

CAMPAIGN DESCRIPTION

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

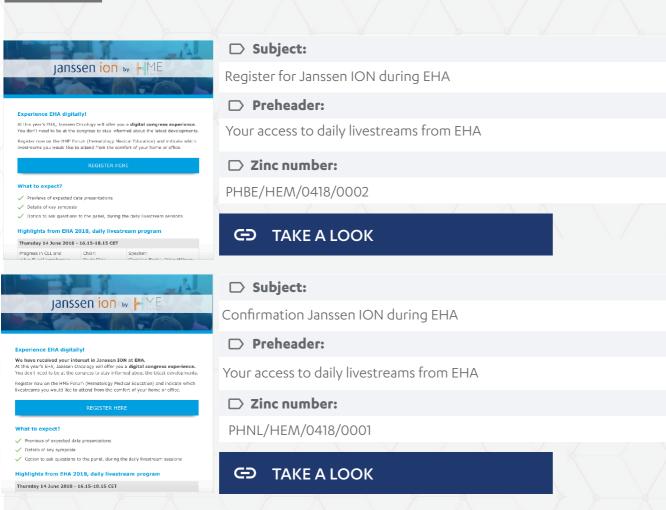


CAMPAIGN DETAILS

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 undates



THE FINAL ASSETS





CAMPAIGN RESULTS - GENERAL KPI

	# E-mails	Unique opens	Unique clicks			Bounces
			Clicks	сто	CTS	
BE Register ION EHA NL	46	13 28.26%	2	0.33%	4.35%	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

4

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.