



E-mail Campaign Dashboard

All



Open Rate

59.72%

Close Rate

18.07%

Unsubscribe Rate

5.05%

Total Unsubscribe

1516

Top 5 Campaign Highest Unsubscribe Rate



Campaign 2 5.87%

Campaign 1 5.80%

Campaign 14 5.73%

Campaign 8 5.73%

Campaign 18 5.47%

Top 4 Campaign Lowest Unsubscribe Rate



Campaign 5 4.73%

Campaign 12 4.27%

Campaign 11 4.13%

Campaign 13 3.40%

Unsubscribe Rate by Category



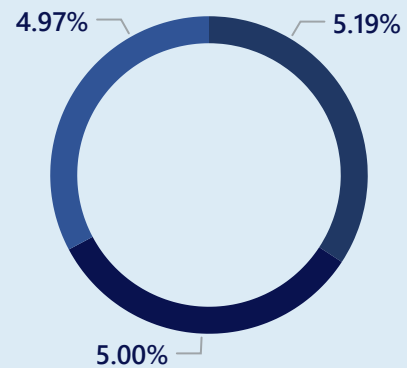
promotion 5.36%

announcement 5.27%

re-engagement 4.87%

newsletter 4.82%

Unsubscribe Rate by Device Type



● tablet

● mobile

● desktop

Unsubscribe Rate by Hour of Day

