four of the top five days of sales are the first two days and the last two days of the sale. (In 2019 and 2022, the top day for click-throughs was the day of the first email.) Maybe messages drive sales. But maybe simply opening and closing the store drives sales. Maybe both are true.

There may be a correlation between click-through rates and sales. Several years' numbers (about 50 days) would offer enough data to show any statistically significant correlation.

These collected numbers and the shown graphs might help plan future communications. Or, they could be a good starting point for more analytic work.