

Email performance H1 2025 trix - Northern Europe

In case of questions reach out to Samuel Lambeth

Date	Type of newsletters	Content theme	Subject line	Promoting event?	No. of links included	Link Included	Link Included	Link Included	Link Included	Link Included	Notes	Open rate	Clicks	Unsubscribes
9/2/2025	Curation Breadth - Standard	Automation	Thrive in 2025 with these fresh insights	Yes	6	Lay's case study	Shihab case study	3602 case study	AI and climate change	First-party data playbook		34.00%	256	46
24/1/2025	Curation Breadth - Editor's pick	LinkedIn	3 industry leaders provide 3 tips for a successful 2025	Yes	3	MESH case study	Aldisda Sweden	Daily Paper				30.00%	180	45
3/2/2025	Curation Breadth - Standard	Automation	Think Digital is coming on March 25th - and you're invited	Yes	2	Think Digital sign-up	G-Star case study				Deployed on a Monday, rather than a Thursday. Promotes Think Digital	22.70%	257	21
18/2/2025	Curation Depth - Listicle	App & Mobile	App-only study stunning results: What's the future of Search? 3 steps to growth	Yes	4	G-Star case study	Think Digital sign-up	International growth	Lay's case study		Promoting Think Digital	22.20%	143	29
4/2/2025	Curation Light - 3-Up List		How YouTube can find you a new audience - and reduce costs	Yes	4	HEVA case study	Think Digital sign-up	Matt Sleeps case study	Lay's case study		Promoting Think Digital	21.80%	172	27
20/2/2025	Curation Depth - Listicle	Automation	The 4 main growth marketing strategies in 2025 - and how Think Digital can help	Yes	2	Think Digital sign-up	Matt Sleeps case study				Promoting Think Digital	20.45%	183	27
3/4/2025	Single Feature - Quote		Just Eat Takeaway.com reveal the secret ingredients to marketing success	Yes	1	Just Eat						21.00%	190	21
17/4/2025	Curation Depth - Listicle	Data & Measurement	Les Binet on econometrics: The 3 adjustments your marketing needs right now	Yes	3	Les Binet piece	Bulger-Tull piece	HEMA case study				27.60%	227	41
16/2/2025	Single Feature - State		Lessons from a viral video: How an unlikely topic became a YouTube sensation	Yes	1	Novoneis case study						20.00%	156	18
15/5/2025	Curation Depth - Listicle	Automation	How to predict the impact of your marketing spend: Building a creator community	Yes	3	Bulger-Tull piece	Supercell case study	Just Eat				26.20%	125	15
29/5/2025	Curation Depth - Listicle		The 5 key lessons to take into summer	Yes	5	GML recap event	Lay's case study	Les Binet piece	Matt Sleeps case study	Novoneis case study	Promoting Accelerate / MEU GML event	26.40%	145	31
12/6/2025	Single Feature - Byline	Data & Measurement	The international growth playbook	Yes	1	International growth '25						20.00%	150	11
26/6/2025	Curation Breadth - Standard		Ready to unlock measurement success? Turning YouTube viewers into listeners	Yes	2	BookBeat case study	AwG measurement event					24.00%	127	5
10/7/2025	Single Feature - Byline		What should be your priorities for the rest of 2025?	Yes	4	Bulger-Tull piece	BookBeat case study	Just Eat	Lay's case study			29.50%	135	27
24/7/2025	Single Feature - Byline	LinkedIn	Either together - Unlocking the power of Connected TV	Yes	1	Wolt case study						19.70%	141	20
7/9/2025	Single Feature - Byline	LinkedIn	YouTube Festival Online Meridian: Your new tool for tomorrow's marketing	Yes	2	YouTube Festival Online	Meridian					27.60%	147	27
21/9/2025	Curation Breadth - Standard	Automation	AI in action: Practical examples from a Dutch industry giant	Yes	5	Booking.com	YouTube Festival Online	Wolt	BookBeat	Supercell	Promoting YouTube Festival sent on a Fri	28.30%	200	25
4/9/2025	Curation Light - 3-Up List	Data & Measurement	Bridging the gap: How to understand both your online and offline channels	Yes	4	AI Products	YouTube Festival Online	Sam Varghese collection	Booking.com			19.50%	112	18
18/9/2025	Curation Breadth - Standard		The YouTube insights you need to hear - delivered to your screen	Yes	3	YouTube Festival Online	Ekjop	Naked Copenhagen				19.60%	44	6
18/9/2025	Curation Breadth - Standard		The YouTube insights you need to hear - delivered to your screen	Yes	3	YouTube Festival Online	Ekjop	Naked Copenhagen				20.40%	44	7
3/10/2025	Curation Depth - Listicle	YouTube	Making 17 seconds count Peak season prep Boosting user recognition	Yes	4	The Barn	AwG Peak season	Naked Copenhagen	Ekjop			29.50%	125	32
16/10/2025	Curation Light - Multifeature	Automation	How AI can maximise Peak season, cut ad waste, and redefine your flyer	Yes	4	AI Flyers	AwG Peak season					19.60%	151	8
30/10/2025	Curation Breadth - Standard	Automation	Chris's beauty tech routine revealed Proven tips to cut wasteful spending	Yes	3	LOreal	Naked Copenhagen	AI Flyers				26.00%	90	6
30/10/2025	Curation Breadth - Standard	Automation	Chris's beauty tech routine revealed Proven tips to cut wasteful spending	Yes	3	LOreal	Naked Copenhagen	AI Flyers				26.40%	71	15
13/11/2025	Single Feature - Byline	Automation	How we achieved 15% growth in just 90 days	Yes	1	Epidemic Sound						19.00%	105	28
12/12/2025	Curation Breadth - Standard	LinkedIn	Our 5 most loved articles of 2025 An expert's guide to great YouTube videos	Yes	6	Henriette / YT Works	Carlsberg	Booking.com	Just Eat	Les Binet	Deployed on a Fri	29.10%	120	71

H1 AVERAGES

AVERAGE OPR: 25.50%
 AVERAGE CLICK: 182
 AVERAGE UNSU: 29