

## Campaign Snapshot

### Performance Metrics for this Campaign

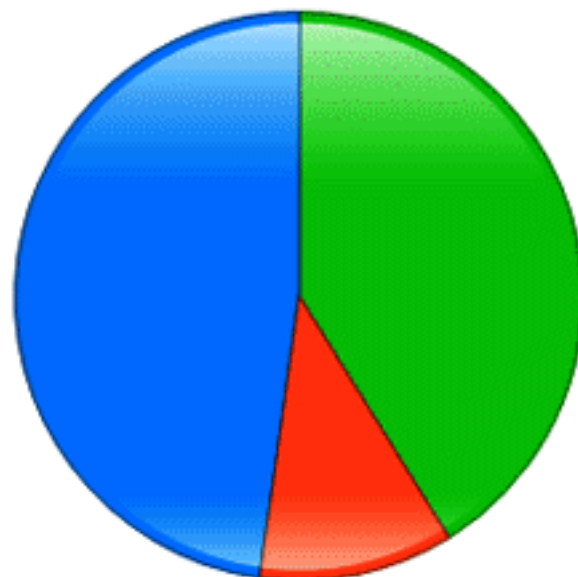
<b>Subject</b>	June 2006 Newsletter
<b>Sent to</b>	362 recipients on 30 Jun 2006 at 3:30 PM
<b>Format</b>	HTML and Text
<b><a href="#">Total HTML Opened</a></b>	238
<b><a href="#">Unique HTML Opened</a></b>	149 (46.27%)
<b><a href="#">HTML Clicks</a></b>	27 (18.12%) recipients clicked 29 links
<b><a href="#">Unsubscribed</a></b>	4 (1.24%)
<b><a href="#">Spam Complaints</a></b>	1 (0.31% - <a href="#">what are these</a> )
<b><a href="#">Bounced</a></b>	40 (11.05%)
<b>Delivered</b>	322 (88.95%)

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## Campaign Averages (% of delivered)



149  Opened | 40  Bounced | 173  Unopened

## Reports Available



### [Recipient Activity](#)

See which recipients opened, did not open, clicked links and unsubscribed from this campaign.



### [HTML Link Activity](#)

Find out how popular each link in your campaign was and who clicked each link.



### [HTML Opens Over Time](#)

Track the open activity over time for the entire campaign down to each minute.



### [Unsubscribes Over Time](#)

Track the number of recipients who unsubscribed from this campaign over time.



### [Recipient Bounce Activity](#)

See which subscribers did not receive this campaign and why.



### [Bounces Over Time Report](#)

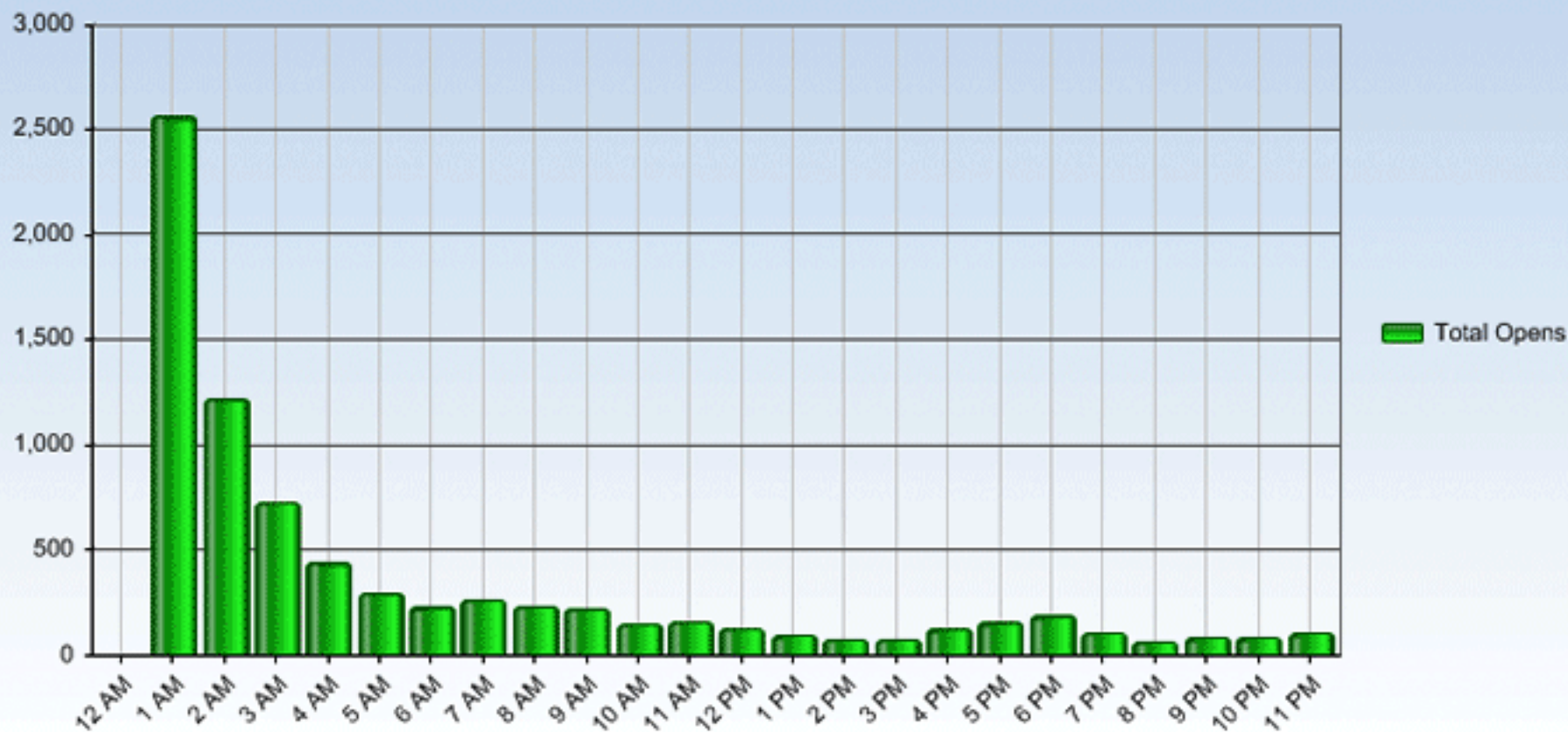
Track the bounce activity over time for the entire campaign down to each minute.

# Opens Over Time Report

The Opens Over Time report highlights the open activity for this campaign. You can customise the range of this report by **clicking on the graph** or using the form below. To return to the results for the entire campaign, press the 'Show Entire Campaign' button.

Start Jul 12 2006 End Jul 12 2006 GO Show All

## Opens By Hours from 12 Jul 2006 at 12:00 AM to 12 Jul 2006 at 11:59 PM





## Link Activity Report

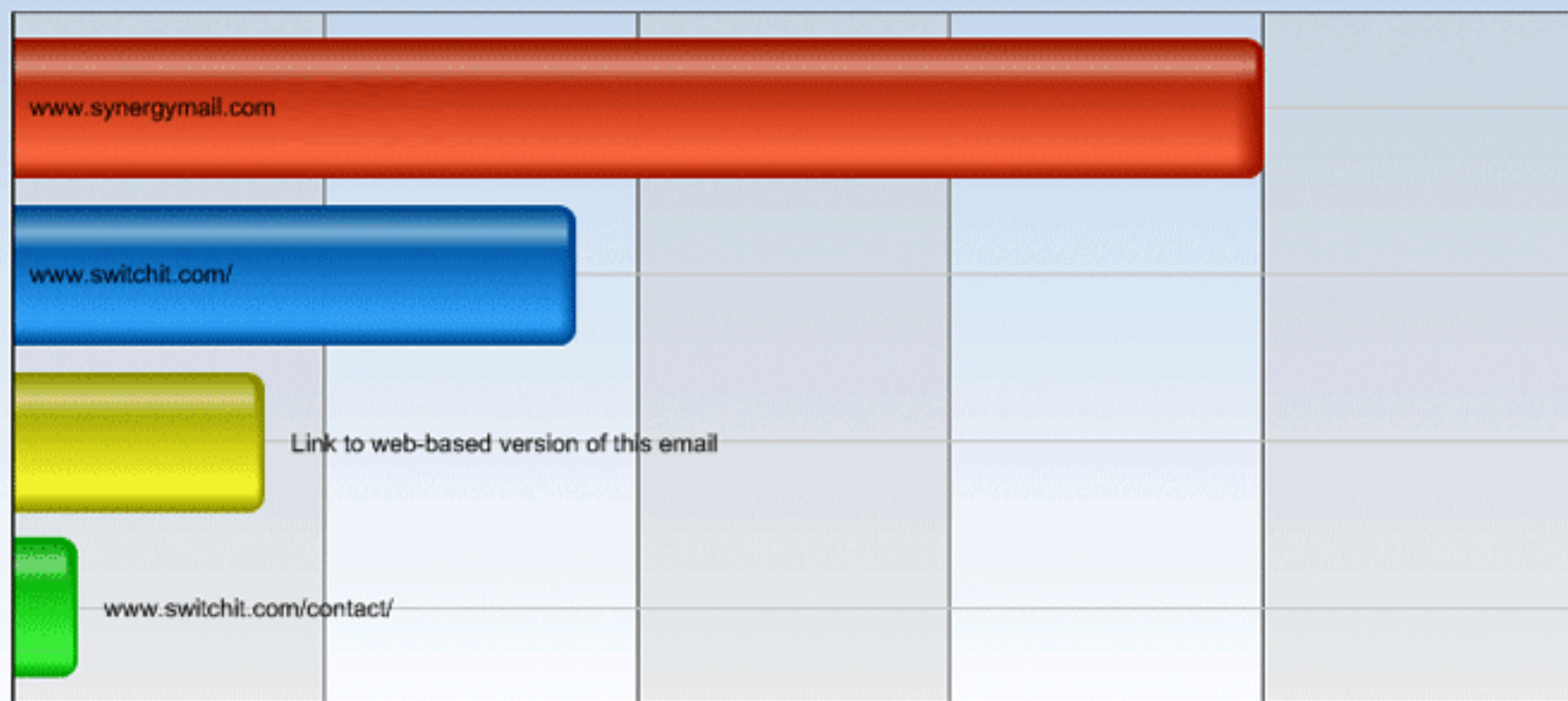
June 2006 Newsletter

Sent on 30 Jun 2006 at 3:30 PM

The Link Activity Report shows the popularity of each link (URL) in your campaign. You can also view the link activity for a specific date range by changing the start and end date in the form below. To see the recipients who clicked each link, click on the graph or select from the list at the bottom of this report.

Start     End

### Links By Days from 30 Jun 2006 at 3:30 PM to 4 Jul 2006 at 11:58 AM



Go back: [Campaign Snapshot](#) > Link Activity Report



## Link Activity Report

June 2006 Newsletter

Sent on 30 Jun 2006 at 3:30 PM

Go back: [Campaign Snapshot](#) > Forward to a Friend Activity Report



## Forward to a Friend Activity Report

July Tips and Updates

Sent on 12/07/2006 at 1:31 AM

The Forward to a Friend Activity report outlines which recipients used the 'Forward to a Friend' feature to forward this campaign to their friends. To find out who they forwarded the email to, click the 'Who did they forward to?' link.

Email Address	Name	Forwards
<a href="#">nick@switchit.com</a>	Nick Craig	1 ( <a href="#">who to</a> )
<a href="#">kim@switchit.com</a>	Kim Little	1 ( <a href="#">who to</a> )
<a href="#">benjamin@switchit.com</a>	Benjamin Stanton	1 ( <a href="#">who to</a> )
<a href="#">david@switchit.com</a>	David Rhodes	1 ( <a href="#">who to</a> )
<a href="#">natalie@switchit.com</a>	Natalie Szpiro	1 ( <a href="#">who to</a> )
<a href="#">donna@switchit.com</a>	donna	4 ( <a href="#">who to</a> )
<a href="#">robert@switchit.com</a>	Robert Cordes	3 ( <a href="#">who to</a> )
<a href="#">ralph@switchit.com</a>	Ralph Budelman	5 ( <a href="#">who to</a> )
<a href="#">mark@switchit.com</a>	Mark Tillison	1 ( <a href="#">who to</a> )
<a href="#">pieter@switchit.com</a>	Pieter-Jan Pruuost	2 ( <a href="#">who to</a> )
<a href="#">louise@switchit.com</a>	Louise Arnold	1 ( <a href="#">who to</a> )
<b>Total forwards</b>		<b>54</b>



[www.switchit.com/contact/](http://www.switchit.com/contact/)



# Bounces Over Time Report

July Tips and Updates

Sent on 12 Jul 2006 at 1:31 AM

The Bounces Over Time report highlights the bounce activity for this campaign. You can customise the range of this report by **clicking on the graph** or using the form below. To return to the results for the entire campaign, press the 'Show Entire Campaign' button.

← → Start Jul 12 2006 [Calendar Icon] End Jul 12 2006 [Calendar Icon] GO Show All

**Bounces By Hours** from 12 Jul 2006 at 12:00 AM to 12 Jul 2006 at 11:59 PM

