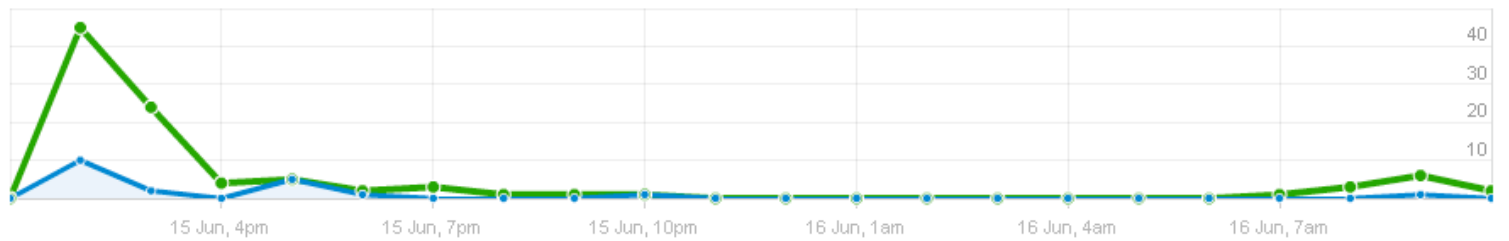


Sent to 97 unique subscribers across 2 list s

● Opens and ● Link Clicks for first day



Campaign Overview



■ **42 Unique opens**
 98 total opens to date
■ **2 Bounced**
 2.06% couldn't be delivered
■ **53 Unopened**
 Open rates are only estimates

44.21% of all recipients opened so far

23.81% clicked a link (10 people)

3.16% unsubscribed (3 people)

0 people marked it as spam (0%)

Links Clicked

10 people clicked
 Giving you a 23.81% click rate.

20 total clicks
 Made by 10 people

2 clicks per person
 Average of all those who clicked.

32 didn't click
 That's 76.19% of all those who opened.

Link (URL)	Unique	Total
www.davidkirwan.co.uk	5	5
www.clickymedia.co.uk/social-media-marketing/	4	6
www.clickymedia.co.uk	4	4
Link to web-based version of this email	1	3
www.clickymedia.co.uk/email-marketing/	1	2