Diane Kochilas

MY GREEK TABLE
with
DIANE KOCHILAS

Diane
KOCHILAS

chef / tv host / food writer/ cooking teacher
www.dianekochilas.com

131.3 K   111.4 K   51K   20 K

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ABOUT

I'm Diane Kochilas, host of the award-winning PBS series *My Greek Table,* now going into its 4th season, with more than 2 million viewers per episode. I have been working my entire career to promote the healthy, delicious foods of Greece and the Mediterranean in books, articles, on my website, across social media, and on my PBS series.

I run The Glorious Greek Kitchen, a cooking school and culinary travel company in Greece, bringing people to my native Ikaria, the Blue Zone Greek Island of Longevity, "where people forget to die," as well as to other places across Greece that are paradigms of the ancient wisdom and modern relevance of the Mediterranean diet. I also work as a restaurant and menu consultant globally.

My work and I have been featured beyond PBS, on CNN, ABC, the Food Network and on other major networks and news outlets.

Let's work together to promote the healthy foods and recipes of the Mediterranean diet and the products that will help anyone, anywhere live and cook the Mediterranean way.

I am a proponent of natural, mostly plant-based foods and natural lifestyle products. Many of my recipes focus on the good (healthy) life and longevity. If you're interested in working together, take a look at my partnership page below.

Wishing you well!
Diane

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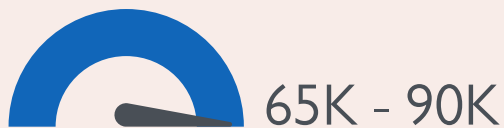www.dianekochilas.com

WEBSITE

- 65,000 – 90,000 monthly visitors (60% through organic search)
- 70% of traffic coming from U.S. residents (remaining 30% from Great Britain, Canada, Greece, Australia, and more)
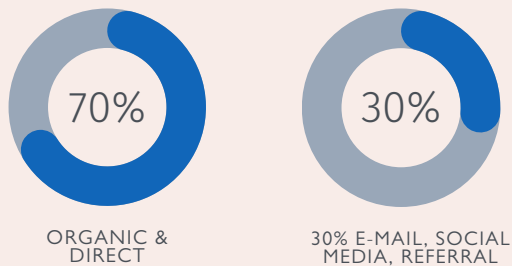
NEWSLETTER

- 51,500 subscribers
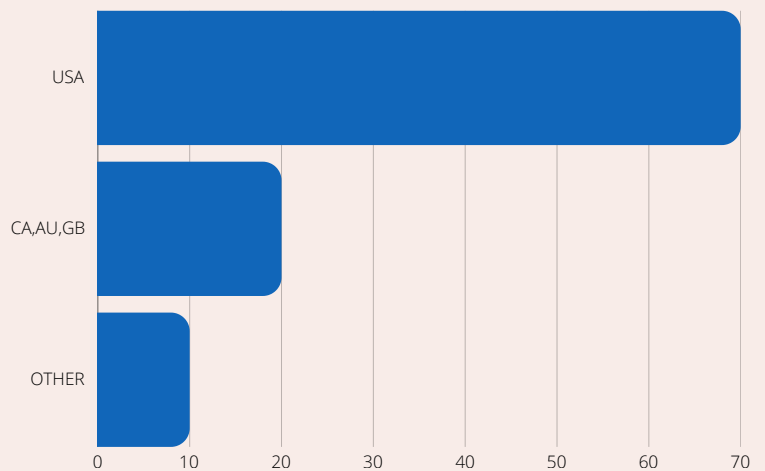- Biweekly, every Wednesday & Sunday

WEBSITE STATISTICS

MONTHLY VISITORS

65K – 90K

CHANNELS

70%
ORGANIC & DIRECT

30%
30% E-MAIL, SOCIAL MEDIA, REFERRAL

LOCATIONS

	0	10	20	30	40	50	60	70
USA								
CA,AU,GB								
OTHER								

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NEWSLETTER

Analysis of Email Campaign Performance

Summary of Metrics (Jan 1 – Jun 27,2025):

- Campaigns sent: 51
- Total emails sent: 1.83 million
- Open rate: 39.27%
- Click rate: 3.78%
- Click-to-open rate (CTOR): 9.64%
- Bounce rate: 0.05%
- Unsubscribe rate: 0.11%

How Do These Numbers Compare to Industry Benchmarks?

Metric	Your Average	Industry Average (General)	Assessment
Open Rate	39.27%	20–25%	Excellent
Click Rate	3.78%	2–3%	Above Average
CTOR	9.64%	10–15% (typical range)	Slightly Below Average
Bounce Rate	0.05%	<2%	Outstanding
Unsubscribe	0.11%	0.1–0.3%	Very Good

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NEWSLETTER

Notes

Open Rate:
Your open rate of 39.27% is significantly higher than most industry averages, which typically range from 20–25%. This suggests your subject lines and sender reputation are very strong.

Click Rate:
At 3.78%, your click rate is also above the common average of 2–3%. This indicates your content is engaging and your calls to action are effective.

Click-to-Open Rate (CTOR):
Your CTOR is 9.64%. While this is slightly below the typical 10–15% range, it's still within a respectable margin. This means that while many people are opening your emails, a slightly smaller proportion are clicking through. Improving content relevance or link placement may help boost this.

Bounce and Unsubscribe Rates:
Both your bounce (0.05%) and unsubscribe (0.11%) rates are excellent. Low bounce rates indicate a healthy, well-maintained list. Low unsubscribes suggest your audience finds value in your emails.

Individual Campaign Highlights:
Some campaigns show exceptionally high open and click rates (e.g., "35 Classic Greek Recipes E-Book" with 64.67% opens and 43.16% clicks), which is far above average and indicates highly targeted, relevant content.

Conclusion
Your email marketing performance is well above industry standards for open and click rates, with extremely low bounce and unsubscribe rates. The only minor area for improvement is the click-to-open rate, but even that is close to industry norms. These are highly respectable numbers, indicating excellent list quality, content, and engagement
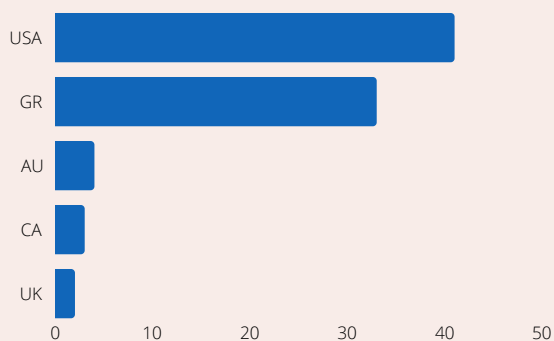
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INSTAGRAM

- 111.453 followers on Instagram (@dianekochilas & @mygreetable accounts)
- Average Account Engagement rate: 5.5%
- Average likes per post: 550-580
- 3K - 4K views per story.
- Average of 30+ comments per post
- Top Countries: USA, Canada, Australia, Greece
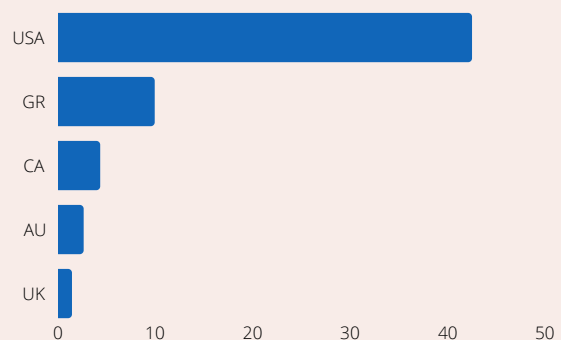- Gender distribution of following is 82.3% women and 17.7% men

FACEBOOK

- 131.343 followers on Facebook (and growing!)
- Average New FB likes per month: 684
- Growth Factor: 55%
- Average of 25+ comments per post
- Gender Distribution: 80.6% women and 19.4% men
- Top Countries: USA

AGE & GENDER

TOP COUNTRIES

USA, GR, AU, CA, UK
0 10 20 30 40 50

AGE & GENDER

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USA, GR, CA, AU, UK
0 10 20 30 40 50

DIANE'S AUDIENCE

131K	111K	51K	2.6K	20K	11K

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CONTACT DIANE

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Diane's Ikaria Classes

Diane's Online Classes

The Ikaria Diet by Diane Kochilas

Diane's Athens Food Walks

Diane's Food Tours

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