

Confirmed Open Rate (COR)

Average Confirmed Open Rate



* Based on 74% of total dataset

Click Through Rate (CTR)

Average Click Through Rate



* Based on 74% of total dataset

Click to Open Rate (CTO)

Average Click to Open Rate



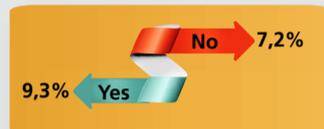
* Based on 74% of total dataset

Dynamic content



* Based on 40% of total dataset

Dynamic content



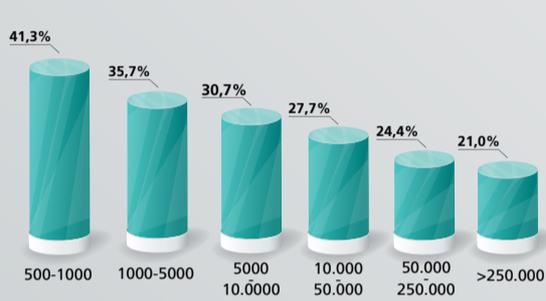
* Based on 40% of total dataset

Dynamic content

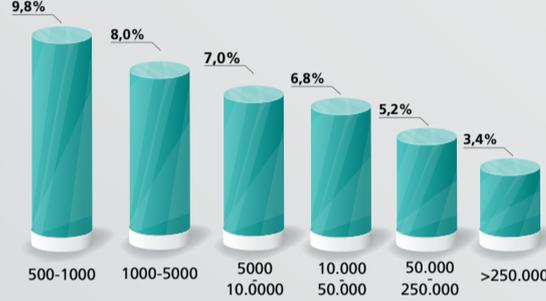


* Based on 40% of total dataset

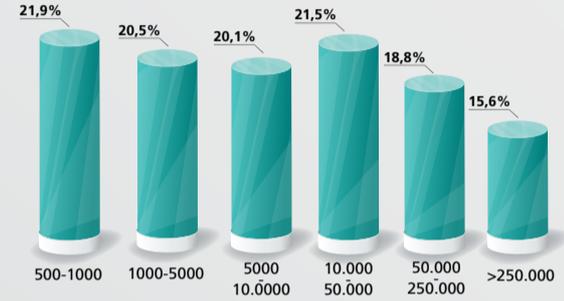
List size



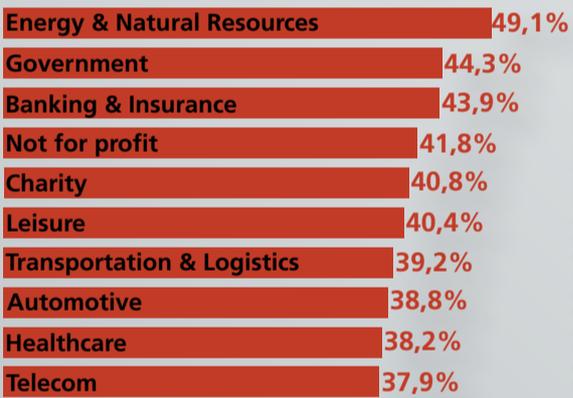
List size



List size



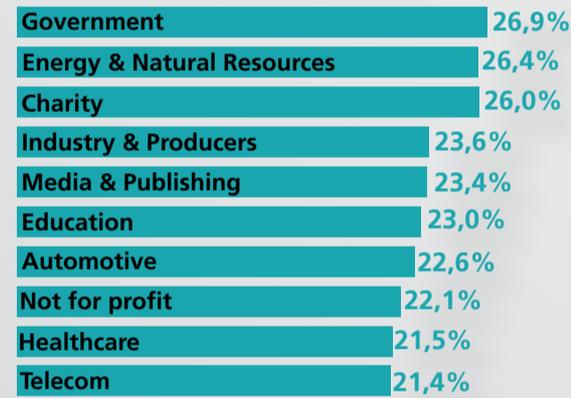
Sector of industry (top 10)



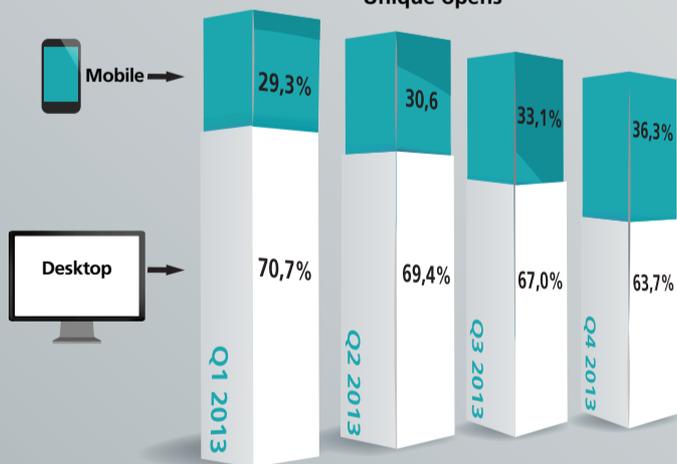
Sector of industry (top 10)



Sector of industry (top 10)

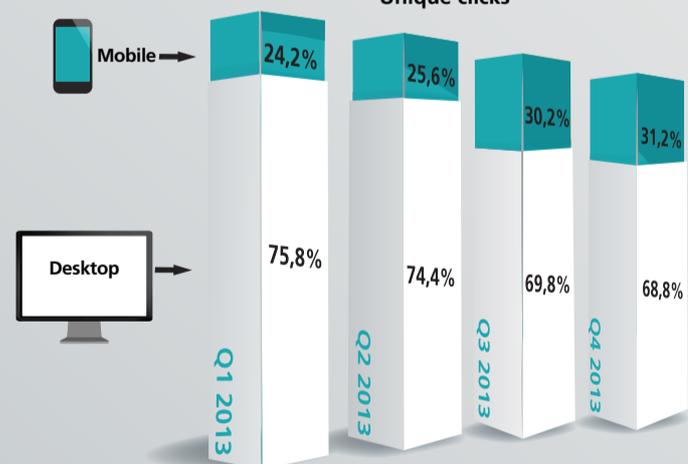


Desktop / Mobile Unique opens



* Based on 31% of total dataset

Desktop / Mobile Unique clicks



* Based on 31% of total dataset

Day of week (Top 3 most sent)



Time of day (Top 3 most sent)

