

Year of Email Sent

All

Month of Email Sent

All

Day of Email Sent

All

Email Campaign Analysis

Campaign Code

All

Total Rate Analysis

CTR Click Through Rate

BR Bounce Rate

OP Open Rate

DR Delivery Rate

2.46%

1.61%

22.72%

92.02%

Member Campaign Analysis

Member Who Opened Email

1609

Member Who Clicked Email

156

Campaian KPI	
Total Campaign	269
Unique Click Count	156
Unique Open Count	1609
Total Email Click Count	242
Total Email Open Count	2091
Total Bounce Email	161
Total Delivered Email	9202
Total Email Send	10000

Campaign Code

All

Month of Email Sent

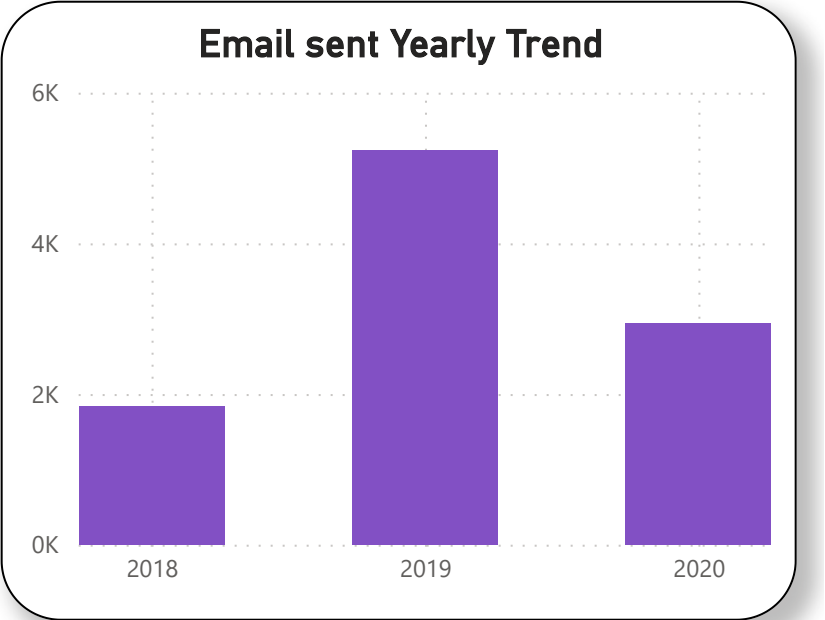
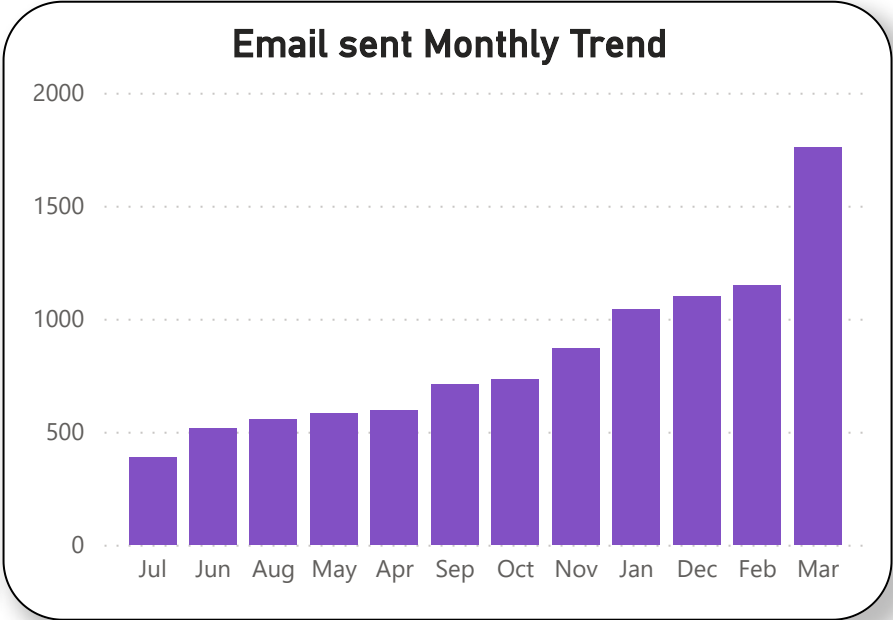
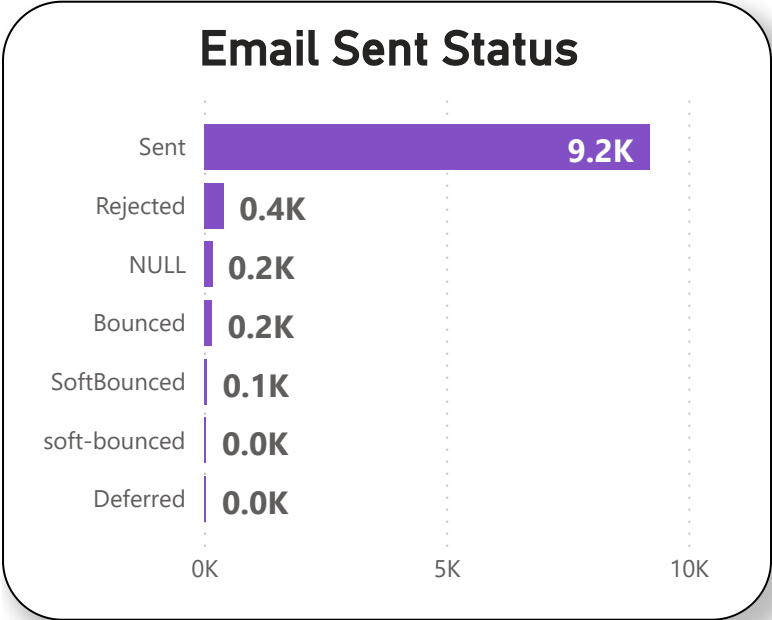
All

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CampaignCode	Count of Is_SMS_Sent	Bounced Rate	Sum of Email_Click_Count	Sum of Email_Open_Count	Sum of Unique_Open	Open Rate	Sum of Unique
DIY-InvitJ-180106	3	33.33%	0	0	0	0.00%	
HYBD-180305	11	0.00%	1	12	6	109.09%	
HYDJRABAD-MONTHLY-SUMMARY-201803	4	0.00%	0	2	1	50.00%	
IDJAS-AND-INSPIRATIONS	8	0.00%	0	6	4	75.00%	
IDJAS-INSPIRATION-SUMMJR-HOLIDAYS-180327	6	0.00%	0	0	0	0.00%	
J-Birthday-01-HYD-Launch	67	0.00%	0	26	16	41.27%	
J-Birthday-02-HYD-JmailJr2	1	0.00%	0	0	0	0.00%	
J-Birthday-04-HYD-JmailJr2UnidJntifiJd	113	0.00%	6	34	24	30.91%	
J-Birthday-05-HYD-JmailJr3-IDJNTIFIJD	2	0.00%	0	0	0	0.00%	
J-Birthday-07-HYD-JmailJr3-UNIDJNTIFIJD	111	0.00%	2	29	25	27.10%	
J-Birthday-08-HYD-JmailJr4-STORY-NOT-SUBMITTJD	1	0.00%	1	2	1	200.00%	
Total	10000	1.61%	242	2091	1609	22.72%	