

Client

Email ID

Subject

Date

Year

Topic

Industry

Purpose

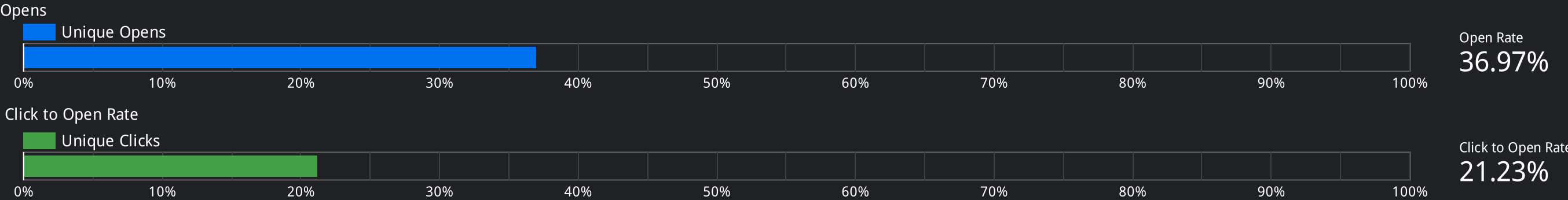
Email in Report

| 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 |

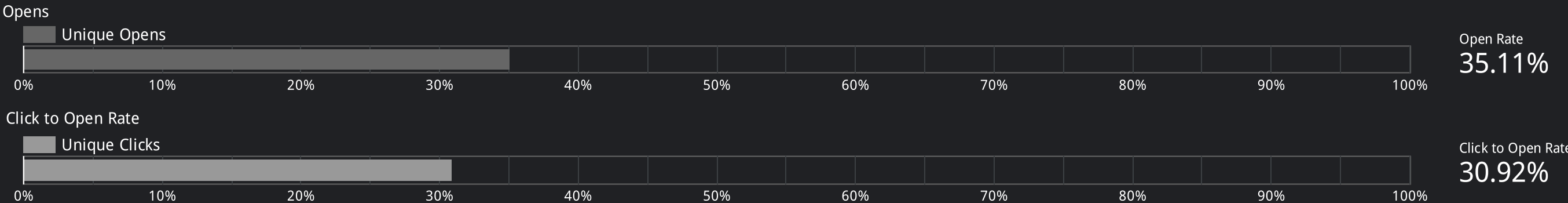
Key Data Points

| | |
|---------------|------------|
| Recipients | 75,883,786 |
| Unique Opens | 28,053,931 |
| Total Opens | 54,854,724 |
| Unique Clicks | 5,955,513 |
| Total Clicks | 12,770,068 |
| Bounces | 711,741 |
| Shares | 490 |
| Web Views | 238,314 |

Performance



Performance Benchmark (2024 data)



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% |
| 49729982 | | | | |