

SAMPLE: Email Marketing Report

Company: Your Company

Provided by:

KBH Web Marketing

✓ Email Statistics

Your email statistics provide an overall summary of the results of your recent email marketing campaign(s).

CAMPAIGN	Xmas Sale	New Year's	New Product	Webinar
DATE	01/01/2009	01/01/2009	01/01/2009	01/01/2009
SENT	1000	1250	1500	2000
BOUNCES	6.10% (23)	27.10% (174)	4.30% (6)	7.30% (16)
SPAM	0	0	0	0
OPT-OUTS	0.80% (3)	0.30% (2)	3.50% (5)	0.90% (2)
OPENS	80.50% (805)	90.08% (1126)	93.00% (1395)	89.25% (1785)
CLICKS*	37.39% (301)	41.30% (465)	64.37% (898)	50.53% (902)
FORWARDS	0	1	0	0

*This percentage equals the number of clicks based on the number of opens.

✓ Statistics Key

Campaign: The specific email campaign.

Date: The date the email was sent.

Sent: The number of email addresses your email was sent to.

Bounces: The number of email addresses that rejected the email.

Spam: The number of spam reports created by recipients.

Opt-Outs: The number of recipients who opted not to receive emails from you.

Opens: The number of times recipients opened your email.

Clicks: The number of times recipients clicked through to your website.

Forwards: The number of times recipients forwarded your email to someone else.

✓ Average Statistics

Your average statistics represent the results you can expect for similar, future email campaigns.

✓ Bounce Statistics

Your bounce statistics help provide an explanation as to why some recipients did not receive your email campaigns.

✓ Click Through Demographics

Your click through demographics provide a list of every recipient who clicked through to your website, thereby showing interest in your product/service. This report is provided so you may follow up with these individuals.