

Reporting Dashboard i

Client

Email ID

Subject

Date

Year

Topic

Industry

Purpose

Email in Report

Email ID	Client	Client Industry	Title	Subject	Topic	Purpose	Send Date (CT)
49824061		Hospitality	2025 New Hires 30-Day Series ONGOING Version D: List 22 (6/5/25)	Enroll in your benefits today!	New Hire	Event-Oriented/Deadline Driven	Jun 5, 2025, 9:00AM
49824058		Hospitality	2025 New Hires 30-Day Series ONGOING Version E: List 22 (6/12/25)	Time is running out – enroll today!	New Hire	Event-Oriented/Deadline Driven	Jun 12, 2025, 9:00AM
49824051		Hospitality	2025 New Hires 30-Day Series ONGOING Version F: List 22 (6/12/25)	Time is running out – enroll today!	New Hire	Event-Oriented/Deadline Driven	Jun 12, 2025, 9:00AM
49810134		Computer Hardware	Series 4 New Hire HIEs -Non Union (4v.) -Class of 5/30- (06/18/25)- v2	Don't forget to enroll in your benefits!	New Hire	Event-Oriented/Deadline Driven	Jun 18, 2025, 5:00AM
49810131		Computer Hardware	Series 4 New Hire HIEs -Non Union (4v.) -Class of 5/30- (7/09/25)- v3	Important: Don't skip these benefits steps!	New Hire	Event-Oriented/Deadline Driven	Jul 9, 2025, 5:00AM

Key Data Points

█ Recipients	75,883,786	█ Unique Opens	28,053,931	0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%	Open Rate 36.97%
█ Unique Opens	28,053,931	█ Total Opens	54,854,724	0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%	Click to Open Rate 21.23%
█ Total Opens	54,854,724	█ Unique Clicks	5,955,513	0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%	Click to Open Rate 21.23%
█ Unique Clicks	5,955,513	█ Total Clicks	12,770,068	0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%	Open Rate 35.11%
█ Total Clicks	12,770,068	█ Bounces	711,741	0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%	Click to Open Rate 30.92%
█ Bounces	711,741	█ Shares	490	0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%	Click to Open Rate 30.92%
█ Shares	490	█ Web Views	238,314	0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%	Click to Open Rate 30.92%

Link Activity

Email ID	link	Unique	Total	Click to Open Rate
49729982		4	16	2.14%
49729982		7	12	3.74%
49729982		3	6	1.6%
49729982		4	6	2.14%
49729982		3	6	1.6%
49729982		1	3	0.53%
49729982		2	3	1.07%
49729982		1	3	0.53%
49729982		1	2	0.53%