

The Content Engagement Audit Worksheet

A simple worksheet for reading what your subscribers are telling you. Use it to find the patterns hiding in your data.

The best content briefs are not brainstormed. They are read out of engagement data you already have. This worksheet walks you through eight campaigns at a time, so the patterns that matter become impossible to miss.

PREPARED BY

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How to use this worksheet

Pick your last eight campaigns. For each one, fill in the row in the audit table on the next page. When you are done, work through the four pattern prompts at the bottom. The whole exercise takes about 30 minutes.

TIP

Eight campaigns is the sweet spot. Fewer than that and patterns are hard to spot. More than that and recent shifts get diluted by older data. Repeat this exercise quarterly.

What to track and why

Five signals do most of the work. They are the ones worth recording for every campaign.

SIGNAL	WHY IT MATTERS
Top-clicked link	What your audience actually came to the email for. Repeat patterns here become your content brief.
Click position in email	Top third, middle, or bottom. Tells you whether subscribers act fast or read carefully before deciding.
Unsubscribe rate vs average	Above, at, or below average. Spikes flag a send that missed the mark. Investigate what was different.
Skipped content blocks	Sections that consistently get no clicks across campaigns. This is your audience asking you to stop sending that type of content.
Send context	Day, time, subject line angle, audience segment. Without this, you cannot tell what caused the result.

STEP 1

Fill in your last eight campaigns

One row per campaign. Use your reporting view to find the numbers. If a field does not apply, leave it blank.

CAMPAIGN	DATE	SUBJECT ANGLE	TOP-CLICKED LINK	CLICKS WHERE?	UNSUBS VS AVG	WHAT IT TOLD YOU
1						
2						
3						
4						
5						
6						
7						
8						

Clicks where? = top / middle / bottom of email

STEP 2

Find the patterns

Look across all eight rows. Answer each prompt in the space provided. Be specific. Vague answers produce vague briefs.

QUESTION 01**Which link or content type drove clicks more than once?**

Look for any link, topic, or content block that appeared in your top-clicked spot across two or more campaigns. This is what your audience signed up to receive.

QUESTION 02**Which content block was consistently skipped?**

Any section that got no clicks across three or more campaigns is feedback. Note what it was and consider cutting it from your template.

QUESTION 03**Where in the email did clicks tend to happen?**

Top, middle, or bottom. If top: keep your primary CTA near the start. If bottom: subscribers are reading before they decide, which means your email body is doing real work and should stay substantive.

QUESTION 04**Did any campaign spike unsubscribes? What was different about it?**

An above-average unsubscribe rate is information. Look at subject line, tone, content type, and send timing. Note what was different from your usual pattern.

IMPORTANT

This is not a one-off exercise. The point of an engagement audit is that it becomes routine. Repeat it every quarter, and the patterns get sharper each time. The marketers who improve consistently are the ones paying consistent attention to what the data is already telling them.

STEP 3

Turn your findings into a brief

Use what you found to build a one-page content brief for your next eight campaigns. The structure below keeps everything you learned in one place.

MY BRIEF	WRITE YOUR ANSWER BELOW
Content my audience came for: <i>Based on Question 01. The topics or formats that consistently drove clicks.</i>	
Content I will stop sending: <i>Based on Question 02. The blocks or topics that got skipped repeatedly.</i>	
Where my CTA needs to live: <i>Based on Question 03. Top of email, middle, or bottom, depending on click position.</i>	
What I will not repeat: <i>Based on Question 04. The specific factor that caused an unsubscribe spike</i>	
My next test: <i>One change worth running a test on, drawn from the patterns above.</i>	

How Mail Blaze makes this easier

Comparative filters	Put any two campaigns side by side and see exactly where the engagement diverged.
Engagement-based segments	Build segments by click behaviour to test whether a content type works better for one group than another.

Want to run this audit with better tools?

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