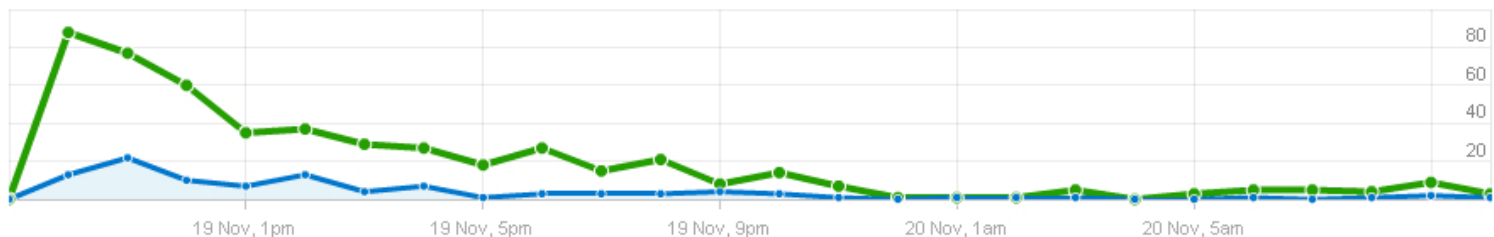


# Q4Promo\_Winter Rescue1109

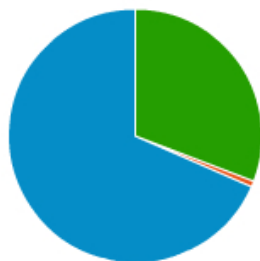
Sent Nov 19, 2009 at 10:06AM

Sent to 1,416 unique subscribers across 3 lists

● Opens and ● Link Clicks for first day



## Campaign Overview



**436** Unique opens

640 total opens to date

**11** Bounced

0.78% couldn't be delivered

**969** Unopened

Open rates are only estimates

**31.03%** of all recipients opened so far

**20.41%** clicked a link (89 people)

**1.07%** unsubscribed (15 people)

**2** people marked it as spam (0.14%)

## Links Clicked

**89**

**people clicked**

Giving you a **20.41%** click rate.

**129**

**total clicks**

Made by 89 people

**1.45**

**clicks per person**

Average of all those who clicked.

**347**

**didn't click**

That's **79.59%** of all those who opened.

Link (URL)	Unique	Total
<a href="http://tinyurl.com/yicyk42c">tinyurl.com/yicyk42c</a>	65	91
<a href="#">/srl/la...m/&amp;WT.mc_id=empromo&amp;WT.mc_ev=EmailOpen</a>	18	23
<a href="#">Link to web-based version of this email</a>	11	11
<a href="#">/srl/la...om&amp;WT.mc_id=empromo&amp;WT.mc_ev=EmailOpen</a>	2	4