

Nadala Lupita Books_ang

Sent
12/22/11 12:20PM

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Overview

Recipients

508

Sent To List

lupitabooks nadala

From

Lupita Books

Reply-to-Email

mia@lupitabooks.com

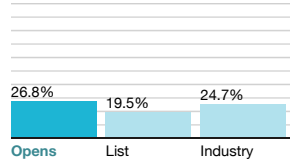
Subject

Merry Christmas from Lupitabooks

Delivery Date & Time

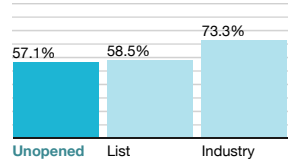
12/22/11 12:20PM

Opens



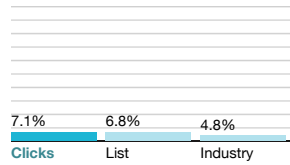
Opens
106

Unopened



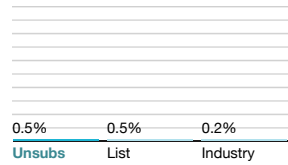
Unopened
290

Clicks



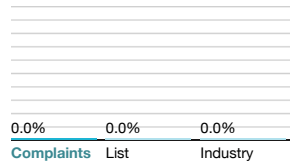
Clicks
28

Unsubscribers



Unsubscribers
2

Complaints



Complaints
0

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Overview (continued)

<u>Bounced</u> 112 (22.0%)	<u>Emails (Forwarded)</u> 0	<u>Total Times Opened</u> 203
<u>Total Clicks</u> 43	<u>Views On Twitter</u> 0	<u>Tweets</u> 0
<u>Views On Facebook</u> 0	<u>Likes On Facebook</u> 0	<u>Forward Opens</u> 0
<u>Clicks Per Unique Open</u> 26.4%	<u>Successful Deliveries</u> 396 (78.0%)	

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Opens by location

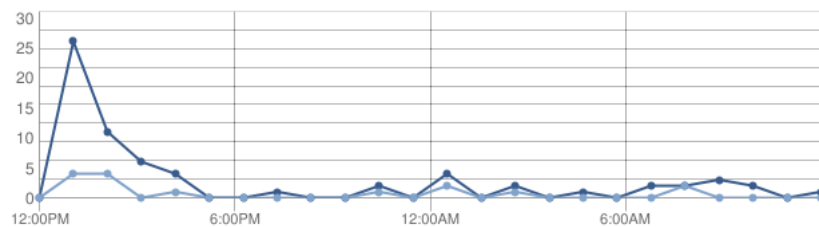
Top Locations

Country	Opens
 Belgium	19
 Portugal	17
 USA	15
 France	14
 Italy	12
 United Kingdom	11
 Germany	11
 China	10
 Israel	8
 Poland	7

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Subscriber activity

Opens & Clicks Over Time



Opened the Most

Recipient	Opens
paulamaro@dinalivro.pt	8
liesbeth.smets@znu.be	7
MaryLou@rocketbks.com	7
cplemail@ms11.hinet.net	7
AndyLau@leo.com.hk	5
HarryWong@leo.com.hk	5
Stevenloo@rocketbks.com	4
anastasia.lobynko@az-books.com	4
editext@melhoramentos.com.br	4
sara.nabais@edicare.pt	4
yurima@sympatico.ca	4

Most Clicked URLs

URL	Clicks
http://www.lupitabooks.com/	43

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Email domain performance

Domain	Emails	Bounces	Opens	Clicks	Unsubs
randomhouse.com	6 1%	0 0%	0 0%	0 0%	0 0%
euk.egmont.com	4 1%	0 0%	2 50%	0 0%	0 0%
milan.fr	4 1%	0 0%	1 25%	0 0%	0 0%
znu.be	4 1%	0 0%	2 50%	2 50%	0 0%
giunti.it	3 1%	0 0%	1 33%	0 0%	0 0%
Other	487 96%	112 23%	100 27%	26 7%	2 1%

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Facebook activity

Total Likes

0

Likes From Subscribers

0

Relikes From Facebook

0

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Facebook comments

Total Comments

0

Overall Sentiment



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Click performance

Uri	Total Clicks		Unique Clicks	
http://www.lupitabooks.com/	43	100%	28	100%

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Campaign reach

Potential Reach

106

Emails (Forwarded)

0

Total Times Opened

203

Total Clicks

43

Tweets

0

Views On Facebook

0

Likes On Facebook

0

Clicks Per Unique Open

26.4%

Successful Deliveries

396 (78.0%)

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Performance advice

Wowzers, your open rate was **2%** higher than your industry average and **7.3%** higher than this list's average! Rock on!

Whoah. Your hard bounce rate was way too high (over 10%)! This means you have a bad list, or a spam block. Read this, quick.