

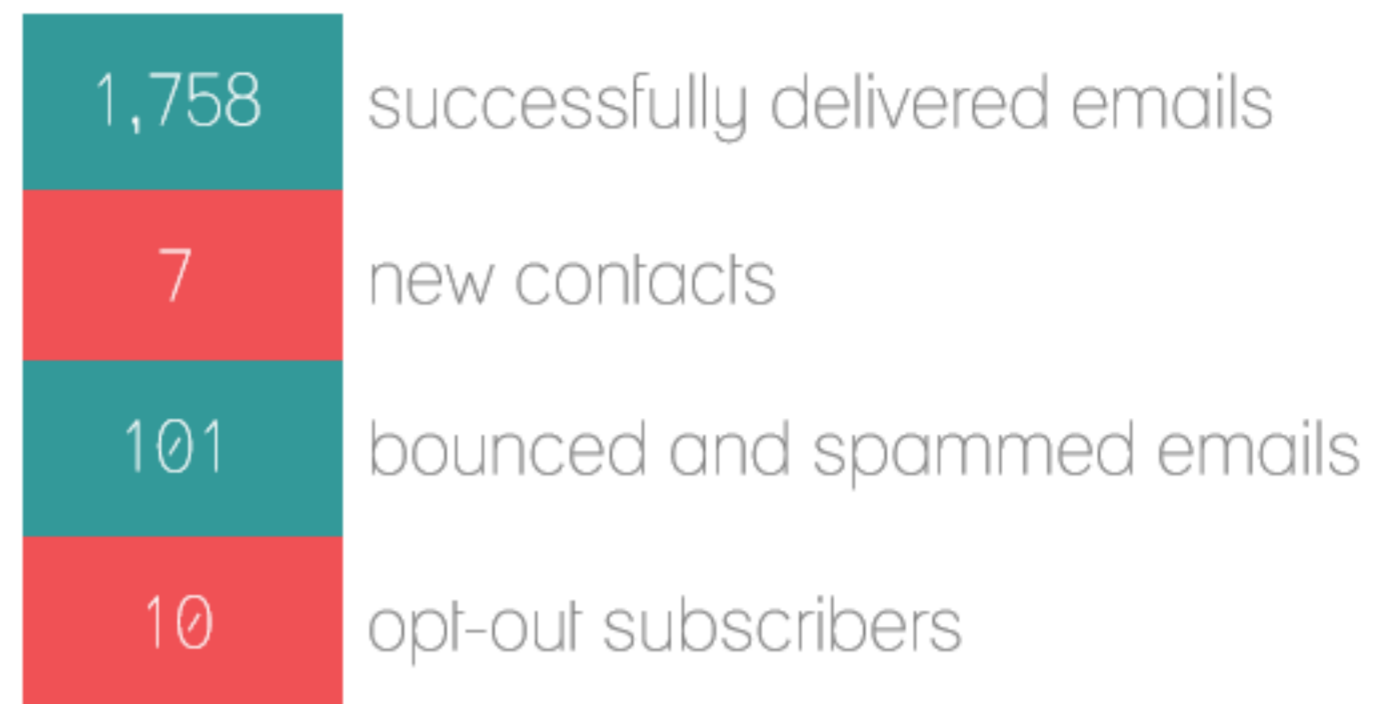


Campaign Week 26

YOUR DATA REPORT

REACH

Reach
95%
of your subscribers received your email in their inbox



ENGAGEMENT

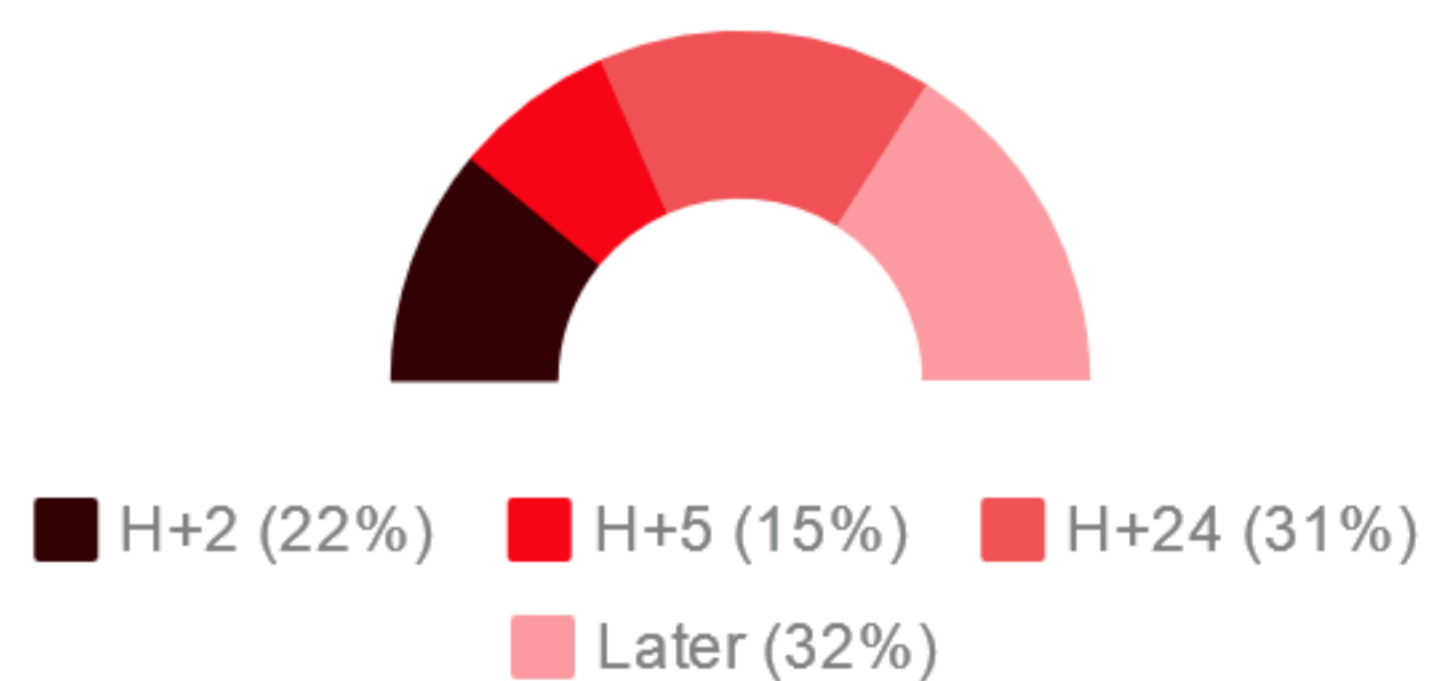
Open rate
36.7%
of your recipients opened your email



Geographic outreach

- Top 5 locations:
1. USA (40%)
 2. Netherlands (28%)
 3. Thailand (5%)
 4. France (4%)
 5. Singapore (4%)

Timeline of engagement



EFFICIENCY

Click rate
7.7%
of your recipients clicked on at least one link



Behavior

- Top content:
1. Rural economy (30%)
 2. Career (20%)
 3. Grid integration (18%)
 4. Peer to peer (16%)
 5. Operations (15%)

Campaign's details

List: AP
Subject: Campaign June 2015
Campaign sent on Tue, June 26, 2015 01:30 pm
Data extracted on Thur, June 28, 2015 01:32 pm