

# The CASE Competition Marketing (Copy 01)

Sent

Tue, Dec 05, 2017 8:00 am

The CASE Competition Marketing (copy 01)

Sent 12/5/17 8:00AM

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Overview

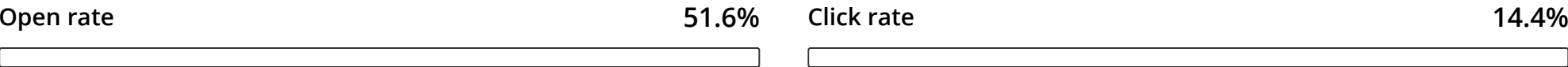
191 Recipients

List: The CASE Competition 2018

Delivered: Tue, Dec 05, 2017 8:00 am

Subject: The CASE Competition - Registration Now Open!

0 Orders	\$0.00 <u>Average order revenue</u>	\$0.00 <u>Total revenue</u>
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List average	50.7%	List average	13.0%
Industry average ()	0.0%	Industry average ()	0.0%










97 Opened	27 Clicked	3 Bounced	0 Unsubscribed
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Successful deliveries	<b>188</b>	98.4%	Clicks per unique opens	<b>27.8%</b>
Total opens		<b>824</b>	Total clicks	<b>18,600.0</b>
Last opened	12/12/17 6:50PM		Last clicked	12/12/17 9:26PM
Forwarded		<b>0</b>	Abuse reports	<b>0</b>

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### *Opens by location*

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Country	Opens	Percent
 USA	488	62.5%
 Hong Kong	259	33.2%
	18	2.3%
 China	5	0.6%
 Macau	5	0.6%
 Canada	2	0.3%
 Switzerland	2	0.3%
 Israel	1	0.1%
 Italy	1	0.1%



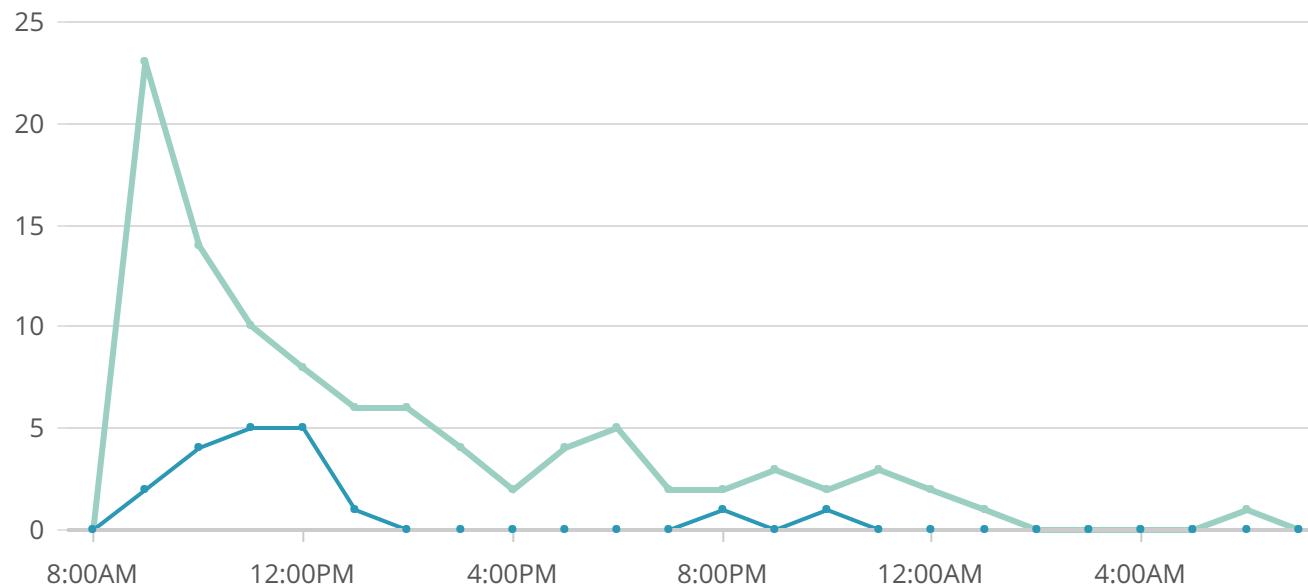
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### *Subscriber activity*

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### *24-hour performance*

Opens Clicks



### *Top links clicked*

[https://gallery.mailchimp.com/fe7b7b11462c48dfe1c90ac91/files/af1e08a5-deda-4d4d-93d9-413c56ac71e4/2018\\_CASE\\_Competition\\_Rules.pdf](https://gallery.mailchimp.com/fe7b7b11462c48dfe1c90ac91/files/af1e08a5-deda-4d4d-93d9-413c56ac71e4/2018_CASE_Competition_Rules.pdf) 147

<https://encompass.alum.mit.edu/s/1314/2015/club-class-main.aspx?sid=1314&gid=175&pgid=41170&cid=63115> 38

<a href="http://www.instagram.com/">http://www.instagram.com/</a>	1
<a href="http://www.facebook.com">http://www.facebook.com</a>	0
<a href="http://mailchimp.com">http://mailchimp.com</a>	0

### *Subscribers with most opens*

<a href="mailto:ael2165@gsb.columbia.edu">ael2165@gsb.columbia.edu</a>	69
<a href="mailto:venisac@ust.hk">venisac@ust.hk</a>	316
<a href="mailto:scottaw@mit.edu">scottaw@mit.edu</a>	49
<a href="mailto:msred2018@mit.edu">msred2018@mit.edu</a>	83
<a href="mailto:nzhou@gsd.harvard.edu">nzhou@gsd.harvard.edu</a>	33



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*Click performance*

URL	Total	Unique
<a href="https://gallery.mailchimp.com/fe7b7b11462c48dfe1c90ac91/files/af1e08a5-...">https://gallery.mailchimp.com/fe7b7b11462c48dfe1c90ac91/files/af1e08a5-...</a>	147 (79%)	27 (77%)
<a href="https://encompass.alum.mit.edu/s/1314/2015/club-class-main.aspx?sid=131...">https://encompass.alum.mit.edu/s/1314/2015/club-class-main.aspx?sid=131...</a>	38 (20%)	7 (20%)
<a href="http://www.instagram.com/">http://www.instagram.com/</a>	1 (1%)	1 (3%)
<a href="http://www.facebook.com">http://www.facebook.com</a>	0 (0%)	0 (0%)
<a href="http://mailchimp.com">http://mailchimp.com</a>	0 (0%)	0 (0%)
<a href="http://www.twitter.com/">http://www.twitter.com/</a>	0 (0%)	0 (0%)



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*Social stats*

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**No Facebook activity yet**

Learn [how to add a like button](#) to your next campaign.

**No geographic clicks have been registered yet**

**No campaign URL activity to report yet.**

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**Advanced reports****Email domain performance**

Domain	Email	Bounces	Opens	Clicks	Unsubs
gsb.columbia.edu	24 (13%)	0 (0%)	16 (67%)	3 (13%)	0 (0%)
nyu.edu	22 (12%)	1 (5%)	10 (48%)	1 (5%)	0 (0%)
mit.edu	21 (11%)	0 (0%)	18 (86%)	6 (29%)	0 (0%)
columbia.edu	19 (10%)	0 (0%)	7 (37%)	7 (37%)	0 (0%)
gmail.com	15 (8%)	0 (0%)	7 (47%)	2 (13%)	0 (0%)
Other	90 (47%)	2 (2%)	39 (44%)	8 (9%)	0 (0%)

