

Campaign Code

All

Year of Email Sent

All

Month of Email Sent

All

Date of Email Sent

All

# Email Campaign Analysis

Total Rate Analysis

CTR Click Through Rate	BR Bounce Rate	OR Open Rate	DR Delivery Rate
2.46%	1.61%	22.72%	92.02%

Email Sent Status

Email_Se...
sent
Rejected
NULL
Bounced
SoftBou...
soft-bo...
Deferred

Campaign 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 Sent	10000

Member Campaign Analysis

Members who opened Email	1609
Members who clicked Email	156

CampaignCodJ	CTR	Bounced_Email	Bounce_Rate	DR	OR
HYBD-180305	9.09%	0	0.00%	100.00%	109.09%
HYDJRABAD-MONTHLY-SUMMARY-201803	0.00%	0	0.00%	100.00%	50.00%
IDJAS-AND-INSPIRATIONS	0.00%	0	0.00%	100.00%	75.00%
IDJAS-INSPIRATION-SUMMJR-HOLIDAYS-180327	0.00%	0	0.00%	100.00%	0.00%
J-Birthday-02-HYD-JmailJr2	0.00%	0	0.00%	100.00%	0.00%
Total	2.46%	161	1.61%	92.02%	22.72%

Monthwise Email Send

Month	Year	Is_Email_Sent
Mar-20	2020	1.2K
Feb-20	2020	0.8K
Dec-20	2019	0.7K
Jan-20	2020	0.7K
Mar-20	2020	0.5K
May-20	2020	0.5K
Nov-20	2019	0.4K
Jun-20	2020	0.4K
Sep-20	2020	0.4K
Oct-20	2020	0.4K