

CAMPAIGN DESCRIPTION

This campaign was sent out to a preselected target group to inform them about the upcoming EHA event.

CAMPAIGN DETAILS			
Country	BELGIUM NETHERLANDS	Type (Internal/External)	EXTERNAL
Language version	ENGLISH	Multistep campaign	YES
CVT	HEMATOLOGY	Dynamic content	YES
Brand	N.A.	Segment	- NL EHA daily updates - BE EHA daily updates

THE FINAL ASSETS

Subject:

Register for Janssen ION during EHA

Preheader:

Your access to daily livestreams from EHA

Zinc number:

PHBE/HEM/0418/0002

TAKE A LOOK

Subject:

Confirmation Janssen ION during EHA

Preheader:

Your access to daily livestreams from EHA

Zinc number:

PHNL/HEM/0418/0001

TAKE A LOOK

CAMPAIGN RESULTS - GENERAL KPI

	# E-mails	Unique opens	Unique clicks			Bounces	
			Clicks	CTO	CTS		
BE Register ION EHA NL	46	13 28.26%	2	0.33%	4.35%	0	0.00%
Confirmation ION EHA	10	5 50.00%	0	0.00%	0.00%	0	0.00%
Total	56	18 26.42%	2	0.20%	3.57%	0	0.00%

BENCHMARK INTERNAL JAN BENE CAMPAIGNS 2018

AVG 37.58%

AVG 19.17%

AVG 6.92%

AVG 1.75%

PERFORMANCE FOR THIS NEWSLETTER

We scored a bit lower than our benchmark with this campaign, both in terms of opens and clicks. Nevertheless, the number of opens is still good (almost 1/3rd opened the e-mail). The clicks are rather low, but maybe this will still go up when we have more results about the reminder e-mail.