

Testimonial Email Test | Combo 2

Sent

Wed, Feb 14, 2024 8:28 am

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Sent 2/14/24 8:28AM

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Overview

2,714 Recipients

Audience: VTS Main List

Delivered: Wed, Feb 14, 2024 8:28 AM

Subject: Building on your success with Veterans
Transition Support

| | | | |
|-----------------|---------------|---------------|-------------------|
| 1,365 Opened | 21 Clicked | 13 Bounced | 6 Unsubscribed |
|-----------------|---------------|---------------|-------------------|

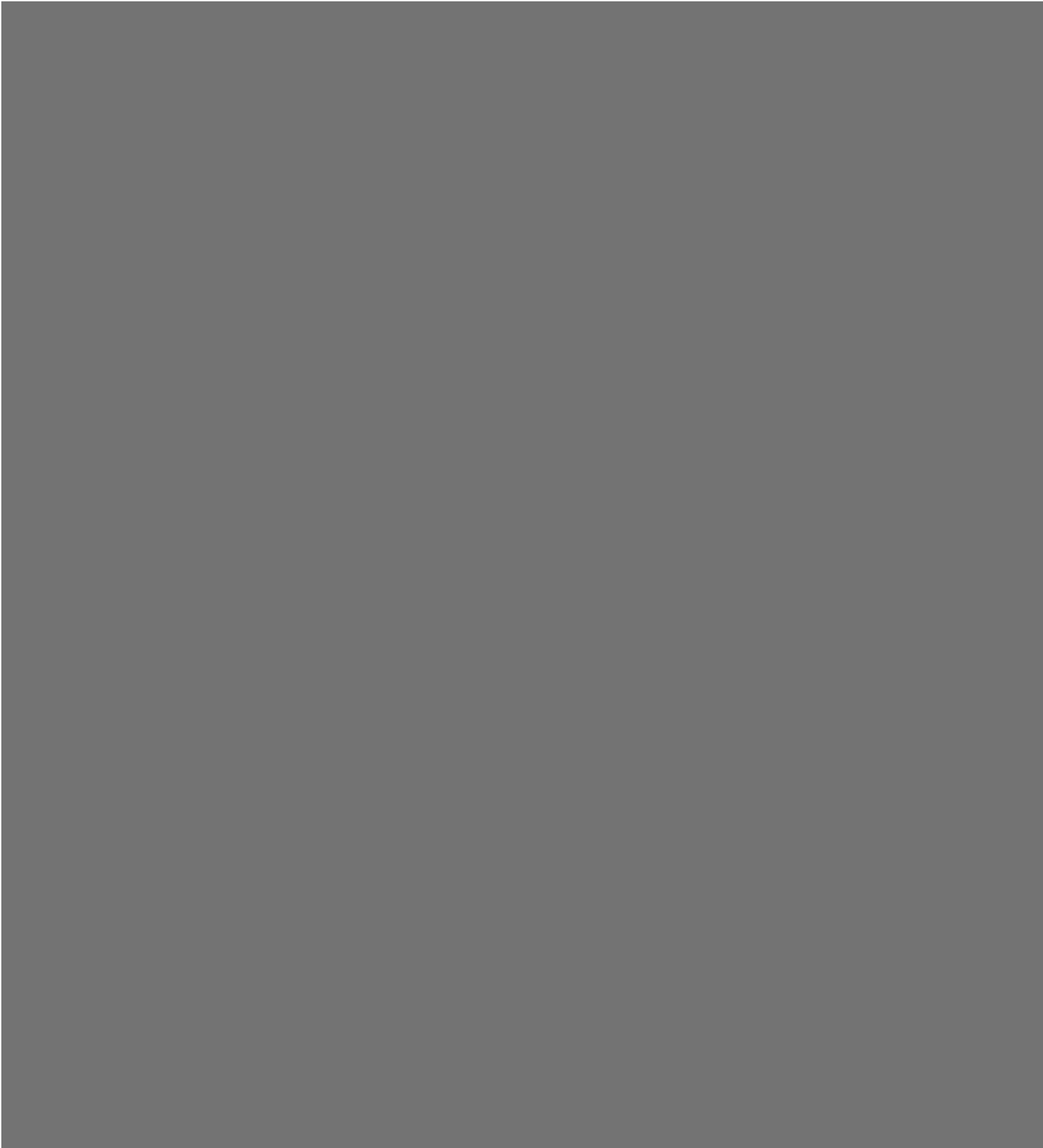
| | | | | |
|-----------------------|---------------|-------|-------------------------|----------------|
| Successful deliveries | 2,701 | 99.5% | Clicks per unique opens | 1.5% |
| Total opens | 1,988 | | Total clicks | 27 |
| Last opened | 3/4/24 4:06AM | | Last clicked | 2/19/24 3:44AM |
| Forwarded | 0 | | Abuse reports | 0 |

| | | |
|-------------|---------------------------------|-------------------------|
| 0 Orders | \$0.00 Average order revenue | \$0.00 Total revenue |
|-------------|---------------------------------|-------------------------|



Audience average **36.3%**
Industry average (Education and Training)
17.9%











Audience average **1.6%**
Industry average (Education and Training)
1.5%



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Opens by location

| Country | Opens | Percent |
|---|-------|---------|
|  USA | 1,041 | 89.0% |
|  Sweden | 107 | 9.1% |
|  | 5 | 0.4% |
|  Ukraine | 4 | 0.3% |
|  Germany | 3 | 0.3% |
|  France | 3 | 0.3% |
|  Canada | 2 | 0.2% |
|  Czech Republic | 2 | 0.2% |
|  Spain | 1 | 0.1% |
|  Italy | 1 | 0.1% |

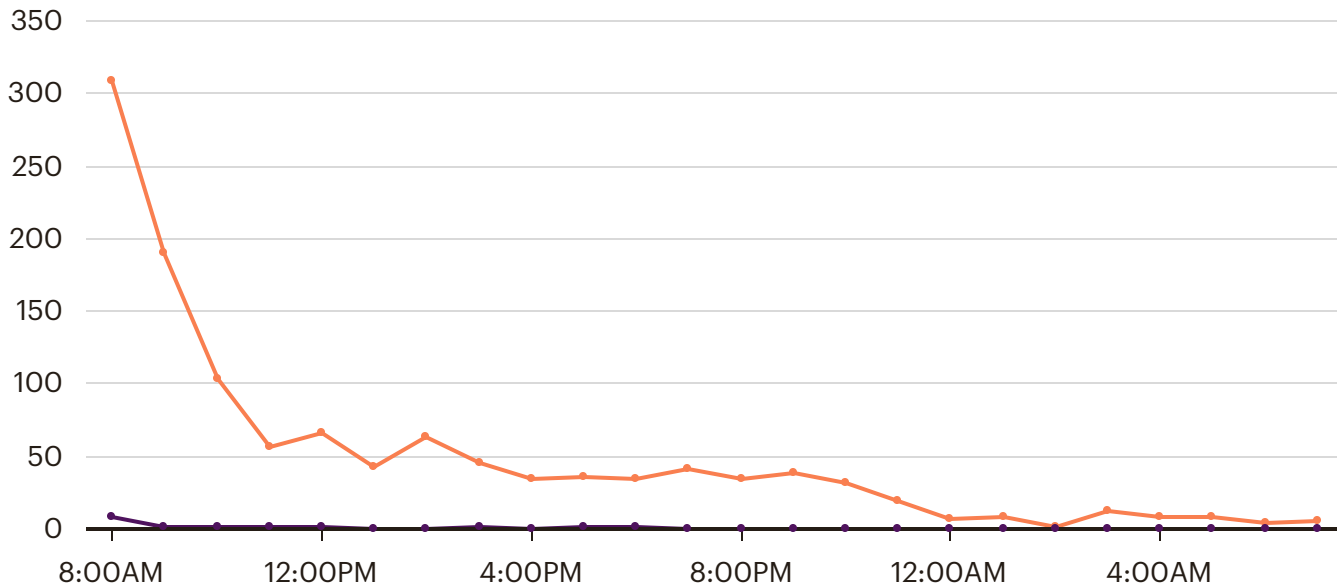
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Subscriber activity

24-hour performance

Opens Clicks



Top links clicked

| | |
|---|---|
| https://www.paypal.com/donate/?hosted_button_id=D5SLLNFPV94ZY | 8 |
| https://www.facebook.com/veteranstransitionsupport | 6 |
| https://www.veteranstransitionsupport.org/ | 5 |
| https://www.eventbrite.com/o/veterans-transition-support-7544018039 | 4 |
| https://www.linkedin.com/company/veterans-transition-support/?viewAsMem= | 4 |

[View more](#)

| | |
|------------------------------|---|
| valhernandez1007@gmail.com | 7 |
| darriancanady@yahoo.com | 6 |
| davidhernandez0369@gmail.com | 8 |
| jesus.lozacruz@gmail.com | 6 |
| renteriagracie111@gmail.com | 8 |

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Content Optimizer

6

out of 9

Best practices met

Skimmability

0 out of 3

Text & Visuals

1 out of 1

Links & CTAs

3 out of 3

Typography

2 out of 2

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Click performance

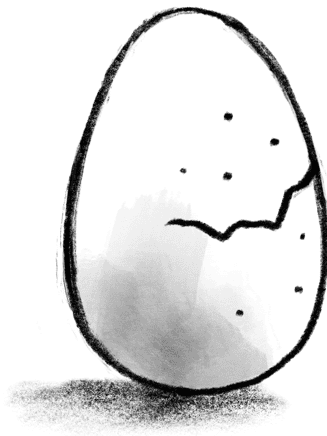
| URL | Total | Unique |
|---|-----------|-----------|
| https://www.paypal.com/donate/?hosted_button_id=D... | 8 (29.6%) | 7 (30.4%) |
| https://www.facebook.com/veteranstransitionsupport | 6 (22.2%) | 5 (21.7%) |
| https://www.veteranstransitionsupport.org/ | 5 (18.5%) | 5 (21.7%) |
| https://www.eventbrite.com/o/veterans-transition-sup... | 4 (14.8%) | 3 (13.0%) |
| https://www.linkedin.com/company/veterans-transitio... | 4 (14.8%) | 3 (13.0%) |
| https://twitter.com/supportavet | 0 (0.0%) | 0 (0.0%) |
| https://www.instagram.com/veteranstransitionsupport/ | 0 (0.0%) | 0 (0.0%) |
| https://www.youtube.com/channel/UC9_dpSRs9FMZy... | 0 (0.0%) | 0 (0.0%) |

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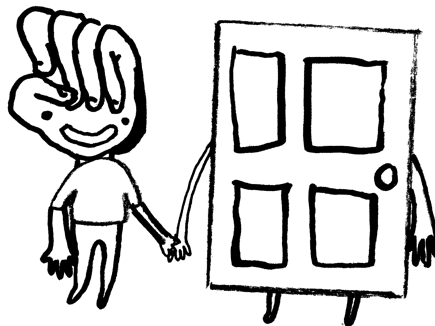
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Social stats

EepUrl activity - 8 clicks



No geographic clicks have been registered yet



No EepUrl activity to report yet.

Email Domain Performance

| Domain | Email | Bounces | Opens | Clicks | Unsubs |
|-------------|------------|---------|-----------|---------|--------|
| gmail.com | 1789 (66%) | 5 (0%) | 951 (53%) | 11 (1%) | 3 (0%) |
| yahoo.com | 426 (16%) | 1 (0%) | 247 (58%) | 5 (1%) | 1 (0%) |
| hotmail.com | 124 (5%) | 0 (0%) | 53 (43%) | 2 (2%) | 0 (0%) |
| icloud.com | 74 (3%) | 3 (4%) | 13 (18%) | 0 (0%) | 0 (0%) |
| outlook.com | 63 (2%) | 0 (0%) | 29 (46%) | 0 (0%) | 1 (2%) |
| Other | 238 (9%) | 4 (2%) | 72 (31%) | 3 (1%) | 1 (0%) |



