**Click Rate = Emails Clicked/ (Emails sent – Bounces)**

**Bounce Rate = (Bounced emails/Sent emails) \* 100**

**Email Open Rate = (Num of Emails read/ Num of delivered emails) \* 100**

**Deliverability Rate = (Delivered Emails/Total Sent) \* 100**

**Delivery Rate = (Num of Emails sent – Number of bounces)/ (Num of emails sent) \* 100**