

[ANALYTICS]





EMAIL MARKETING

JAN 2019 20% OFF YEAR PROMO

Emails Sent
15,698

29 Jan 2019

Emails Opened
2,219

Open Rate 14.1%
Industry Avg: 10.6%

Clicks
314

Click Rate 2.0%
Industry Avg: 1.1%

WEBSITE

The six-month comparison shows overall website statistics from Sept. to Feb 20th, compared to March through August. We've seen a positive increase across the board as a result of our combined efforts across social media, SEO, and website optimization.



Pageviews

18.27%

50,408 vs 42,621



Avg. Time on Page

0.11%

00:01:32 vs 00:01:32



Unique Pageviews

21.13%

40,578 vs 33,499



Bounce Rate

-7.51%

43.73% vs 47.28%



% Exit

4.64%

44.45% vs 42.48%

