

TRACKING REPORT

CAMPAIGN: [%CAMPAIGN_NAME%]

[%CLIENT_NAME%]

S.O.#: [%IONUMBER%]
JobID#: [%JOBID%]
DEPLOYMENT: [%DEPLOYMENT_DATE%]

SEND PERFORMANCE

Delivery Rate [%DELIVERY_RATE%]

Deployed [%EMAIL_VOLUME%]

Delivered [%DELIVER_SECTION%]

OPEN PERFORMANCE

Open Rate [%OPEN_PERCENTAGE%]

Total Opens [%TOTAL_OPENS%]

Unique Opens [%UNIQUEOPENS%]

[%TOTAL_CLICKS%]
Total Clicks

[%CLICK_PERCENTAGE%]
Click Percentage

[%HTML_CTR%]
HTML CTR

[%COMMENT_BEGIN_ALLBOUNCES%] [%COMMENT_END_ALLBOUNCES%] [%COMMENT_BEGIN_OPTOUTS%]
[%COMMENT_END_OPTOUTS%] [%COMMENT_BEGIN_HARDBOUNCES%] [%COMMENT_END_HARDBOUNCES%]
[%COMMENT_BEGIN_SOFTBOUNCES%] [%COMMENT_END_SOFTBOUNCES%] [%COMMENT_BEGIN_ALLBOUNCES%]
[%COMMENT_END_ALLBOUNCES%] [%COMMENT_BEGIN_OPTOUTS%] [%COMMENT_END_OPTOUTS%]
[%COMMENT_BEGIN_HARDBOUNCES%] [%COMMENT_END_HARDBOUNCES%] [%COMMENT_BEGIN_SOFTBOUNCES%]
[%COMMENT_END_SOFTBOUNCES%]

[%ALL_BOUNCES%]
Total Bounces

[%OPTOUTS%]
Opt Outs

[%HARDBOUNCES%]
Hard Bounces

[%SOFTBOUNCES%]
Soft Bounces

CREATIVE

Subject: [%SUBJECT_LINE%]

From Line: [%FROM%]

Please note: The image above is a representation of the creative used for this campaign and may appear different.

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CAMPAIGN: [%CAMPAIGN_NAME%]

[%CLIENT_NAME%]

S.O.#: [%IONUMBER%]
DEPLOYMENT: [%DEPLOYMENT_DATE%]

CREATIVE URLS & ACTIVITY

[%UNIQUE_CLICK_HEADER%] [%MOBILE_CLICK_HEADER%] [%CLICKS_URL%]

URLS

Clicks

Link