

ORGILL **MARKETING RECAP FALL 2025**

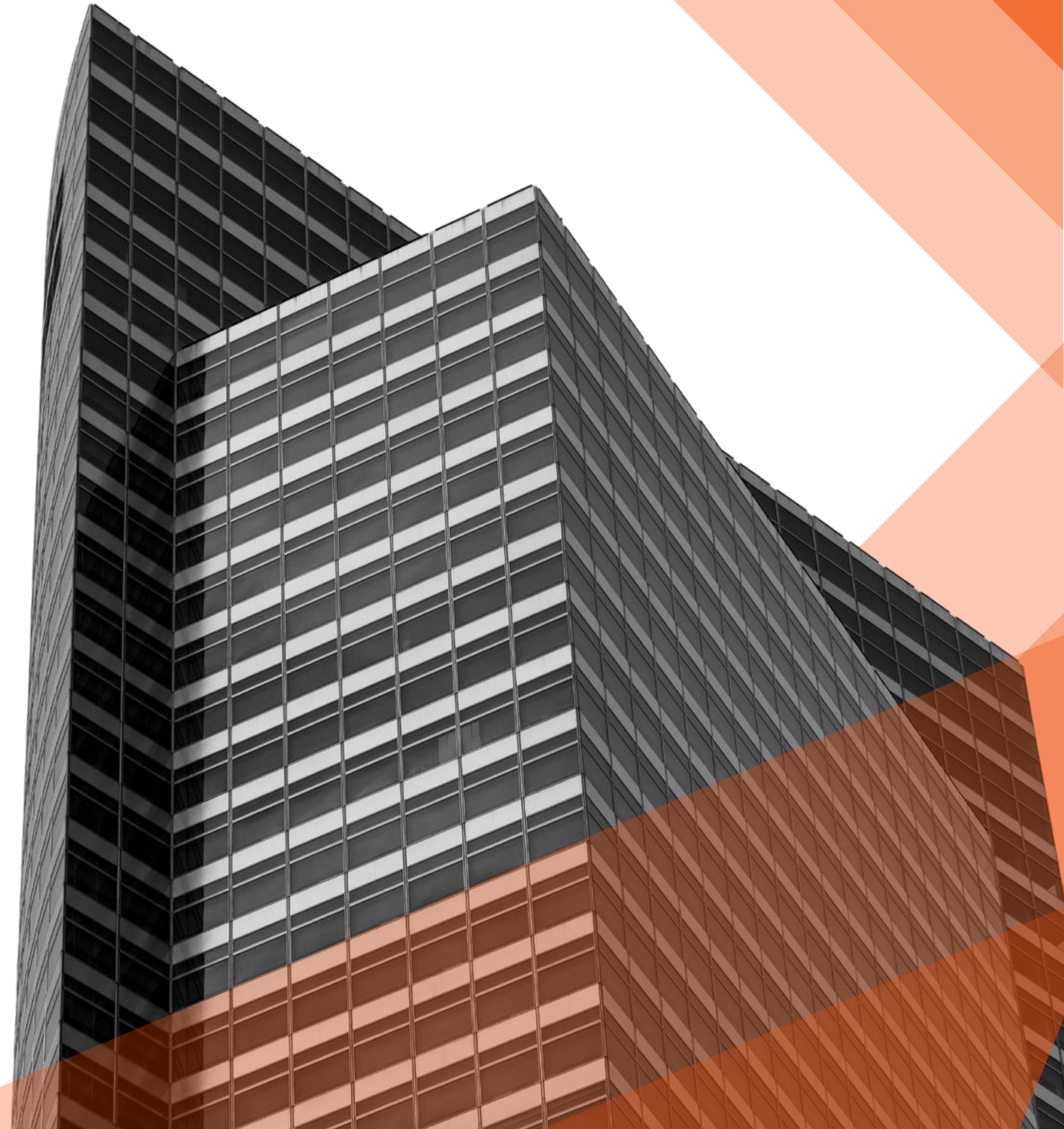
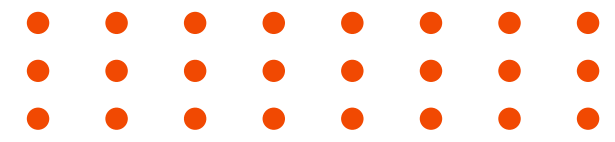


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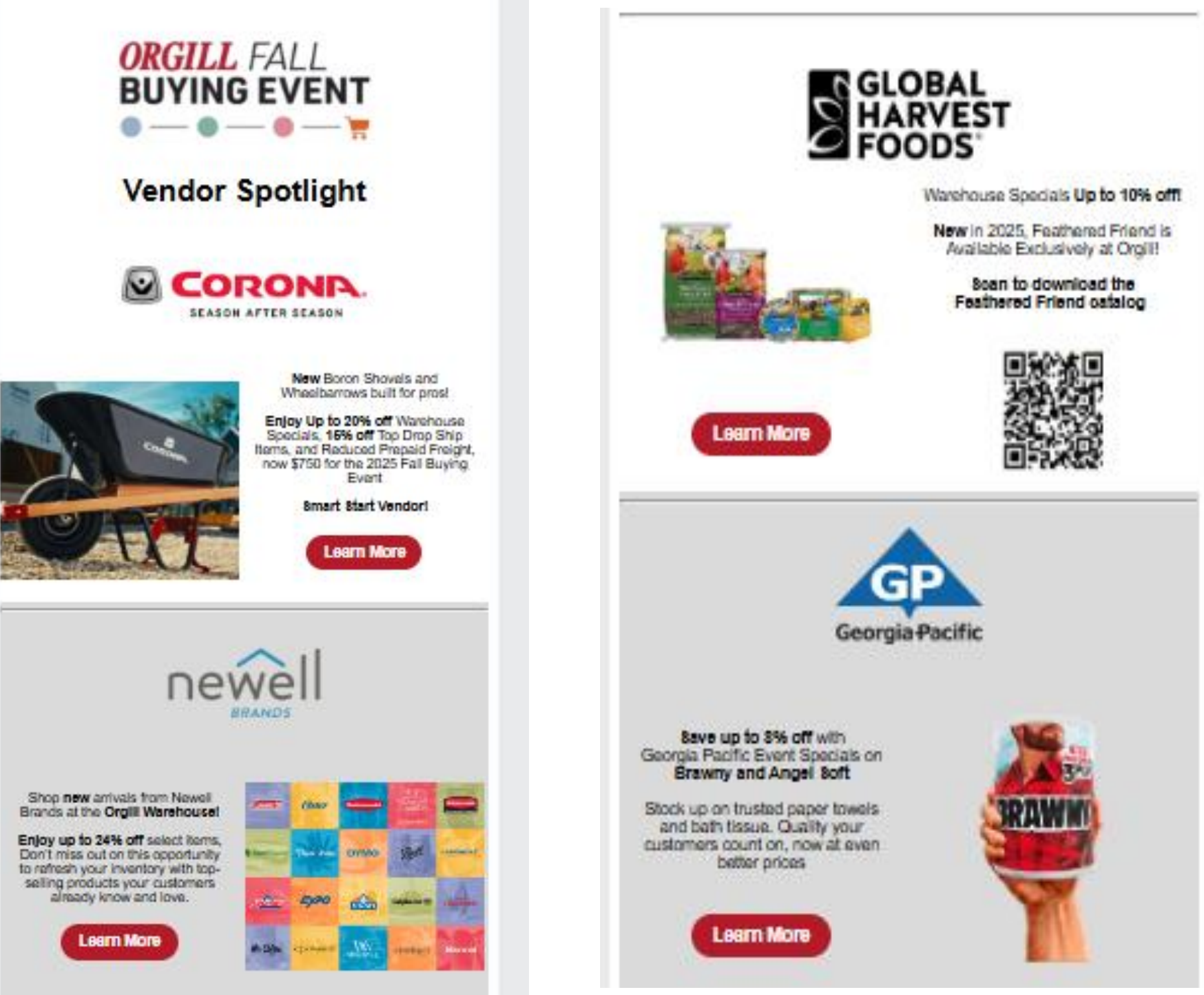
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Orgill Spotlight Email & Results



Delivery Rate: 99.29%

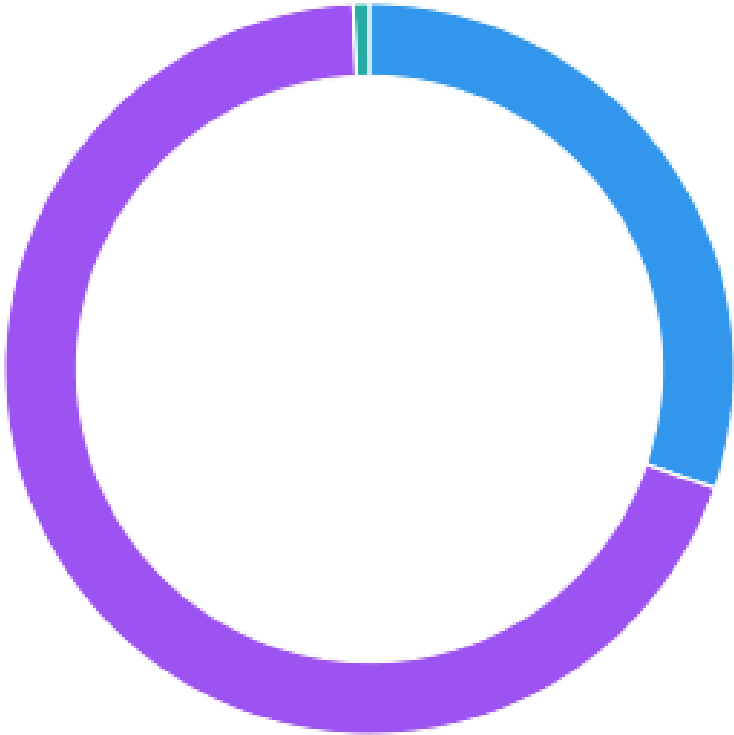
Open Rate: 30.48%

Unique Opens: 724

Total Opens: 1,020

Unique Clicks: 51

Total Clicks: 138



Opened:
724 (30.27% of total emails sent)

Unopened Emails:
1651 (69.02% of total emails sent)

Bounced Emails:
17 (0.71% of total emails sent) - 3 soft and 14 hard

Manufacturer Industry Open Rate Benchmark: 38.5%

Orgill Landing Page

ORGILL

August 4th – August 17th, 2025

Check out all the exciting Orgill Fall 2025 Buying Event specials below! From exclusive show specials to limited-time discounts, these offers are designed to help you stock up, save big, and discover the latest must-have products. Don't miss your chance to take advantage of these unbeatable deals during the show!

Exclusive Buying Event Specials Below



- Save Up to 20% on Select Warehouse Items
- Save Up to 15% on Select Drop Ship Items
- Drop Ship – Net 30 Days Dating – Drop Ship
- Drop Ship Order Window (Aug 4 – Aug 17, 2025)



- Save Up to 10% on Select Warehouse Items
- Save Up to 20% on Select Drop Ship Items
- Net 60 Days Dating – Drop Ship
- Drop Ship Order Window (Aug 4 – Aug 17, 2025)



- Save Up to 10% on Select Warehouse Items
- Save Up to 10% on Select Drop Ship Items
- Net 30 Days Dating – Drop Ship
- Drop Ship Order Window (Aug 4 – Aug 17, 2025)



- Save Up to 8% on Select Warehouse Items
- Warehouse PPD Freight – Truckload
- Warehouse Minimum Order – Truckload



- Save 5% on Select Drop Ship Items
- Net 60 Days Dating – Drop Ship
- Drop Ship Order Window (Aug 4 – Aug 17, 2025)

Save Up to 10% on the Below Vendors



Save Up to 25%



Save Up to 24%



Save Up to 15% on the Below Vendors



Save Up to 10% on the Below Vendors



Save Up to 5%



Save Up to 5% on the Below Vendors

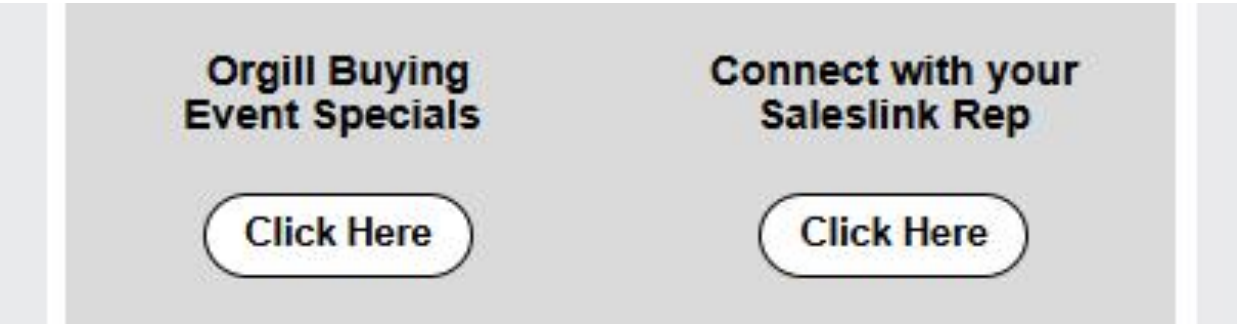
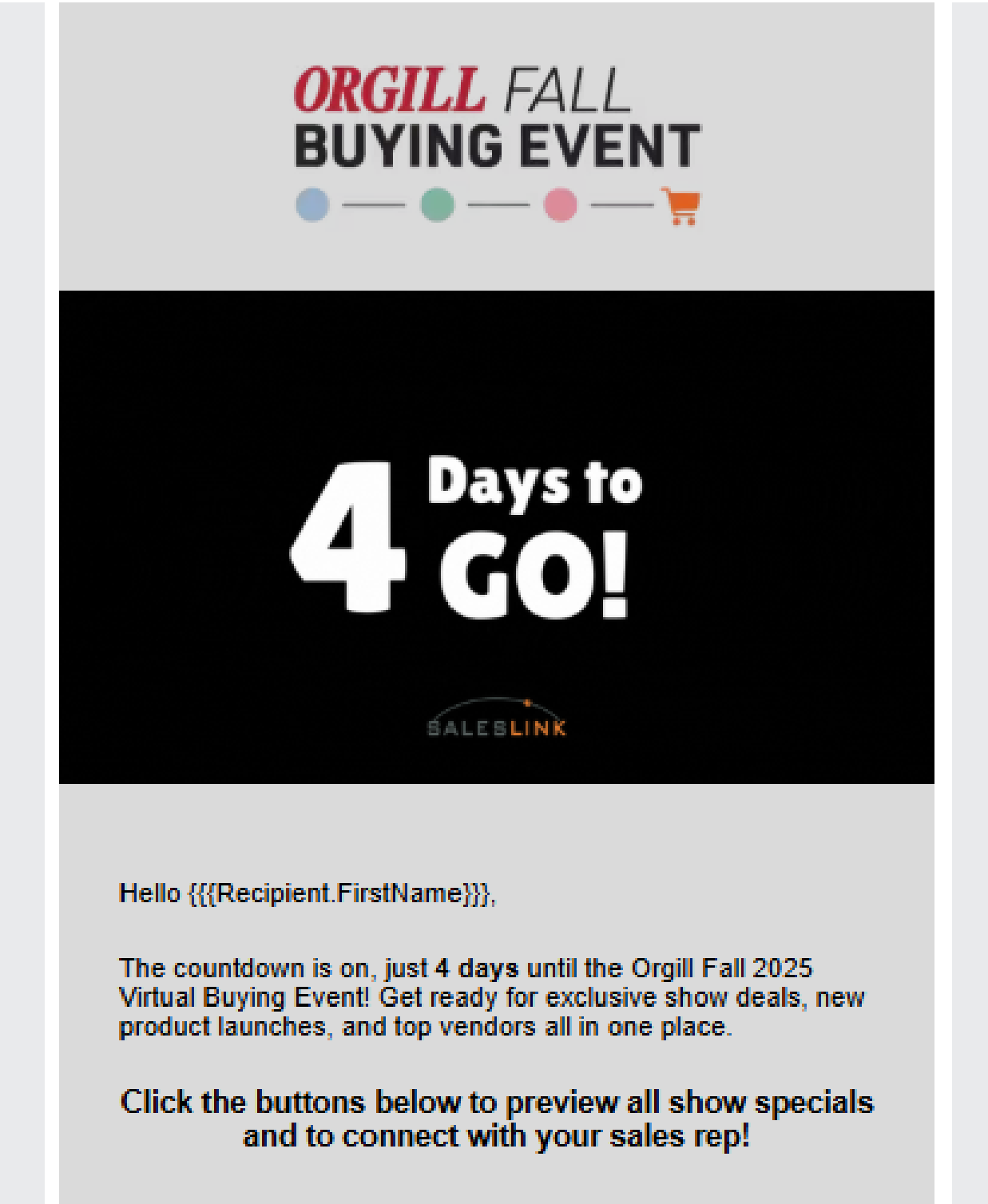


Unique Clicks: 550 | Total Clicks: 560

Click [here](#) to view the landing page.

The values above combine results from both the first and second email campaigns. This number is not limited to the initial contacts who clicked the landing page link directly from the email, it also includes contacts who returned to the landing page later using that same link.

Orgill Countdown Email & Results



Delivery Rate: **99.87%**

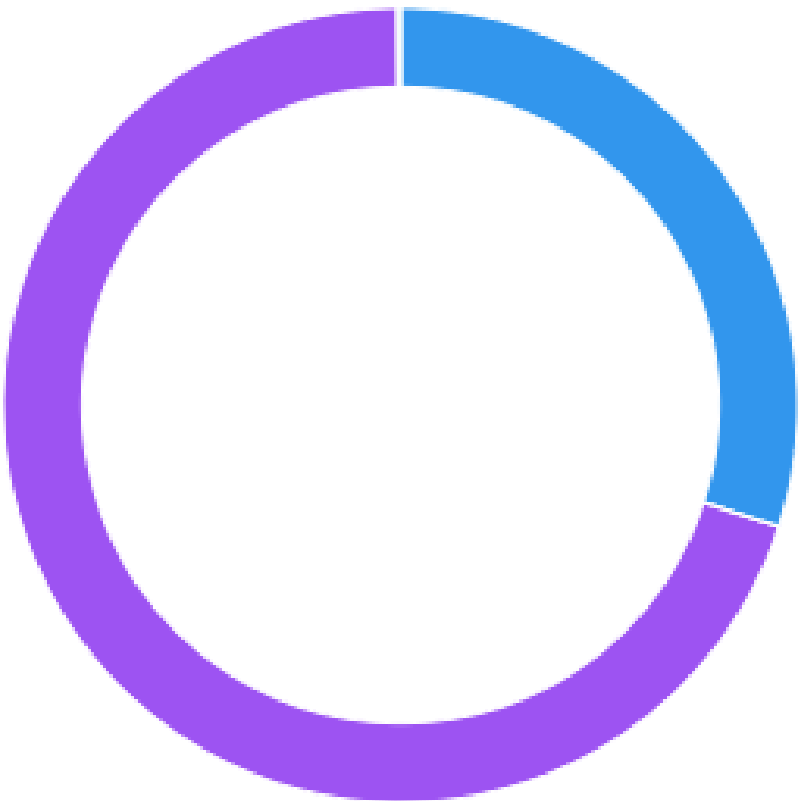
Open Rate: **29.98%**

Unique Opens: **713**

Total Opens: **956**

Unique Clicks: **85**

Total Clicks: **163**



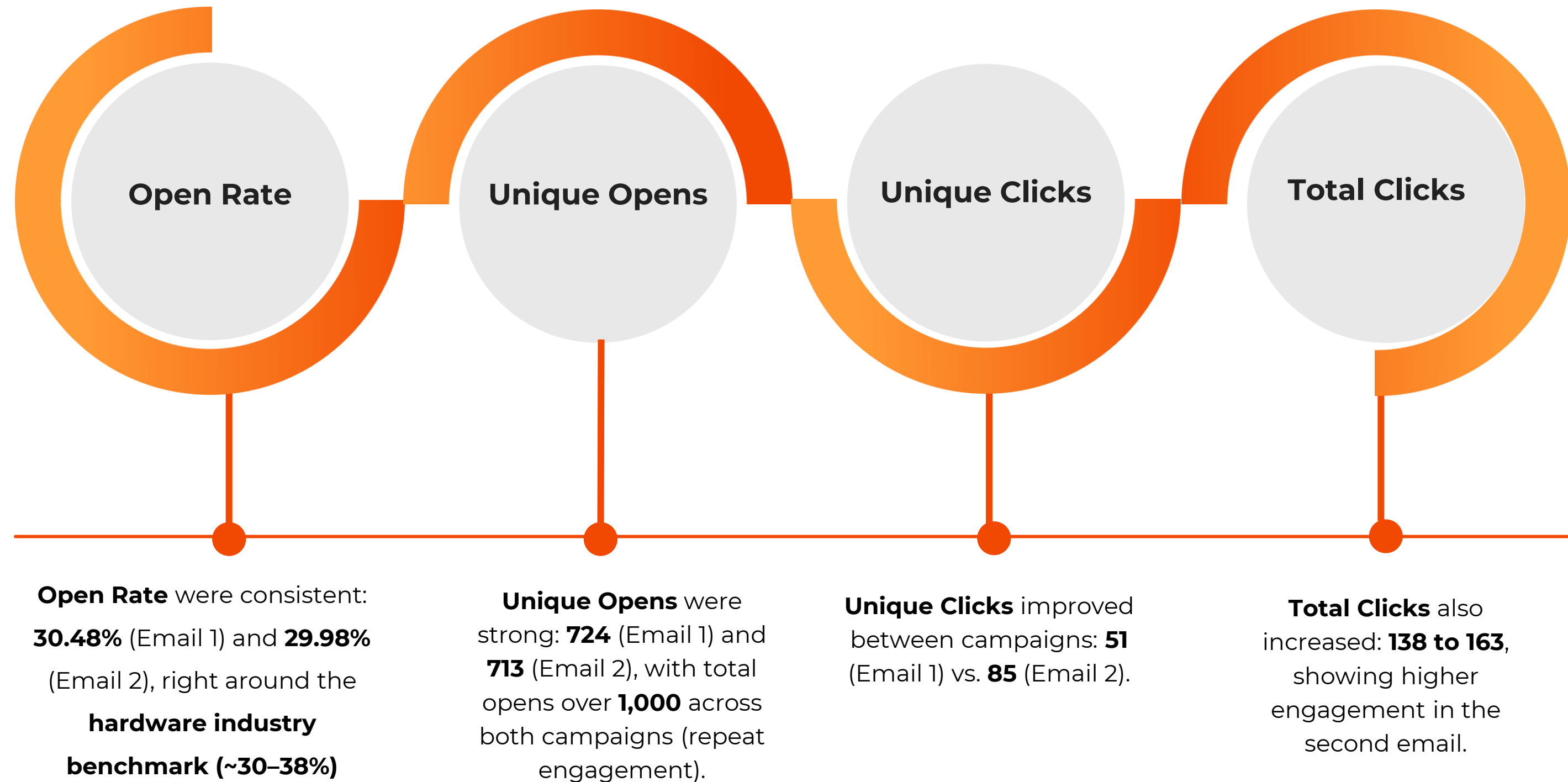
Opened:
713 (29.95% of total emails sent)

Unopened Emails:
1665 (69.93% of total emails sent)

Bounced Emails:
3 (0.13% of total emails sent) - **3** soft and **0** hard

We introduced a dynamic countdown image to bring more energy and urgency to our email. Tis is the first time we've used this feature, making our campaign feel fresh and engaging

Highlights



Next Steps

- **Compare Performance:** Review the Fall 2024 Orgill email results and analyze performance against this year's campaign.
- **List Review:** Check the opt-outs and the sent list for the field team (total opt-outs: 4).
- **Field Team Engagement:** Continue brainstorming ways to involve the field team more in future marketing emails.

