

EMAIL CAMPAIGN PERFORMANCE

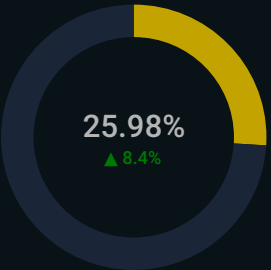
OVERVIEW

CALENDAR HEAT MAP

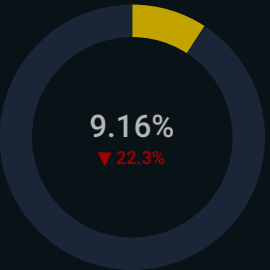
IN DETAIL

You are seeing data from 9/4/2018 to 10/20/2019 Compare to This week

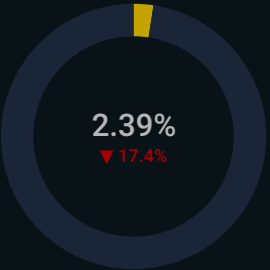
AVERAGE OF OPEN RATE



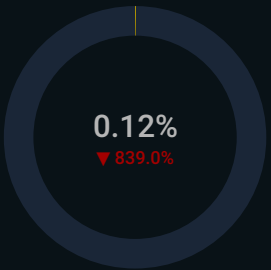
AVERAGE OF CTO RATE



AVERAGE OF CTR RATE



AVG OF UNSUBSCRIBE RATE



CAMPAIGN ANALYSIS OVER TIME : click to select period



TOP 10 AND BOTTOM 5 FROM THE PERIOD SELECTED COMPARED TO This week

Campaign Name	Open rate	CTO rate	CTR rate	Unsub Rate
Cat1-Dumy-Campaign-nai				
Cat1-Dumy-Campaign-nai				
Cat1-Dumy-Campaign-nai				
Cat1-Dumy-Campaign-nai				
Cat1-Dumy-Campaign-nai				
Cat2-Dumy-Campaign-nai				
Cat1-Dumy-Campaign-nai				
Cat1-Dumy-Campaign-nai				
Cat1-Dumy-Campaign-nai				
Cat3-Dumy-Campaign-nai				
Cat2-Dumy-Campaign-nai				
Cat2-Dumy-Campaign-nai				
Cat2-Dumy-Campaign-nai				
Cat2-Dumy-Campaign-nai				
Cat2-Dumy-Campaign-nai	23.96%	11.79%	2.90%	0.01%

EMAIL CAMPAIGN PERFORMANCE

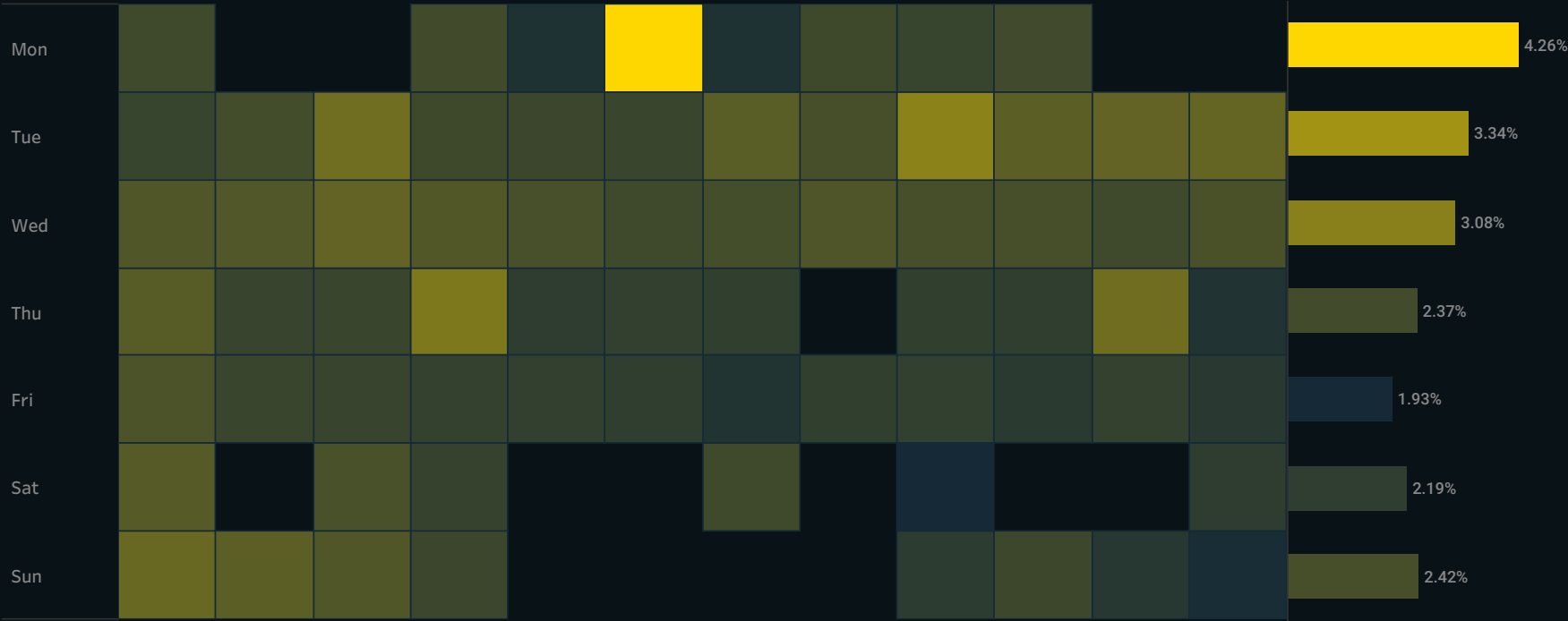
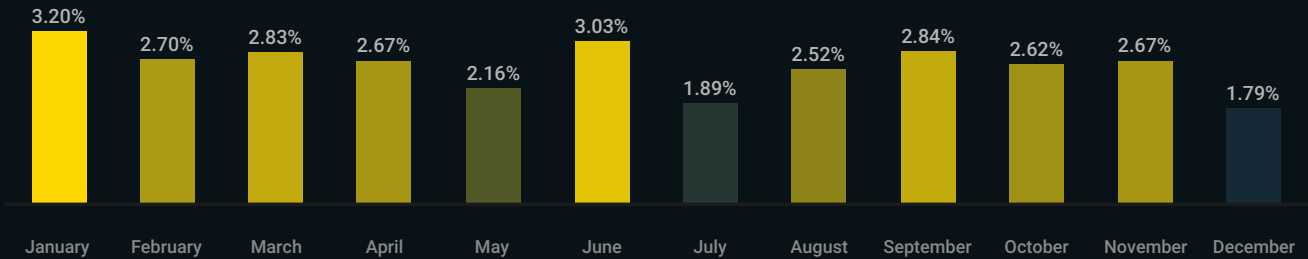
OVERVIEW

CALENDAR HEAT MAP

IN DETAIL

SELECT METRIC

CTR Rate



IN DETAIL

MIN DATE 9/28/2018	MAX DATE 10/31/2019	TOP N 10	BOTTOM N 5	COMPARE TO This week
Campaign name	Open rate	CTO rate	CTR rate	Unsub Rate
Cat1-Dummy-Campaign-name				
Cat1-Dummy-Campaign-name				
Cat1-Dummy-Campaign-name				
Cat1-Dummy-Campaign-name				
Cat1-Dummy-Campaign-name				
Cat2-Dummy-Campaign-name				
Cat1-Dummy-Campaign-name				
Cat1-Dummy-Campaign-name				
Cat1-Dummy-Campaign-name				
Cat3-Dummy-Campaign-name				
Cat2-Dummy-Campaign-name				
Cat2-Dummy-Campaign-name				
Cat2-Dummy-Campaign-name				
Cat2-Dummy-Campaign-name				
Cat2-Dummy-Campaign-name	23.96%	11.79%	2.90%	0.01%