**Hello National Leadership Centre! This report is brought to you by SendGrid's Professional Services Team!**
SendGrid's Professional Services team has over 95 years of combined experience in the email industry. This report is built using their knowledge of the ever-changing email landscape. Check out the Expert Insights Playbook for additional resources curated by the team.
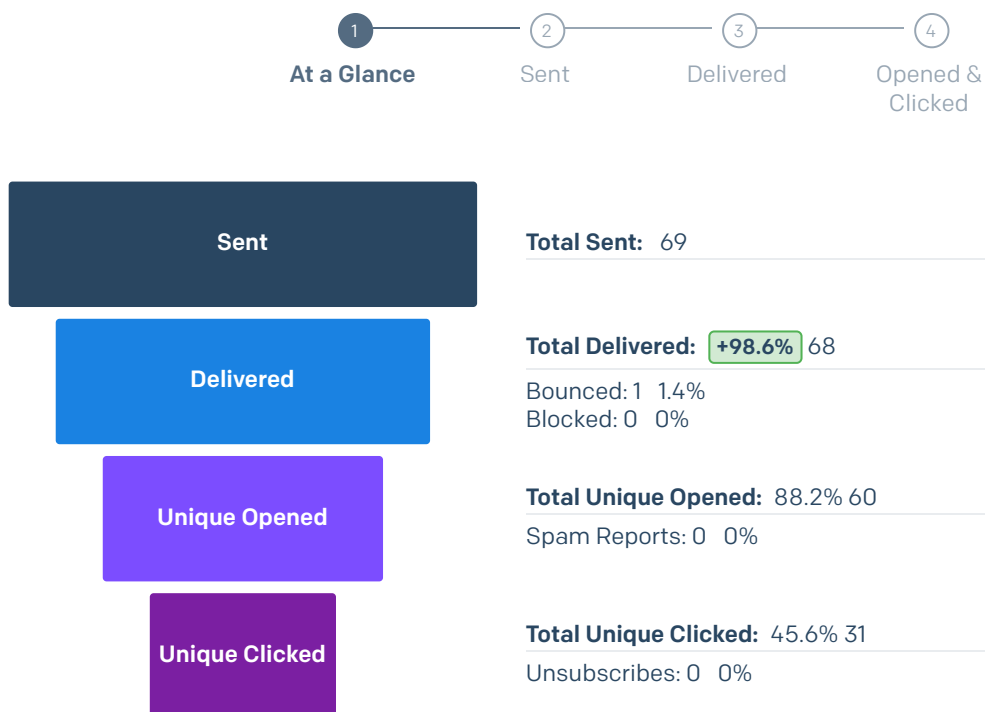
**How to Use Expert Insights**

Welcome to your first report. As we collect more data over the next few weeks, you will begin to see historical trends appear in the report. Areas that are still collecting data will be indicated throughout the report.

## YOUR EMAIL PROGRAM AT A GLANCE
# Email Funnel

| 1 At a Glance | 2 Sent | 3 Delivered | 4 Opened & Clicked |

There are a number of factors that influence the success of your email program. The Expert Insights Report analyzes each layer of the email funnel to determine undelivered points (e.g., blocked emails) and opportunities to improve deliverability and engagement. These insights are based on SendGrid's Professional Services Team's deep expertise in the industry.

**Sent**

**Delivered**

**Unique Opened**

**Unique Clicked**

**Total Sent:** 69

**Total Delivered:** +98.6% 68
Bounced: 1  1.4%
Blocked: 0  0%

**Total Unique Opened:** 88.2% 60
Spam Reports: 0  0%

**Total Unique Clicked:** 45.6% 31
Unsubscribes: 0  0%

# Legend

In order to make the report as digestible as possible, everything has been coded with the following grading scale:

## CHANGED SINCE LAST REPORT METRICS

### Badge Increase/Decrease Indicators

+ = Increase    - = Decrease

### Example

| LAST PERIOD | THIS PERIOD | % CHANGE BADGE |
|---|---|---|
| 5% | 10% | +100% |

## COLOR INDICATORS

Neutral   No Changes Needed   Changes Suggested
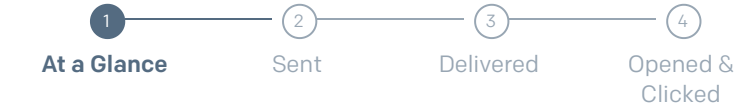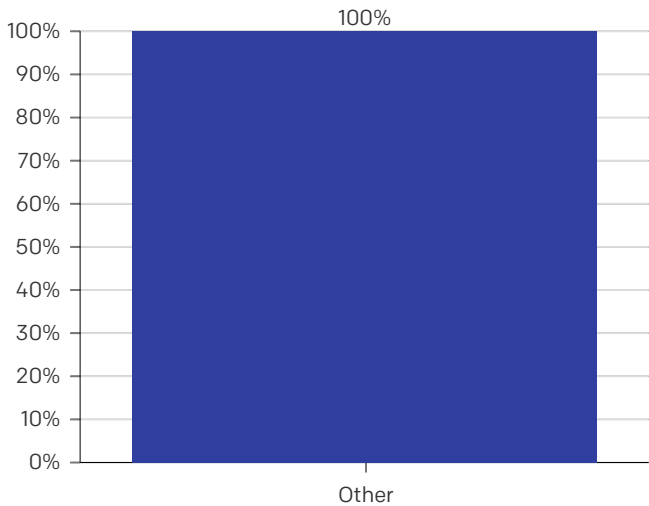Changes Strongly Recommended

### COLLECTING DATA INDICATORS

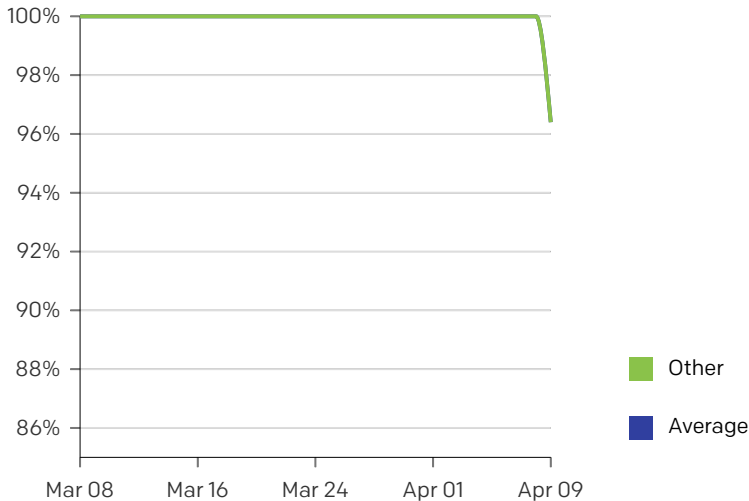This badge indicates that we do not have enough data to display historical trends.

Collecting Data...

# Email Performance by Mailbox Service Provider

## Email Volume Distribution by Mailbox Service Provider



## Delivery Rate by Mailbox Service Provider



| MAILBOX PROVIDER | VOLUME | % OF TOTAL VOLUME | DELIVERED RECOMMENDED 98%+ | UNIQUE OPENS | UNIQUE CLICKS |
|---|---|---|---|---|---|
| Other | 69 | 100 | 98.6% (68) | 88.2% (60) | 45.6% (31) |
| Average | N/A | N/A | 98.6% | 88.2% | 45.6% |

## Need additional help?

SendGrid's team of Email Consultants have over 95 years of combined email experience. If you're having any email issues or would like advice on how to optimize engagement, talk to one of our consultants today!

**Contact an Email Consultant**

# Email performance by category

Compare the performance of each of your email categories over time to see if you're trending in the right direction. We calculate undelivered emails by combining your bounced and blocked emails.
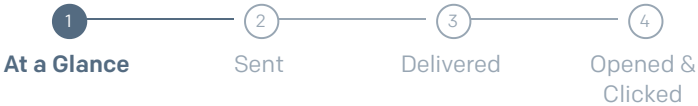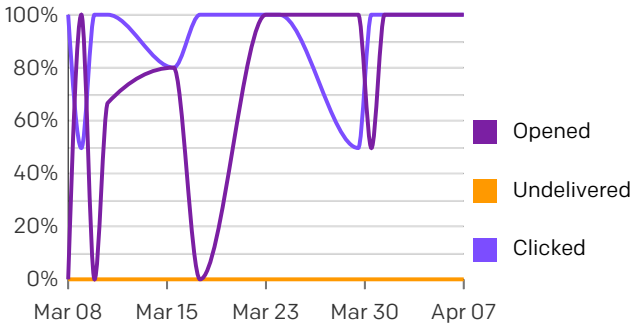
## NLC_PROTOTYPE

| | 38 DAY TOTAL | AVG. | | DIFFERENCE |
|---|---|---|---|---|
| **Emails Sent** | 35 | Collecting Data... | — | |
| **Emails Delivered** | 100% (35) | Collecting Data... | — | |
| **Unique Opens** | 77.1% (27) | Collecting Data... | — | |
| **Unique Clicks** | 82.9% (29) | Collecting Data... | — | |
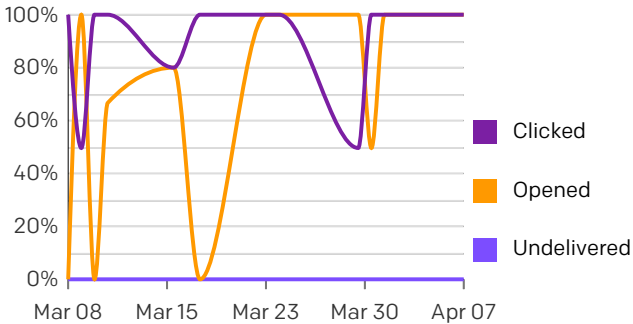


## NATIONAL LEADERSHIP CENTRE

| | 38 DAY TOTAL | AVG. | | DIFFERENCE |
|---|---|---|---|---|
| **Emails Sent** | 35 | Collecting Data... | — | |
| **Emails Delivered** | 100% (35) | Collecting Data... | — | |
| **Unique Opens** | 77.1% (27) | Collecting Data... | — | |
| **Unique Clicks** | 82.9% (29) | Collecting Data... | — | |



## NLC_PROTOTYPE_DIRECTORY_ACCESS_TOKEN

| | 38 DAY TOTAL | AVG. | | DIFFERENCE |
|---|---|---|---|---|
| **Emails Sent** | 35 | Collecting Data... | — | |
| **Emails Delivered** | 100% (35) | Collecting Data... | — | |
| **Unique Opens** | 77.1% (27) | Collecting Data... | — | |
| **Unique Clicks** | 82.9% (29) | Collecting Data... | — | |
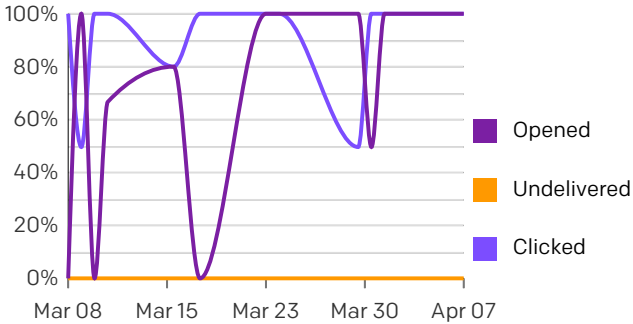


## UNCATEGORIZED

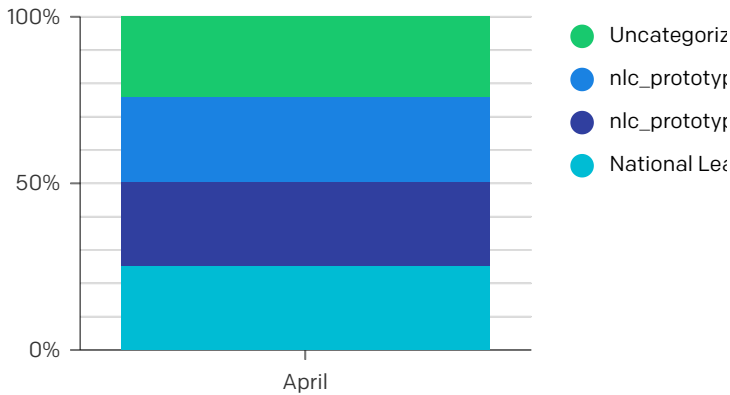| | 38 DAY TOTAL | AVG. | | DIFFERENCE |
|---|---|---|---|---|
| **Emails Sent** | 34 | Collecting Data... | — | |
| **Emails Delivered** | 97.1% (33) | Collecting Data... | — | |
| **Unique Opens** | 100% (33) | Collecting Data... | — | |
| **Unique Clicks** | 6.1% (2) | Collecting Data... | — | |
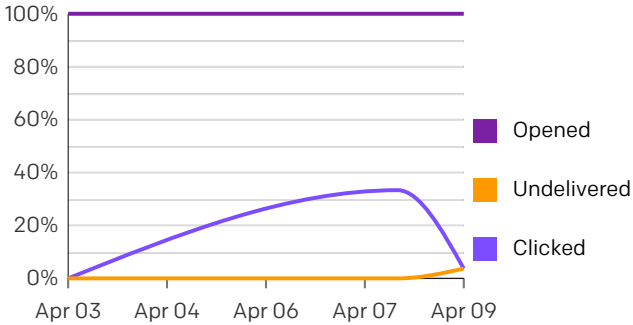
# What is your sending behavior?

This section analyzes the volume of emails sent during this reporting period. The volume of email sent on any given day influences deliverability metrics and can give insight into why certain deliverability metrics may be higher or lower than in previous periods.
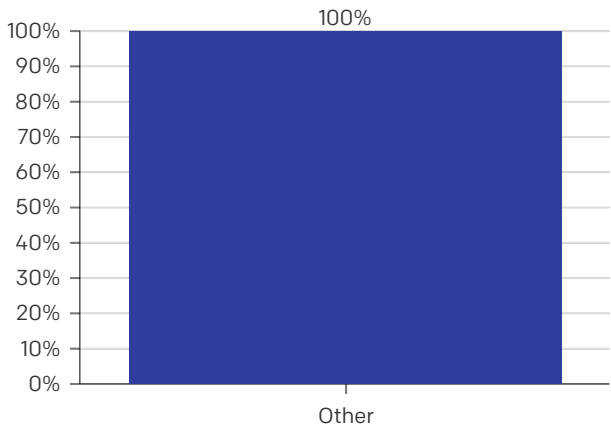
| Sent |
|---|
| Delivered |
| Unique Opened |
| Unique Clicked |
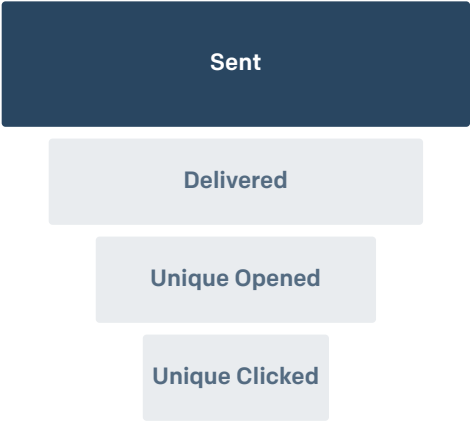
**Total Sent:** 69

## Email Volume by Category (last 90 days)



- ● Uncategoriz...
- ● nlc_prototyp...
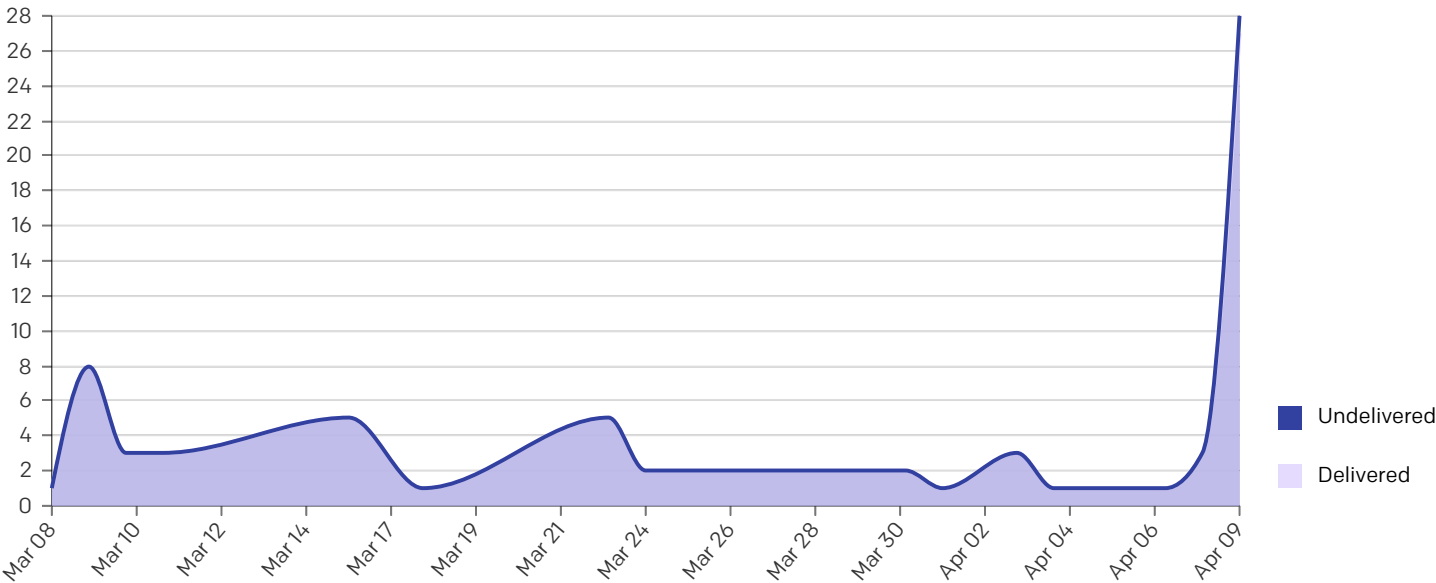- ● nlc_prototyp...
- ● National Lea...

## Email Volume Distribution by Mailbox Service Provider



## Is your email volume impacting deliverability?

Sending volume spikes can cause mailbox service providers to block your email. We calculate undelivered emails by combining your bounced and blocked emails.



- ■ Undelivered
- ■ Delivered

# Are your emails getting delivered?

This section analyzes the factors that contribute to your sender reputation. Typically, an email is not delivered to a recipient's inbox because it is either bounced or blocked by the mailbox service provider. High bounce rates are commonly caused by misspelled or nonexistent email addresses. High block rates occur when the recipient email address is valid but something else about this message caused the message to be undeliverable, which can be as simple as a mailbox being full or more urgent like being blacklisted.

Sent

**Delivered**

Unique Opened

Unique Clicked
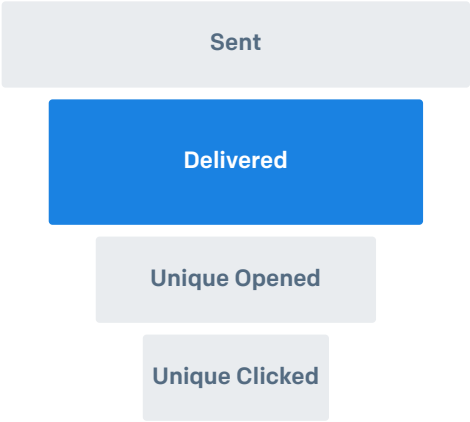
**Total Delivered:** +98.6% 68

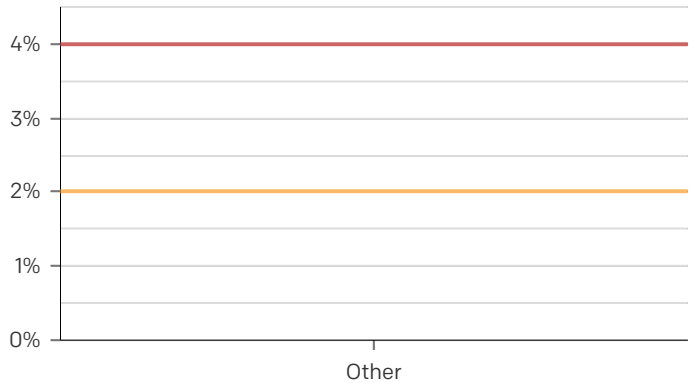Bounced: 1  1.4%
Blocked: 0  0%

Recommended Delivery Rate: 98%+

# 1 emails did not get delivered

### Why didn't your emails reach the inbox?
Bounces and blocks are the primary reasons behind an email not being delivered to a recipient's inbox.

## Blocked: Are your emails getting blocked by mailbox service providers?


Other

| MAILBOX SERVICE PROVIDER | EMAIL VOLUME | % OF EMAILS BLOCKED |
|---|---|---|
| Other | 69 | 0% |

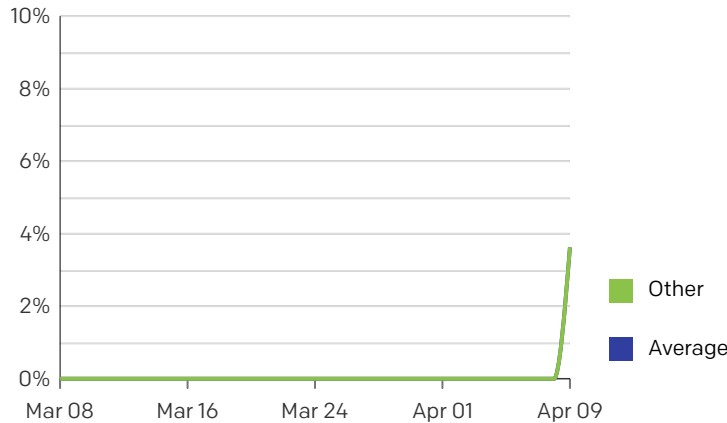Learn more about what contributes to block rates.

## Bounced: Are you sending to valid email addresses?
Hard bounces occur when you send to non-existent email addresses.

| 38 DAY BOUNCE RATE | 90 DAY BOUNCE RATE | DIFFERENCE |
|---|---|---|
| 1.4% | Collecting Data... | — |

Learn more about what contributes to bounce rates.

### Undelivered (bounce + blocks) by Mailbox Service Provider


Legend: Other, Average

# Are your emails getting delivered?

## Are your emails hitting spam traps?

Spam traps are usually email addresses that are created not for communication, but rather to identify senders who are sending to purchased or rented email addresses.

| TYPE OF SPAM TRAP | HIT IN LAST 38 DAYS |
|---|---|
| Pristine | 0 |
| Recycled | 0 |
| Typo | 0 |

| SUBJECT LINES THAT HIT MOST TRAPS | HIT IN LAST 38 DAYS |
|---|---|

✓

Great work! You have not hit any spam traps this report period.

| FROM ADDRESSES THAT HIT MOST TRAPS | HIT IN LAST 38 DAYS |
|---|---|

✓

Great work! You have not hit any spam traps this report period.

Learn more about spam traps.

## Are your emails blacklisted?

**BLACKLIST**

| SORBS | NO |
|---|---|
| Spamhaus | NO |
| SpamCop | NO |

Learn more about blacklists.

## IP Health (by delivered rate)

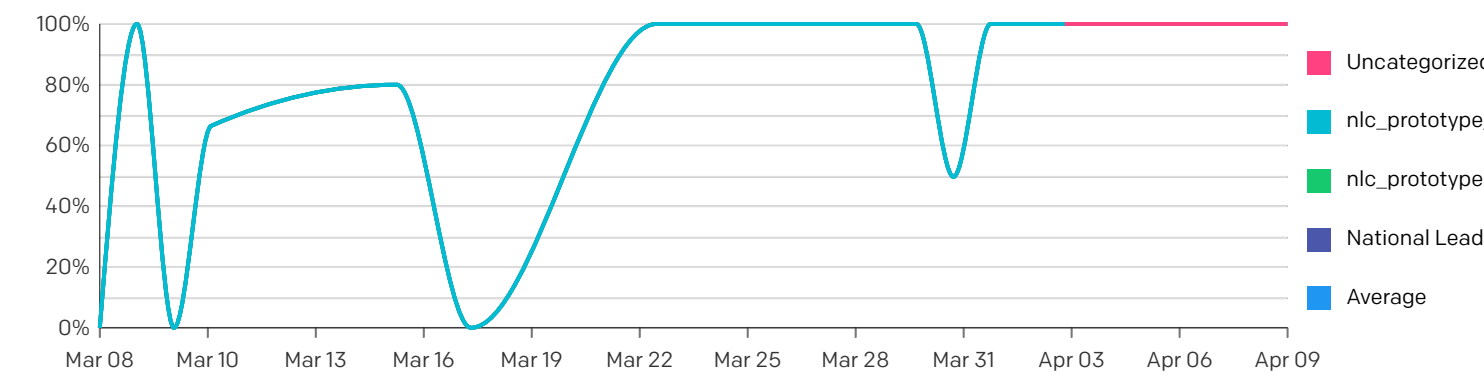| IP ADDRESS | HEALTHY |
|---|---|
| 149.72.213.50 | YES |

Learn more about IP health.

# Are recipients engaging with your emails?

This section analyzes how engaged recipients are with your email by looking at their open and click rate. Opens and clicks are influenced by a wide variety of factors, most of which are based on how relevant the content is to your recipient at that time. This section will pull out patterns and insights that will help you create strategies to better engage with your recipients.

**Sent**

**Delivered**

**Unique Opened**

**Unique Clicked**

**Total Unique Opened:** 88.2% 60

Spam Reports: 0   0%

**Total Unique Clicked:** 45.6% 31

Unsubscribes: 0   0%
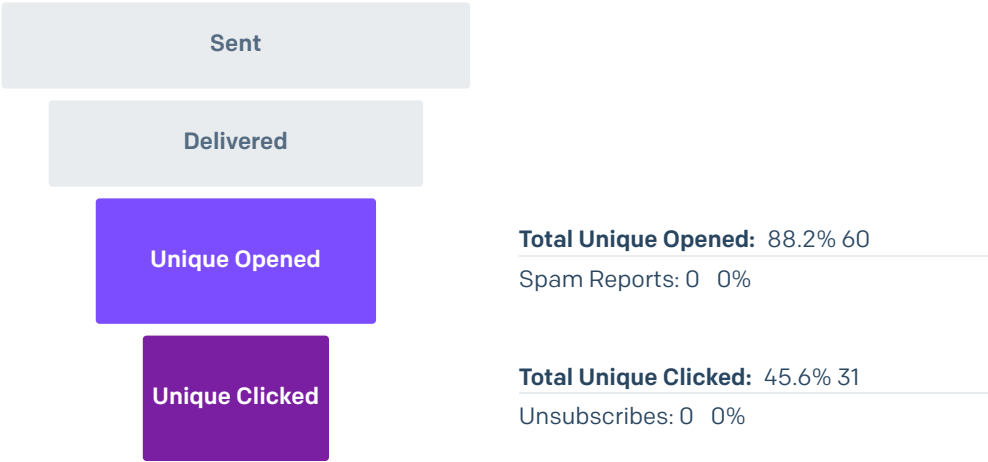
## Unique Open Rates Over Time by Category



Legend:
- Uncategorized
- nlc_prototype
- nlc_prototype
- National Lead
- Average

## Unique Opens and Clicks by Category

| CATEGORY | EMAIL VOLUME (% OF TOTAL EMAILS) | UNIQUE OPEN RATE | UNIQUE CLICK RATE |
|---|---|---|---|
| **nlc_prototype** | 35 (25.2%) | 77.1% | 82.9% |
| **National Leadership Centre** | 35 (25.2%) | 77.1% | 82.9% |
| **nlc_prototype_directory_access_token** | 35 (25.2%) | 77.1% | 82.9% |
| **Uncategorized** | 34 (24.5%) | 100% | 6.1% |

Learn more about what impacts your open rates.
Learn more about what impacts your click rates.

# Are recipients engaging with your emails?

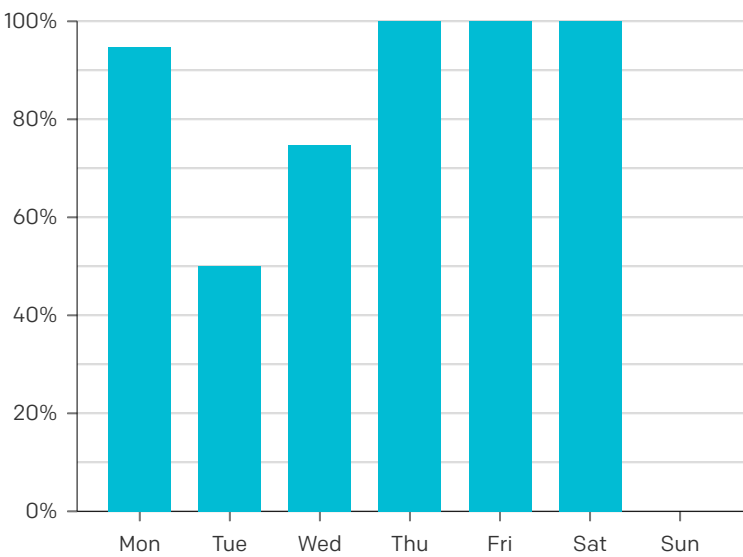## Best Time to Send (By Unique Open Rate)

6 Month Average:

📅 **Wed** at **08:29 PM** GMT

🕐 Taking **3 minutes** to open

| CATEGORY | DAY | TIME (GMT) | AVG TIME TO OPEN (MIN) |
|---|---|---|---|
| National Leadership Ce... | Tue. | 04:13 AM | 2 |
| nlc_prototype | Tue. | 04:13 AM | 2 |
| nlc_prototype_directory... | Tue. | 04:13 AM | 2 |
| Uncategorized | Thu. | 11:51 AM | 4 |

## Best Day to Send (By 90-Day Unique Open % Avg.)



## Which email categories are causing the most unsubscribes and spam complaints?

| CATEGORY | EMAIL VOLUME (% OF TOTAL EMAILS) | UNSUBSCRIBES | SPAM COMPLAINTS |
|---|---|---|---|
| Uncategorized | 34 (24.5%) | 0 (0%) | 0 (0%) |
| nlc_prototype_directory_access_token | 35 (25.2%) | 0 (0%) | 0 (0%) |
| National Leadership Centre | 35 (25.2%) | 0 (0%) | 0 (0%) |
| nlc_prototype | 35 (25.2%) | 0 (0%) | 0 (0%) |

## Which subject lines are causing the most unsubscribes and spam complaints?

| SUBJECT LINE | EMAIL VOLUME (% OF TOTAL EMAILS) | UNSUBSCRIBES | SPAM COMPLAINTS |
|---|---|---|---|
| This is a test | 1 (1.4%) | 0 (0%) | 0(0%) |
| Test | 2 (2.9%) | 0 (0%) | 0(0%) |
| [Please Respond - COVID-19] | 5 (7.2%) | 0 (0%) | 0(0%) |
| PROTOTYPE: NLC template | 24 (34.8%) | 0 (0%) | 0(0%) |

Learn more about what impacts your unsubscribe rates.

Learn more about what impacts your spam rates.

At a Glance    Sent    Delivered    **Opened & Clicked**

## <u>Top</u> Performing Subject Lines by Category

To calculate your subject line performance, we're weighing the volume of email with that subject line against its performance.

### nlc_prototype

| SUBJECT LINE | DELIVERED | UNIQUE OPENED | UNIQUE CLICKED |
|---|---|---|---|

### National Leadership Centre

| SUBJECT LINE | DELIVERED | UNIQUE OPENED | UNIQUE CLICKED |
|---|---|---|---|

### nlc_prototype_directory_access_token

| SUBJECT LINE | DELIVERED | UNIQUE OPENED | UNIQUE CLICKED |
|---|---|---|---|

# Are recipients engaging with your emails?

Learn more about crafting deliverable and engaging subject lines.

## Bottom Performing Subject Lines by Category

To calculate your subject line performance, we're weighing the volume of email with that subject line against its performance.

### nlc_prototype

| SUBJECT LINE | DELIVERED | UNIQUE OPENED | UNIQUE CLICKED |
|---|---|---|---|

### National Leadership Centre

| SUBJECT LINE | DELIVERED | UNIQUE OPENED | UNIQUE CLICKED |
|---|---|---|---|

### nlc_prototype_directory_access_token

| SUBJECT LINE | DELIVERED | UNIQUE OPENED | UNIQUE CLICKED |
|---|---|---|---|

# Are recipients engaging with your emails?

## Unique Opens by Device
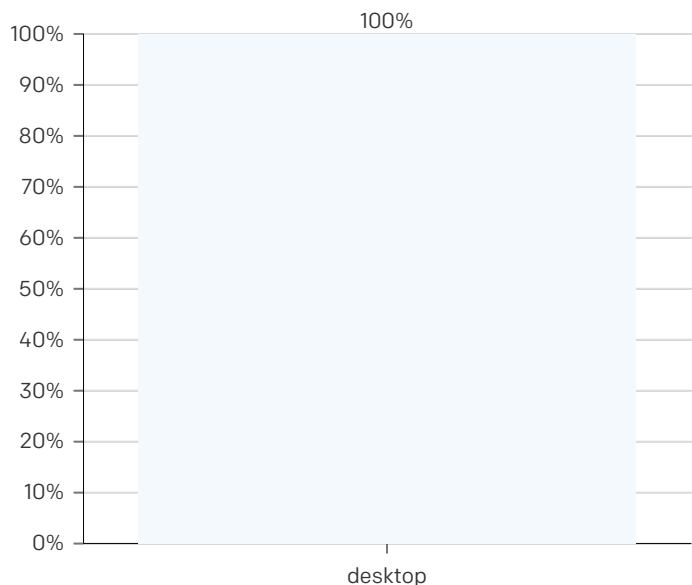


## Unique Opens by Mailbox Service Provider
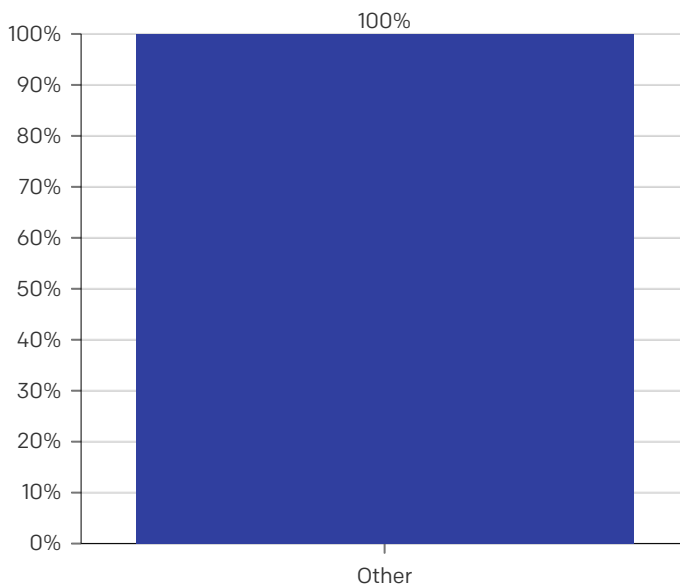


### Email Deliverability Tip of the Month

Welcome one, welcome all! As mailbox providers increasingly turn to machine learning to help make filtering decisions, how a recipient engages with the first messages they receive from a sender can have a big impact over whether or not they see future messages from that sender in their inbox. Sending an engaging and timely welcome message to new subscribers can make a world of difference in both inbox placement and subscriber engagement. We suggest:

- Sending a welcome message as soon as possible upon signup.
- Craft the content so that the subscriber is looking forward to future messages.
- Make the opt out mechanism easy to find for subscribers to help reduce spam complaints.

### How is the Expert Insights report working for you?

Let us know how we can improve your experience with Expert Insights.

**Provide Feedback**

### Need additional help?

SendGrid's team of Email Consultants have over 95 years of combined email experience. If you're having any email issues or would like advice on how to optimize engagement, talk to one of our consultants today!

**Contact an Email Consultant**