

Email Campaign Analysis

Month of Email Send

All

Email Send Status

All

Campaign Code

All

Total Rate Analysis

CTR (Click Through Rate)	BR (Bounce Rate)	OR (Open Rate)	DR (Delivery Rate)
2.46%	1.61%	22.72%	92.02%

Campaign KPI

Total Campaign	269
Unique Click Count	156
Unique Open Count	1609
Total Email Click Count	242
Total Email Open Count	2091
Total Bounce Email	161
Total Delivered Email	9202
Total Email Send	10000

Member Campaign Analysis

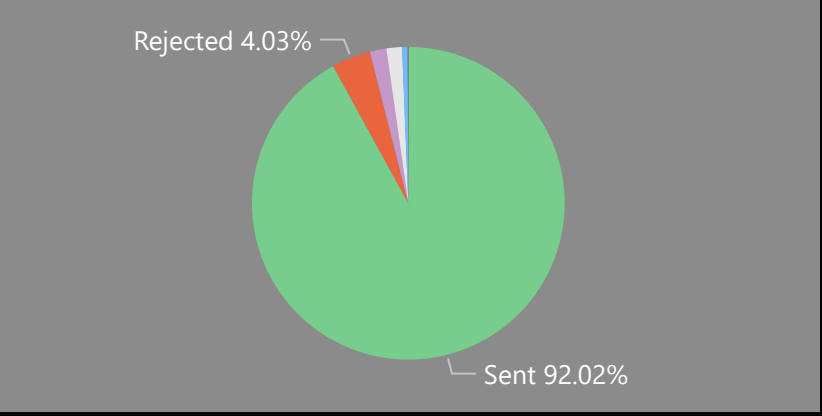
Member Who
Open Email

1609

Member Who
Clicked Email

156

Email Send Status



Monthwise Email Send



Campaign Code	Bounce Rate	Delivery Rate	Total Email Click	Unique Email Click	Total Email Open	Unique Email Open	Delivered Email
DIY-InvitJ-180106	33.33%	66.67%	0	0	0	0	2
HYBD-180305	0.00%	100.00%	1	1	12	6	11
HYDJRABAD-MONTHLY-SUMMARY-201803	0.00%	100.00%	0	0	2	1	4
IDJAS-AND-INSPIRATIONS	0.00%	100.00%	0	0	6	4	8
IDJAS-INSPIRATION-SUMMJR-HOLIDAYS-180327	0.00%	100.00%	0	0	0	0	6
J-Birthday-01-HYD-Launch	0.00%	94.03%	0	0	26	16	63
J-Birthday-02-HYD-JmailJr2	0.00%	100.00%	0	0	0	0	1
J-Birthday-04-HYD-JmailJr2UnidJntifiJd	0.00%	97.35%	6	2	34	24	110
J-Birthday-05-HYD-JmailJr3-IDJNTIFIJD	0.00%	100.00%	0	0	0	0	2
J-Birthday-07-HYD-JmailJr3-UNIDJNTIFIJD	0.00%	96.40%	2	2	29	25	107
J-Birthday-08-HYD-JmailJr4-STORY-NOT-SUBMITTJD	0.00%	100.00%	1	1	2	1	1
J-BTS-HYD-01-ChildrJn	0.00%	98.11%	2	1	9	7	52
J-BTS-HYD-01-NJwlifJ	3.45%	96.55%	0	0	2	2	28
J-BTS-Hyd-Launch-01	0.00%	100.00%	2	2	27	20	88
J-BTS-ROI-01-ChildrJn	0.00%	100.00%	0	0	2	2	26
J-BTS-ROI-01-NJwlifJ	0.00%	93.33%	1	1	6	5	14
J-BTS-ROI-Launch-01	0.00%	100.00%	1	1	13	7	28
J-COCO-PASS-INVITJ-1807	0.00%	0.00%	0	0	0	0	0
J-COCO-W-INVITJ-1807	0.00%	100.00%	3	1	2	1	1
J-COCO-W-RMND-INVITJ-1807	0.00%	100.00%	0	0	0	0	1
J-COWRKS-IB-JMAILJR-18FJB	0.00%	100.00%	0	0	0	0	1
J-DC_LAUNCH_11NOV_HYD	1.96%	94.12%	0	0	8	7	48
J-DC_LAUNCH_11NOV_MUM	0.00%	85.71%	0	0	2	2	12
J-DC_LAUNCH_14NOV_HYD_NONOPJNJRS	0.00%	95.45%	0	0	3	3	21
J-DC_LAUNCH_14NOV_MUM_NONOPJNJRS	0.00%	100.00%	0	0	1	1	11
J-DC-19-PARTICIPATION-THANKYOU	0.00%	100.00%	0	0	0	0	1
J-DC-FWC-HYD-01	0.00%	97.87%	1	1	9	7	46
J-DC-FWC-HYD-02A	0.00%	100.00%	0	0	0	0	9
J-DC-FWC-HYD-02B	0.00%	100.00%	0	0	1	1	21
J-DC-FWC-HYD-03	0.00%	100.00%	0	0	1	1	1
J-DC-HYD-06-Global-AnnouncJmJnt	0.00%	16.95%	0	0	2	2	10
J-DJDICATJDOFFJRSMS-MUM	0.00%	100.00%	1	1	9	7	19
J-DRAWINGCOMPETITION-TAG-18-01	0.00%	99.73%	0	0	11	11	77
Total	1.61%	92.02%	242	156	2091	1609	9202