

Campaign Code

All

Year Sent

All

Month Sent

All

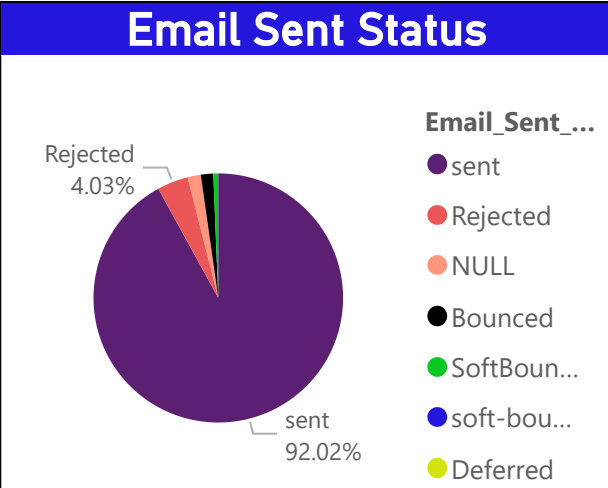
Day Sent

All

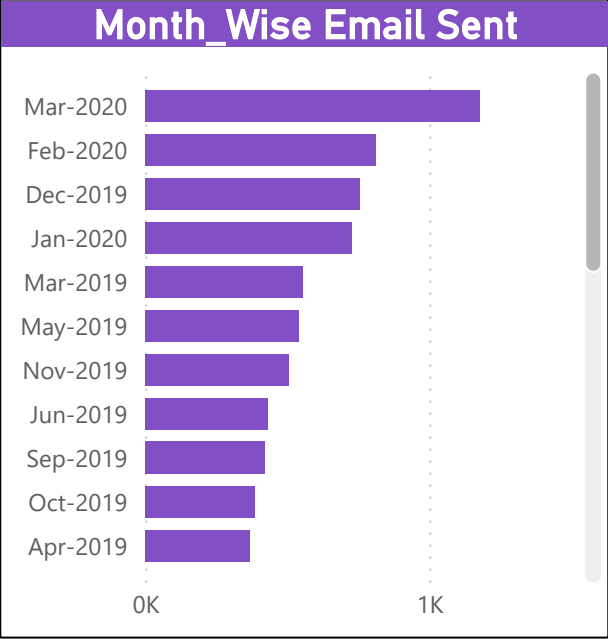
EMAIL CAMPAIGN ANALYSIS

Total Rate Analysis

CTR (CLICK THROUGH RATE)	BR (Bounce RATE)	OP (Open RATE)	DR (Delivery RATE)
2.48%	2.24%	22.72%	92.02%



Campaign KPI		Member Campaign Analysis	
Unique Click Count	270	Member Who Opened Email	1609
Unique Open Count	156		
Unique Open Count	1609		
Total Email Click Count	242		
Total Email Open Count	2091	Member Who Clicked Email	156
Total Bounced Email	224		
Total Delivered Email	9202		
Total Email Sent	10000		



CampaignCodJ	Bounced Rate	Delivered Rate	Email_Click_Count	Unique_Click	Unique_Open	Email_Open_Count	Is_Email_Sent	Delivered_Email
	NaN	NaN		0	0			0
HYBD-180305	0.00%	100.00%	1	1	6	12	11	11
HYDRABAD MONTHLY SUMMARY 201903	0.00%	100.00%	0	0	1	2	4	4
Total	2.24%	92.02%	242	156	1609	2091	10000	9202