

COSPARK #7

Sent

Wed, Jul 29, 2020 4:00 pm

COSPARK #7

Sent 7/29/20 4:00PM

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Overview

1,131 Recipients

Audience: COSPAR2021 (Segment: Campaign Pasted Segment - 28 Jul 2020 12:58:10 pm)

Delivered: Wed, Jul 29, 2020 4:00 pm

Subject: Martians Assemble!

0 Orders	\$0.00 <u>Average order revenue</u>	\$0.00 <u>Total revenue</u>
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282 Opened	40 Clicked	6 Bounced	4 Unsubscribed
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Successful deliveries	1,125 99.5%	Clicks per unique opens	14.2%
Total opens	798	Total clicks	60
Last opened	8/14/20 10:27AM	Last clicked	8/14/20 11:41AM
Forwarded	0	Abuse reports	0

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Opens by location

Country	Opens	Percent
 Australia	506	65.6%
 USA	235	30.5%
 France	9	1.2%
 Singapore	7	0.9%
	4	0.5%
 United Arab Emirates	2	0.3%
 Japan	2	0.3%
 Turkey	1	0.1%
 Canada	1	0.1%
 Spain	1	0.1%

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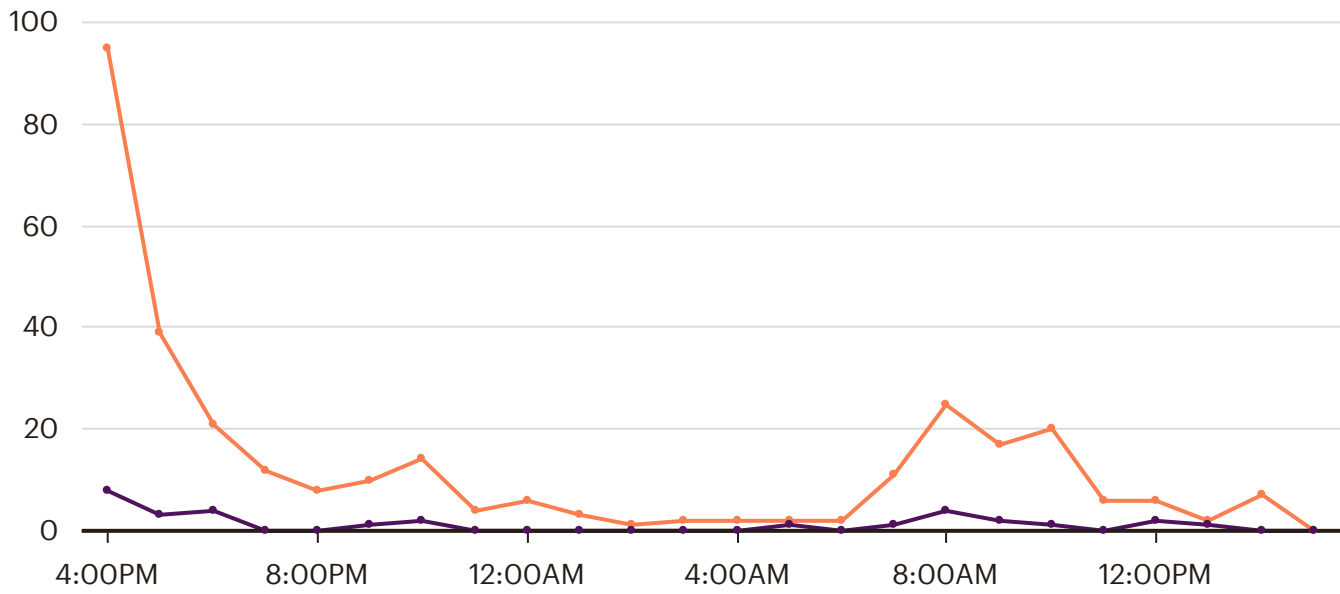
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Subscriber activity

24-hour performance

Opens

Clicks



Top links clicked

https://www.youtube.com/watch?v=CKBVt6je2SA&t=5s	23
https://icmsaust.eventsair.com/cospar-2021/cospar-k-eoi	19
https://www.cospar2021.org/stem#cospark	8
https://www.google.com.au/amp/s/www.space.com/amp/three-mars-missions-lau-nch-july-2020.html	6
https://www.instagram.com/p/CCp09kTDxZJ/	2

Subscribers with most opens

l.steller@unsw.edu.au	94
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ainslieb@icmsaust.com.au	19
elsatrujillos@gmail.com	113
lilil@icmsaust.com.au	18
andrew.laidler@det.nsw.edu.au	12

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Click performance

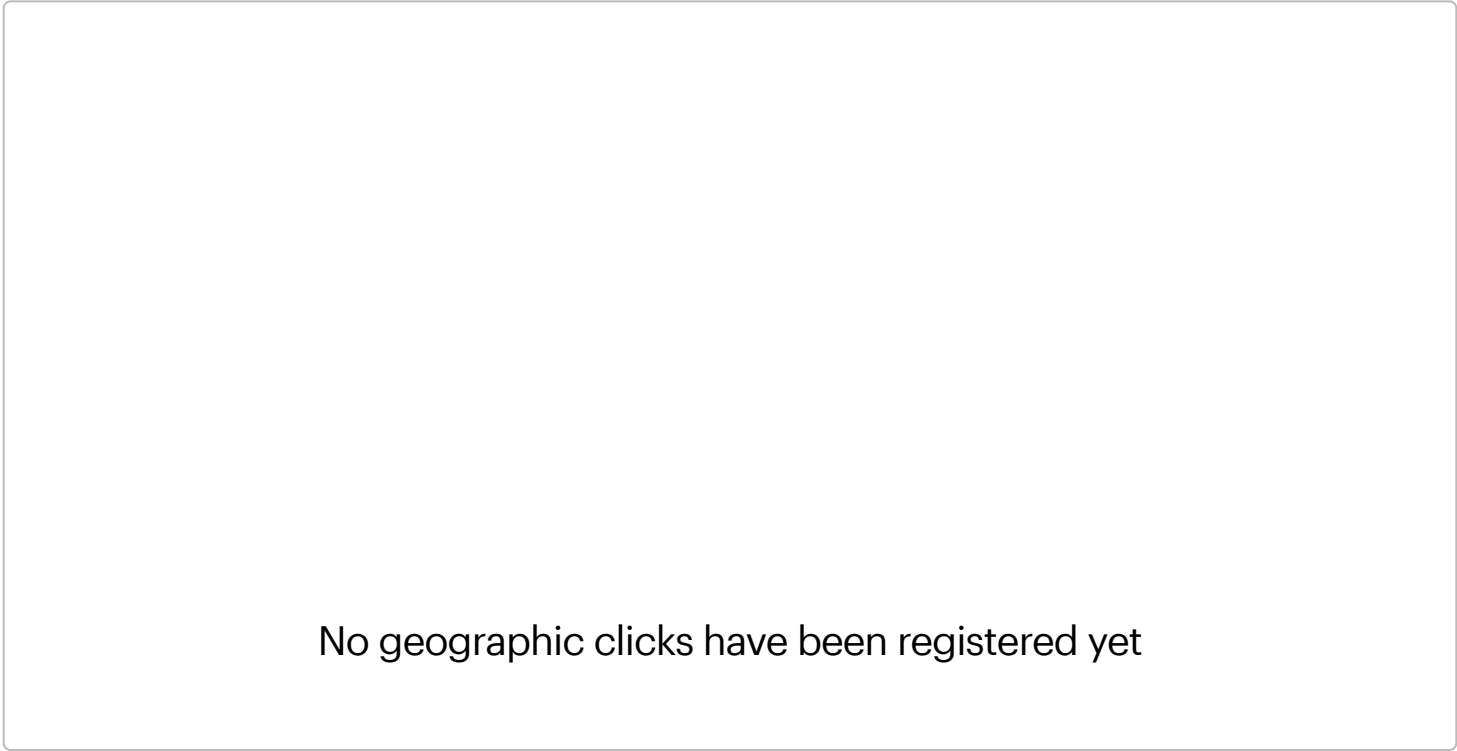
URL	Total	Unique
https://www.youtube.com/watch?v=CKBVt6je2SA...	23 (38%)	19 (37%)
https://icmsaust.eventsair.com/cospar-2021/cosp...	19 (32%)	17 (33%)
https://www.cospar2021.org/stem#cospark	8 (13%)	6 (12%)
https://www.google.com.au/amp/s/www.space.co...	6 (10%)	6 (12%)
https://www.instagram.com/p/CCp09kTDxZJ/	2 (3%)	1 (2%)
https://www.icmsaust.com.au/	1 (2%)	1 (2%)
https://www.instagram.com/cospar_k/	1 (2%)	1 (2%)
https://www.facebook.com/events/261166624907...	0 (0%)	0 (0%)
https://www.linkedin.com/company/cospar-k/	0 (0%)	0 (0%)

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Social stats

Campaign URL activity - 46 clicks



Top 10 referrers

Referrer	Clicks	First click	Last click
https://www.cosp...	12	7/30/20 3:09PM	8/13/20 12:27PM
https://mailchi.mp/	10	7/30/20 6:48PM	8/11/20 11:58PM
https://www.linke...	5	7/30/20 6:48PM	7/30/20 7:57PM
https://www.linke... k_martians- assemble-activity- 66944702602817... LKJ9	3	7/30/20 6:58PM	7/30/20 7:18PM
https://www.linke... k_martians- assemble-activity- 66944702602817... LKJ9/	2	7/30/20 7:18PM	7/30/20 7:22PM
https://www.cosp...	2	8/3/20 9:47PM	8/13/20 1:53PM
https://www.cosp... archive	2	8/6/20 4:53PM	8/7/20 11:09AM
http://cospar2021....	1	8/3/20 4:08PM	8/3/20 4:08PM
http://cospar2021.... archive	1	8/3/20 4:14PM	8/3/20 4:14PM
http://www.cospa...	1	8/8/20 7:53AM	8/8/20 7:53AM

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Advanced reports

Email domain performance

Domain	Email	Bounces	Opens	Clicks	Unsubs
det.nsw.e...	163 (14%)	0 (0%)	40 (25%)	12 (7%)	2 (1%)
gmail.com	117 (10%)	0 (0%)	30 (26%)	5 (4%)	0 (0%)
icmsaust....	25 (2%)	0 (0%)	18 (72%)	6 (24%)	0 (0%)
ntschoools....	18 (2%)	0 (0%)	1 (6%)	0 (0%)	0 (0%)
education...	13 (1%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
Other	795 (70%)	6 (1%)	193 (24%)	17 (2%)	2 (0%)