

View Tracking - Email Results

Current as of 4/4/2002 12:14:49 PM

Email Information

Name: Impact Golf Marketing Monthly Newsletter

Subject: Save big \$\$\$

Date Sent: 4/4/2002 8:59 AM

List(s): Customers

View results for one or multiple lists.

Delivery Information

Delivery Summary

	#	%
Emails Sent:	20000	
Undeliverable:	300	4.5%
Emails Delivered:	19100	98.5%
Unsubscribes:	78	.4%
Emails Opened:	10250	51.2%
Unique Click-Throughs:	1200	6.0%

Forward to a Friend

	#
Email Forwarders:	165
New Recipients:	190
New Subscribers:	114

View list of loyal customers that forwarded your email.

Instantly access key marketing statistics such as emails sent, undeliverable, unsubscribed, emails opened, and click-throughs.

View your new subscribers!

Links

	#	%	Net CTR
www.marketinggolf.com/services.html	100	56%	12.29%
www.marketinggolf.com/index.html	25	14%	3.07%
www.marketinggolf.com/marketing.html	15	8%	1.84%
www.marketinggolf.com/interactive.html	20	11%	2.46%
www.marketinggolf.com/teemailer.html	18	10%	2.21%

Totals

178

Click on the URL to review link description.

Determine effectiveness of your marketing content with link-specific data.

Status Type Email

1			john@exac
2			chris@exa
3			ctobar@ex
4			curt@exac
5			de@exac

Click on any highlighted numbers to reveal the subscriber list for that measurement. Lists can be downloaded for additional analysis or used to create new responder mailing lists.