

## Campaign Results

Report Date 07/12/2019



**Send time:** 06/20/2019  
**Subject line:** Final Opportunities – Model Home for Sale  
**From:** BackCountry CO  
**User:** Strategus  
**Order Number:** 3375  
**Campaign Name:** SBC-407 June RDP

Sent	9,896
Opened %	19.43
Clicked %	3.04
HTML CTR %	15.65

### Key statistics for this campaign:

Sent	9,896		
Opened	1,923	Desktop 1,032	Mobile 891
Clicked	301	Click % 3.04	HTML CTR % 15.65
Bounce	22	Opt Outs	3
Retargeting			

Links	Quantity
<a href="https://www.backcountryco.com/?utm_source=Strategus&amp;utm_medium=DigitalDirectMail&amp;utm_campaign=NorthernSkyModelE">https://www.backcountryco.com/?utm_source=Strategus&amp;utm_medium=DigitalDirectMail&amp;utm_campaign=NorthernSkyModelE</a>	38
<a href="https://www.sheahomes.com/new-homes/colorado/denver-area/highlands-ranch/water-dance-at-backcountry/northern-sky-mo">https://www.sheahomes.com/new-homes/colorado/denver-area/highlands-ranch/water-dance-at-backcountry/northern-sky-mo</a>	34
<a href="https://www.sheahomes.com/new-homes/colorado/denver-area/highlands-ranch/water-dance-at-backcountry/northern-sky-mo">https://www.sheahomes.com/new-homes/colorado/denver-area/highlands-ranch/water-dance-at-backcountry/northern-sky-mo</a>	23
<a href="https://www.backcountryco.com/custom-builder/alante-custom-homes/?utm_source=Strategus&amp;utm_medium=DigitalDirectMai">https://www.backcountryco.com/custom-builder/alante-custom-homes/?utm_source=Strategus&amp;utm_medium=DigitalDirectMai</a>	19
<a href="https://www.backcountryco.com/custom-builder/auburn-custom-homes/?utm_source=Strategus&amp;utm_medium=DigitalDirectMa">https://www.backcountryco.com/custom-builder/auburn-custom-homes/?utm_source=Strategus&amp;utm_medium=DigitalDirectMa</a>	16
<a href="https://www.backcountryco.com/bc-builder/sheahomes/?utm_source=Strategus&amp;utm_medium=DigitalDirectMail&amp;utm_campa">https://www.backcountryco.com/bc-builder/sheahomes/?utm_source=Strategus&amp;utm_medium=DigitalDirectMail&amp;utm_campa</a>	16
<a href="https://www.backcountryco.com/custom-builder/fletemeyer-homes/?utm_source=Strategus&amp;utm_medium=DigitalDirectMail&amp;u">https://www.backcountryco.com/custom-builder/fletemeyer-homes/?utm_source=Strategus&amp;utm_medium=DigitalDirectMail&amp;u</a>	12
<a href="https://www.backcountryco.com/amenities/sundial-house/?utm_source=Strategus&amp;utm_medium=DigitalDirectMail&amp;utm_camp">https://www.backcountryco.com/amenities/sundial-house/?utm_source=Strategus&amp;utm_medium=DigitalDirectMail&amp;utm_camp</a>	9
<a href="https://www.sheahomes.com/new-homes/colorado/denver-area/highlands-ranch/shadow-walk-at-backcountry/?utm_source=St">https://www.sheahomes.com/new-homes/colorado/denver-area/highlands-ranch/shadow-walk-at-backcountry/?utm_source=St</a>	8
<a href="https://www.backcountryco.com/home-builders/custom-homes/?utm_source=Strategus&amp;utm_medium=DigitalDirectMail&amp;utm_">https://www.backcountryco.com/home-builders/custom-homes/?utm_source=Strategus&amp;utm_medium=DigitalDirectMail&amp;utm_</a>	8
<a href="https://www.sheahomes.com/new-homes/colorado/denver-area/highlands-ranch/water-dance-at-backcountry?utm_source=Str">https://www.sheahomes.com/new-homes/colorado/denver-area/highlands-ranch/water-dance-at-backcountry?utm_source=Str</a>	8
<a href="https://www.sheahomes.com/community/paintedsky/?utm_source=Strategus&amp;utm_medium=DigitalDirectMail&amp;utm_campaign=">https://www.sheahomes.com/community/paintedsky/?utm_source=Strategus&amp;utm_medium=DigitalDirectMail&amp;utm_campaign=</a>	8
<a href="https://www.sheahomes.com/new-homes/colorado/denver-area/highlands-ranch/shadow-walk-at-backcountry/?utm_source=St">https://www.sheahomes.com/new-homes/colorado/denver-area/highlands-ranch/shadow-walk-at-backcountry/?utm_source=St</a>	8
<a href="https://www.sheahomes.com/community/paintedsky/?utm_source=Strategus&amp;utm_medium=DigitalDirectMail&amp;utm_campaign=">https://www.sheahomes.com/community/paintedsky/?utm_source=Strategus&amp;utm_medium=DigitalDirectMail&amp;utm_campaign=</a>	8
<a href="https://www.sheahomes.com/new-homes/colorado/denver-area/highlands-ranch/water-dance-at-backcountry?utm_source=Str">https://www.sheahomes.com/new-homes/colorado/denver-area/highlands-ranch/water-dance-at-backcountry?utm_source=Str</a>	8
<a href="https://www.backcountryco.com/custom-builder/k2-construction-management/?utm_source=Strategus&amp;utm_medium=DigitalDi">https://www.backcountryco.com/custom-builder/k2-construction-management/?utm_source=Strategus&amp;utm_medium=DigitalDi</a>	8
<a href="https://www.backcountryco.com/custom-builder/ades-design-builders/?utm_source=Strategus&amp;utm_medium=DigitalDirectMail">https://www.backcountryco.com/custom-builder/ades-design-builders/?utm_source=Strategus&amp;utm_medium=DigitalDirectMail</a>	8
<a href="https://www.backcountryco.com/amenities/sundial-house/?utm_source=Strategus&amp;utm_medium=DigitalDirectMail&amp;utm_camp">https://www.backcountryco.com/amenities/sundial-house/?utm_source=Strategus&amp;utm_medium=DigitalDirectMail&amp;utm_camp</a>	7
<a href="https://www.backcountryco.com/amenities/?utm_source=Strategus&amp;utm_medium=DigitalDirectMail&amp;utm_campaign=Northern">https://www.backcountryco.com/amenities/?utm_source=Strategus&amp;utm_medium=DigitalDirectMail&amp;utm_campaign=Northern</a>	6
<a href="https://backcountryco.com/wordpress/wp-content/themes/backcountry/map/?utm_source=Strategus&amp;utm_medium=DigitalDir">https://backcountryco.com/wordpress/wp-content/themes/backcountry/map/?utm_source=Strategus&amp;utm_medium=DigitalDir</a>	4
<a href="https://www.backcountryco.com/amenities/sundial-house/?utm_source=Strategus&amp;utm_medium=DigitalDirectMail&amp;utm_camp">https://www.backcountryco.com/amenities/sundial-house/?utm_source=Strategus&amp;utm_medium=DigitalDirectMail&amp;utm_camp</a>	4
<a href="https://www.backcountryco.com/amenities/?utm_source=Strategus&amp;utm_medium=DigitalDirectMail&amp;utm_campaign=Northern">https://www.backcountryco.com/amenities/?utm_source=Strategus&amp;utm_medium=DigitalDirectMail&amp;utm_campaign=Northern</a>	4
<a href="https://www.backcountryco.com/custom-builder/terraccina-custom-homes/?utm_source=Strategus&amp;utm_medium=DigitalDirectM">https://www.backcountryco.com/custom-builder/terraccina-custom-homes/?utm_source=Strategus&amp;utm_medium=DigitalDirectM</a>	4
<a href="https://www.backcountryco.com/amenities/backcountry-wilderness-area/?utm_source=Strategus&amp;utm_medium=DigitalDirectM">https://www.backcountryco.com/amenities/backcountry-wilderness-area/?utm_source=Strategus&amp;utm_medium=DigitalDirectM</a>	4
<a href="https://www.backcountryco.com/amenities/?utm_source=Strategus&amp;utm_medium=DigitalDirectMail&amp;utm_campaign=Northern">https://www.backcountryco.com/amenities/?utm_source=Strategus&amp;utm_medium=DigitalDirectMail&amp;utm_campaign=Northern</a>	4
<a href="https://www.backcountryco.com/wp/wp-content/themes/backcountry/map/?utm_source=Strategus&amp;utm_medium=DigitalDirec">https://www.backcountryco.com/wp/wp-content/themes/backcountry/map/?utm_source=Strategus&amp;utm_medium=DigitalDirec</a>	4
<a href="https://www.backcountryco.com/custom-builder/ravello-design-group/?utm_source=Strategus&amp;utm_medium=DigitalDirectMail">https://www.backcountryco.com/custom-builder/ravello-design-group/?utm_source=Strategus&amp;utm_medium=DigitalDirectMail</a>	4
<a href="https://backcountryco.com/wordpress/wp-content/themes/backcountry/map/?utm_source=Strategus&amp;utm_medium=DigitalDir">https://backcountryco.com/wordpress/wp-content/themes/backcountry/map/?utm_source=Strategus&amp;utm_medium=DigitalDir</a>	4
<a href="https://www.sheahomes.com/privacy">https://www.sheahomes.com/privacy</a>	2
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<a href="https://www.facebook.com/BackCountryCO/?utm_source=Strategus&amp;utm_medium=DigitalDirectMail&amp;utm_campaign=Northern">https://www.facebook.com/BackCountryCO/?utm_source=Strategus&amp;utm_medium=DigitalDirectMail&amp;utm_campaign=Northern</a>	2
<a href="https://www.backcountryco.com/?utm_source=Strategus&amp;utm_medium=DigitalDirectMail&amp;utm_campaign=NorthernSkyModelE">https://www.backcountryco.com/?utm_source=Strategus&amp;utm_medium=DigitalDirectMail&amp;utm_campaign=NorthernSkyModelE</a>	2
<a href="https://www.backcountryco.com/blog/?utm_source=Strategus&amp;utm_medium=DigitalDirectMail&amp;utm_campaign=NorthernSkyMc">https://www.backcountryco.com/blog/?utm_source=Strategus&amp;utm_medium=DigitalDirectMail&amp;utm_campaign=NorthernSkyMc</a>	2
<a href="https://www.youtube.com/user/BackCountryCO80129?utm_source=Strategus&amp;utm_medium=DigitalDirectMail&amp;utm_campaign=">https://www.youtube.com/user/BackCountryCO80129?utm_source=Strategus&amp;utm_medium=DigitalDirectMail&amp;utm_campaign=</a>	1
<a href="https://www.instagram.com/backcountryco/?utm_source=Strategus&amp;utm_medium=DigitalDirectMail&amp;utm_campaign=Northern">https://www.instagram.com/backcountryco/?utm_source=Strategus&amp;utm_medium=DigitalDirectMail&amp;utm_campaign=Northern</a>	1
<a href="https://www.pinterest.com/backcountryco/?utm_source=Strategus&amp;utm_medium=DigitalDirectMail&amp;utm_campaign=NorthernS">https://www.pinterest.com/backcountryco/?utm_source=Strategus&amp;utm_medium=DigitalDirectMail&amp;utm_campaign=NorthernS</a>	1

## Creative Design

