

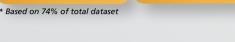




Average Confirmed Open Rate







Dynamic content





Sector of industry (top 10)



Click Through Rate (CTR)

Average Click Through Rate







Dynamic content



* Based on 40% of total dataset



Sector of industry (top 10)

Energy & Natural Resources		14,3%
Charity		12,9%
Government	ď	12,2%
Not for profit	10,1%	
Banking & Insurance	9,7%	
Automotive	9,6%	
Transportation & Logisti	cs 9,1%	
Telecom	9,1%	
Healthcare	8,8%	

Click to Open Rate (CTO)

Average Click to Open Rate







Dynamic content

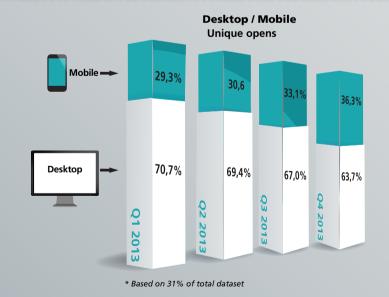


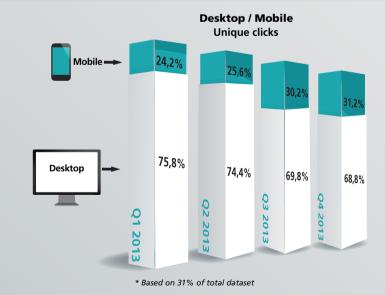
* Based on 40% of total dataset



Sector of industry (top 10)

Government	26,9%	
Energy & Natural Resources	26,4%	
Charity	26,0%	
Industry & Producers	23,6%	
Media & Publishing	23,4%	
Education	23,0%	
Automotive	22,6%	
Not for profit	22,1%	
Healthcare	21,5%	
Telecom	21,4%	





Day of week (Top 3 most sent)







Education

10:00h



Time of day



