

D7.4 e-Newsletters

Issue Date 27 February 2024

Version: V1





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Lead partner ISSO

Issue Date 27 February 2024

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Version V1

Reviewed by ACE

Approved by ISSO

Dissemination level Public



Revision and history chart

Version	Date	Editors	Comment Description
V1	05-02-2024	IVE	First draft
V1	12-02-2024	ACE	Review
V1	26-02-2024	IVE	Inputs Newsletter #6
V1	27-02-2024	ISSO	Approval



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SUMMARY

This report provides a comprehensive overview of the newsletters disseminated throughout the BUS-GoCircular research project. The newsletters, designed and distributed through Mailchimp, served as a crucial communication tool to share project updates, achievements, and findings with stakeholders. The project spanned 30 months, during which a total of six newsletters were created.



Screenshot of Newsletter 1

1



1. Objective

The primary objective of the newsletters was to enhance communication and disseminate the outcomes of the BUS-GoCircular project. These newsletters aimed to keep subscribers informed about the progress, milestones achieved, and key findings.

2. Mailchimp Platform

The newsletters were efficiently managed and distributed using the Mailchimp platform, leveraging its user-friendly features to create visually appealing and engaging content.

Benefits of Choosing Mailchimp:

- User-Friendly Interface: Mailchimp's intuitive interface simplified the process of creating, editing, and distributing newsletters, saving valuable time and resources.
- Design Flexibility: The platform's design tools provided flexibility in creating visually appealing content, allowing for the incorporation of brand elements and maintaining a consistent visual identity.
- Analytics and Reporting: Mailchimp's robust analytics and reporting features allowed for tracking key metrics, such as open rates and click-through rates, enabling data-driven decision-making for future campaigns.
- Subscriber Engagement Features: Mailchimp's platform facilitated increased subscriber engagement through personalized content recommendations, targeted campaigns, and automated follow-ups, ensuring a more dynamic and interactive communication experience.

3. Newsletter Highlights

Newsletter Contents

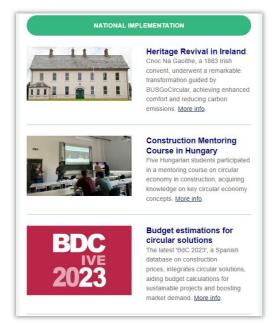
• Each newsletter focused on specific project developments, research outcomes, and relevant news within the circular economy domain.



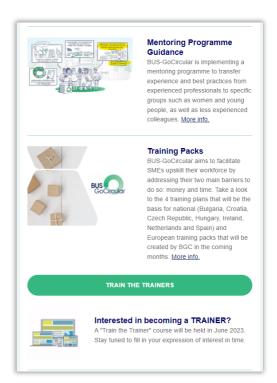
 Engaging visuals, infographics, and concise texts were employed to convey information effectively.



Screenshot of Newsletter 2



Screenshot of Newsletter 4



Screenshot of Newsletter 3



Screenshot of Newsletter 5



Frequency

- Newsletters were sent out every two months throughout the 30-month project duration.
- The bi-monthly schedule was determined based on project milestones and significant achievements.

Subscriber Growth

- The project successfully attracted and retained subscribers, with the subscriber count growing steadily.
- At the conclusion of the project (month 30), the newsletter subscription base reached a commendable total of 439.

Newsletter	Date	Recipients	Open rate	Click rate	Link
#1	Jan. 2022	24	70.8%	37.5%	Click <u>HERE</u>
#2	Oct. 2022	135	57.8%	10.2%	Click <u>HERE</u>
#3	Apr. 2023	280	55.1%	12.4%	Click <u>HERE</u>
#4	Oct. 2023	366	45.1%	9.00%	Click HERE
#5	Jan. 2024	422	48.6%	9.2%	Click <u>HERE</u>
#6	Feb. 2024	439	N/A (*)	N/A (*)	Click <u>HERE</u>

ANNEXES

Annex 1

Compilation of analytical reports of the newsletters sent.

(*) Note: The analytics from Newsletter 6, which was sent at the time of writing this report, are not included, as the results increase in the days after it was sent.

Overview

24 Recipients

Audience: BUS-GoCircular Delivered: Thu, Jan 20, 2022 3:00 PM

Subject: 🔉 BUS-GoCircular newsletter

17 Opened	9 Clicked	O Bounced	O Unsubscribed
Successful deliveries	24 100.0%	Clicks per unique open	s 52.9 %
Total opens	191	Total clicks	16
Last opened	31/5/23 13:26	Last clicked	11/5/22 9:04
Forwarded	0	Abuse reports	0
_			

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Orders Average order revenue Total revenue

0,00\$

Total revenue

Overview

135 Recipients

Audience: BUS-GoCircular Delivered: Tue, Oct 18, 2022 2:14 PM

Subject: 🔉 BUS-GoCircular newsletter

Orders

) cribed	O Unsubscribed	7 Bounced	13 Clicked	74 Opened	
17.6%	e opens	Clicks per unique oper	128 94.8%	Successful deliveries	
52		Total clicks	156	Total opens	
3/11/22 10:21	3/11/22	Last clicked	23/10/23 17:44	Last opened	
0		Abuse reports	0	Forwarded	
				·	

0,00\$

Average order revenue

Total revenue

Overview

280 Recipients

Audience: BUS-GoCircular Delivered: Mon, Apr 3, 2023 9:26 AM

Subject: 🖧 BUS-GoCircular newsletter

Orders

151 Opened	34 Clicked	6 Bounced	Unsi	8 ubscribed	
Successful deliveries	274 97.9%	Clicks per unic	jue opens	22.5%	
Total opens	258	Total clicks		309	
Last opened	1/2/24 13:26	Last clicked		11/7/23 14:44	
Forwarded	0	Abuse reports		0	
		- A			
0	0,0	0,00\$		0,00\$	

Average order revenue

Overview

366 Recipients

Audience: BUS-GoCircular Delivered: Wed, Oct 4, 2023 10:15 AM

Subject: 🔉 BUS-GoCircular newsletter

161 Opened	32 Clicked	9 Bounced	2 Unsubscribed
Successful deliveries	357 97.5%	Clicks per unique opens	s 19.9%
Total opens	304	Total clicks	409
Last opened	15/2/24 10:17	Last clicked	15/2/24 10:17
Forwarded	0	Abuse reports	0

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Orders

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Overview

422 Recipients

Audience: BUS-GoCircular Delivered: Mon, Jan 8, 2024 11:00 AM

Subject: 🖧 BUS-GoCircular newsletter

203 Opened	39 Clicked	8 Bounced		3 Unsubscribed
Successful deliveries	414 98.1%	Clicks per uniq	ue opens	19.2%
Total opens	379	Total clicks		91
Last opened	24/2/24 11:44	Last clicked		8/2/24 8:05
Forwarded	0	Abuse reports		0
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Orders Average order revenue Total revenue



More information about the project

http://www.busgocircular.eu/

Follow us

https://twitter.com/BusGoCircular https://www.linkedin.com/company/busgocircular

Colophon

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