Newsletter Campaign

Newsletter Engagement- Users per Day

Day of Event Time

Day	Distinct count of Device Id
October 20, 2019	3,599
October 21, 2019	5,864
October 22, 2019	8,690

Distinct count of Device Id
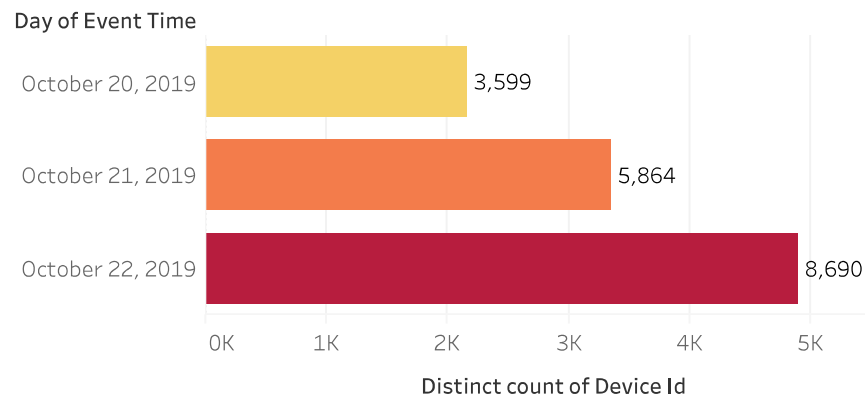
Total users from Newsletter Click

9,303

Unsubscribers

18

Users from newsletter campaign

- 19.83% October 20, 2019
- 47.87% October 22, 2019
- 32.30% October 21, 2019
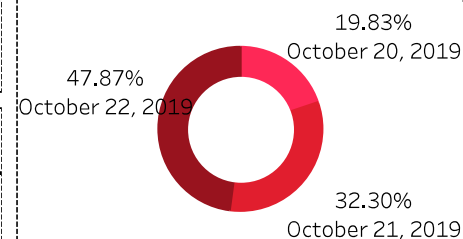
Users' Path
Refferer-Content

| Path	Event Time		
	20	21	22
-> https://www.noticias.es/	8,338	24,704	52,368
-> https://www.noticias.es/news	10,877	24,332	37,095
https://www.google.com/ -> https://www.noticias.es/news	1,003	4,166	11,109
https://www.google.com/ -> https://www.noticias.es/	290	2,297	6,709
https://www.noticias.es/ -> https://www.noticias.es/news/po..		91	6,690
https://www.google.com/ -> https://www.noticias.es/news/p..		5,280	1,250
https://www.noticias.es/news -> https://www.noticias.es/ne..		138	5,797
https://www.google.com/ -> https://www.noticias.es/news/p..		57	4,208

New Subscribers

Day of Event Time

Value

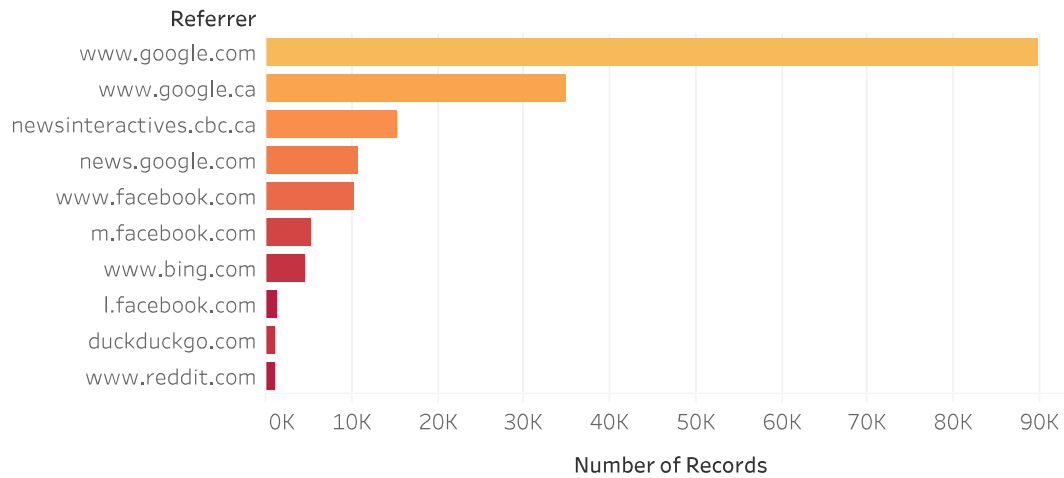| Day	Value
October 20, 2019	3
October 21, 2019	9
October 22, 2019	5
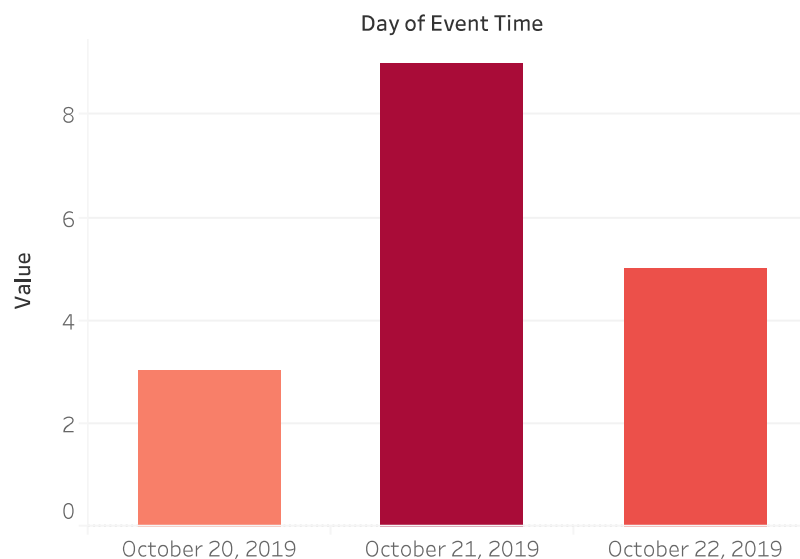
Newsletter Campaign

Recommendations: Engagement and Retention

Preferred Content for All Users

Content Area
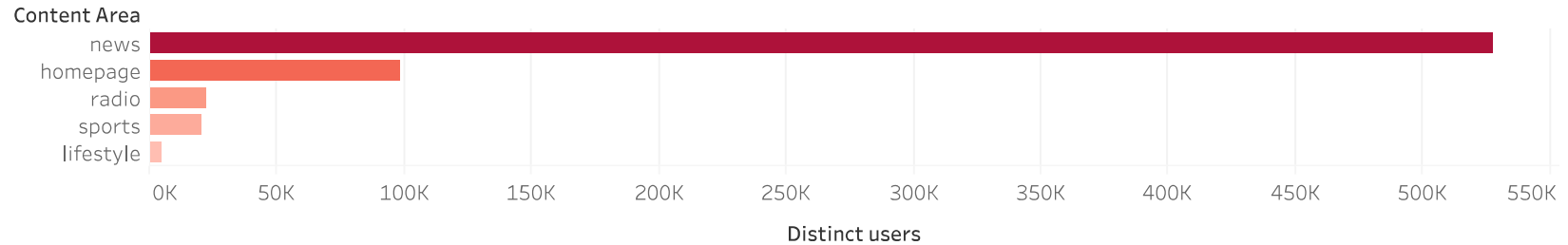
The best platforms to promote the website

Referrer

Preferred Content type