Volume of the Communities Trigger Emails

Key Performance Indicator	Last 7 Days		Last 30 Days		Last 60 Days		Cumulative
	Number	% Change	Number	% Change	Number	% Change	
MySears Emailable Database							
Emailable Active Members	2,740	2.93%	11,567	2.41%	22,862	(9.80%)	815,983
Welcome Email	2,739	2.93%	11,560	2.45%	22,844	(9.64%)	798,267
Promotion Email Size	2,740	2.93%	11,567	2.41%	22,862	(9.80%)	782,537
# of Discussion Post Email	198	(6.60%)	815	27.34%	1,455	(36.52%)	155,545
# of Answer Network Email	42	(19.23%)	194	41.61%	331	(25.28%)	27,078

Key Performance Indicator	Last 7 Days		Last 30 Days		Last 60 Days		Cumulative
	Number	% Change	Number	% Change	Number	% Change	
MyKmart Emailable Database							
Emailable Active Members	1,313	4.29%	5,481	(10.57%)	11,610	(27.46%)	317,962
Welcome Email Size	1,308	4.31%	5,453	(10.49%)	11,545	(27.26%)	305,251
Promotion Email Size	1,310	4.47%	5,457	(10.45%)	11,551	(27.26%)	296,339
# of Discussion Post Email	90	(52.63%)	711	(27.00%)	1,685	(29.08%)	65,080
# of Answer Network Email	12	(47.83%)	89	(19.82%)	200	(44.44%)	10,815