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JustPublics@365, CUNY Graduate Center
Email Tracking Report
4/2/2013

Comparative Metrics

	Sent	Bounces	Opens	Clicks	Forwards
Overall	828	4.7% (39)	43.2% (341)	21.7% (74)	0.6% (2)
Last 3 months	828	4.7% (39)	43.2% (341)	21.7% (74)	0.6% (2)

Emails

Date Sent	Email Name	Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
3/29/2013	Save the Date	178	5.6% (10)	0	0	41.7% (70)	30.0% (21)	0
3/21/2013	JP365 MediaCamp	178	4.5% (8)	0	0	41.8% (71)	14.1% (10)	0
3/12/2013	JustPublics@365: Feminist POC Wikipedia Takeover! 2/15	178	4.5% (8)	0	0	36.5% (62)	11.3% (7)	1.6% (1)
3/1/2013	JustPublics@365 Summit Today!	170	4.1% (7)	0	0	41.1% (67)	19.4% (13)	1.5% (1)
2/28/2013	JustPublics@365 Upcoming Summits	1	0	0	0	0	0	0
2/27/2013	JustPublics@365 Summits	1	0	0	0	100.0% (1)	0	0
2/26/2013	JustPublics@365 POOC, 2/26: Frameworks for Understanding Inequalities	41	0	0	0	53.7% (22)	18.2% (4)	0
2/19/2013	Copy of JustPublics@365 Participatory Open Online Course Begins Today!	41	14.6% (6)	0	0	45.7% (16)	50.0% (8)	0
2/5/2013	JustPublics@365 Participatory Open Online Course Begins Today!	40	0	0	0	80.0% (32)	34.4% (11)	0

Key For Table[Print Report](#)

Sent	The total emails sent, including bounces.
Bounces	Emails sent, but not received by your contacts.
Bounced percent	Number of bounced emails divided by the number sent.
Spam Reports	Number of complaints received from an email.
Opt-outs	Contacts who unsubscribed from your list.
Opt-out percent	Number of opt-outs divided by the number sent.
Opens	Emails your contacts received and viewed.
Opened percent	Number of opened emails divided by the number of emails delivered (delivered = emails sent minus emails bounced).
Clicks	Contacts who clicked on a link within your email.
Click-through percent	Number of clicks divided by the number opened.
Forwards	Number of times the email was forwarded using the Forward Email to a Friend link.
Forward Email to a Friend percent	Number of forwarded emails divided by the number opened.
Overall	Totals since using Constant Contact.
Last 3 months	Totals for the last three months.