

COSPARK #8

Sent

Wed, Aug 12, 2020 4:00 pm

COSPARK #8

Sent 8/12/20 4:00PM

Table of contents

Overview	1
Opens by location	2
Subscriber activity	3
Click performance	4
Social stats	5
Advanced reports	6

COSPARK #8

Sent 8/12/20 4:00PM

Overview

1,147 Recipients

Audience: COSPAR2021 (Segment: Campaign Pasted Segment - 11 Aug 2020 03:09:01 pm)

Delivered: Wed, Aug 12, 2020 4:00 pm

Subject: COSPAR-K blasting into National Science Week

0 Orders	\$0.00 <u>Average order revenue</u>	\$0.00 <u>Total revenue</u>
-------------	--	--------------------------------









291 Opened	16 Clicked	5 Bounced	2 Unsubscribed
---------------	---------------	--------------	-------------------

Successful deliveries	1,142 99.6%	Clicks per unique opens	5.5%
Total opens	589	Total clicks	41
Last opened	8/17/20 2:14PM	Last clicked	8/17/20 12:21AM
Forwarded	0	Abuse reports	0

COSPARK #8

Sent 8/12/20 4:00PM

Opens by location

Country	Opens	Percent
 Australia	357	62.5%
 USA	191	33.5%
	16	2.8%
 Singapore	3	0.5%
 United Arab Emirates	1	0.2%
 Canada	1	0.2%
 Italy	1	0.2%
 Turkey	1	0.2%

COSPARK #8

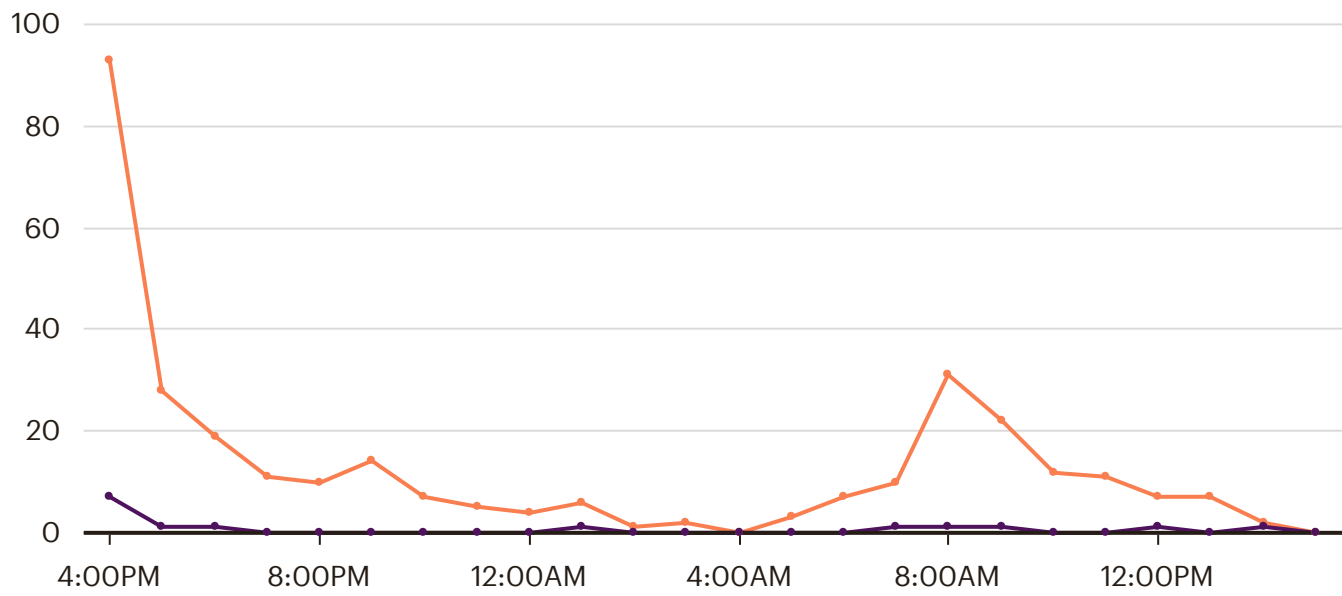
Sent 8/12/20 4:00PM

Subscriber activity

24-hour performance

Opens

Clicks



Top links clicked

https://www.instagram.com/cospar_k/	18
https://icmsaust.eventsair.com/PresentationPortal/Account/Login?ReturnUrl=%2FPresentationPortal%2Fcospar-2021%2Fcall-for-space-stem-power-talks	10
https://www.cospar2021.org/stem#cospark	7
https://www.instagram.com/p/CDarAzGDoKa/	4
https://www.instagram.com/p/CDNxjQwIYa1/	2

Subscribers with most opens

a.rake@tamworth.nsw.gov.au	14
--	----

enrol@pcs.nsw.edu.au	20
dfish@iccsydney.com	8
emmab@icmsaust.com.au	10
office@pacificvalley.nsw.edu.au	55

COSPARK #8

Sent 8/12/20 4:00PM

Click performance

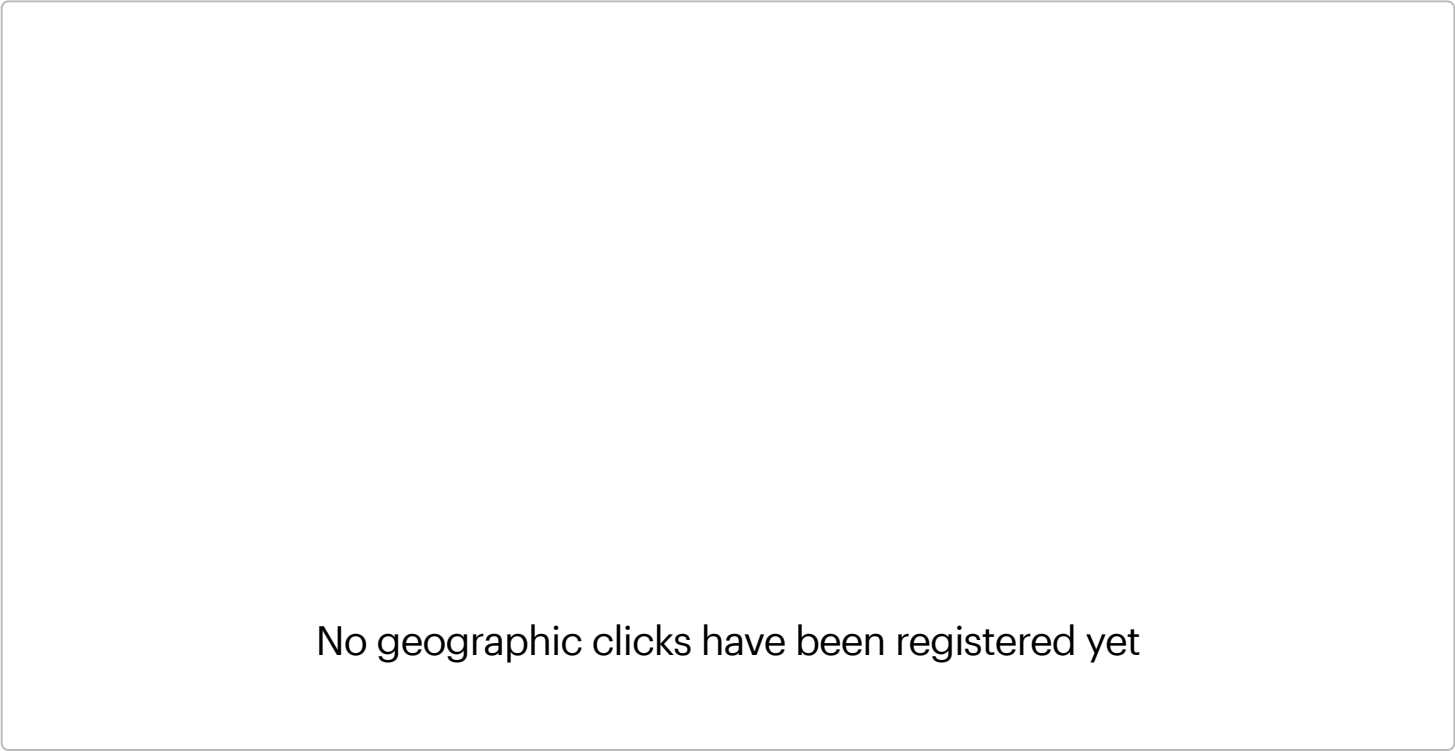
URL	Total	Unique
https://www.instagram.com/cospar_k/	18 (44%)	3 (14%)
https://icmsaust.eventsair.com/PresentationPortal...	10 (24%)	8 (38%)
https://www.cospar2021.org/stem#cospark	7 (17%)	4 (19%)
https://www.instagram.com/p/CDarAzGDoKa/	4 (10%)	4 (19%)
https://www.instagram.com/p/CDNxjQwIYa1/	2 (5%)	2 (10%)
https://www.icmsaust.com.au/	0 (0%)	0 (0%)

COSPARK #8

Sent 8/12/20 4:00PM

Social stats

Campaign URL activity - 14 clicks



Top 10 referrers

Referrer	Clicks	First click	Last click
http://cospar2021....	4	8/13/20 12:13PM	8/13/20 1:53PM
https://www.cosp...	3	8/13/20 1:39PM	8/14/20 9:21AM
https://www.cosp...	2	8/13/20 12:49PM	8/14/20 10:25AM
http://cospar2021.... archive	1	8/13/20 1:21PM	8/13/20 1:21PM
https://mailchi.mp/	1	8/14/20 10:25AM	8/14/20 10:25AM
https://us11.admin... id=465188	1	8/13/20 12:08PM	8/13/20 12:08PM
https://www.cosp...	1	8/14/20 12:51PM	8/14/20 12:51PM
https://www.linke...	1	8/14/20 9:34AM	8/14/20 9:34AM

COSPARK #8

Sent 8/12/20 4:00PM

Advanced reports

Email domain performance

Domain	Email	Bounces	Opens	Clicks	Unsubs
det.nsw.e...	166 (14%)	0 (0%)	36 (22%)	2 (1%)	0 (0%)
gmail.com	119 (10%)	0 (0%)	53 (45%)	3 (3%)	1 (1%)
icmsaust....	25 (2%)	0 (0%)	16 (64%)	2 (8%)	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	806 (70%)	5 (1%)	185 (23%)	9 (1%)	1 (0%)