

# TARGETED EMAIL MARKETING: Report Legend

(not currently in the Amplified Analytics Platform – independent report)

## Campaign Report

Refine Report

Start Date:

2015-11-17

End Date:

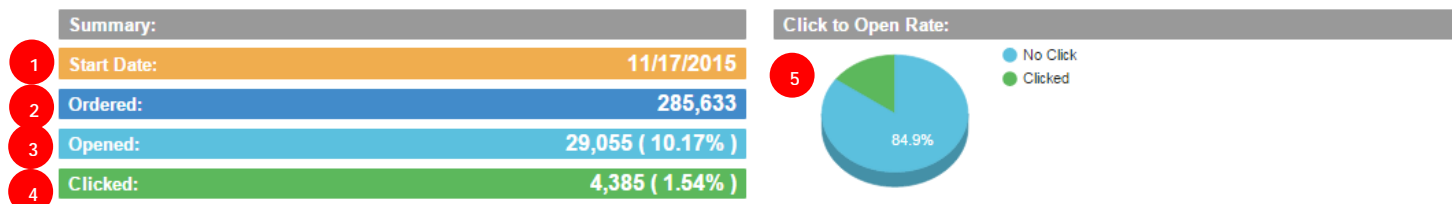
2015-11-23

Update Report

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(Order ID: 166105) Billion November Blackout



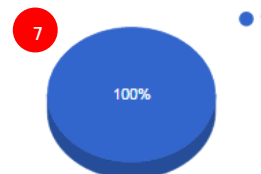
Summary Report

Links Results

Links Breakdown

Index	Link URL	Clicks	%
6	1 http://www.BillionAuto.com	4,385	100.00%
		4,385	

Links Chart



#	Displayed on report	Description
1	Start Date	Broadcast Date: Date in which email was sent out
2	Ordered	Quantity emails addresses ordered and delivered
3	Opened	Opened emails and Open Rate Percentage
4	Clicked	Clicked email content and Click Thru Ratio Percentage
5	Click To Open Rate	CTOR is the number of unique clicks divided by the number of unique opens
6	Link Breakdown	Click thru rate and percentage of clicks for every link(s) embedded in the email creative. Can have more than one live links.
7	Links Chart	Shows the percentages of clicks per link in a pie graph. Since there was only one link this shows 100 percent.

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ECampaignStats

2	Broadcast Date	3	Delivered	4	Opens	5	% Opens	6	Clicks	7	% Clicks	8	Clicks to Opens
	2015-11-17		285,633		29,057		10.17%		4,385		1.54%		15.09%



Links	Clicks	%
9 http://www.BillionAuto.com	4385	100.00%
TOTAL		4385

Campaign: Billion November Blackout  
Order ID: 166105

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#	Displayed on report	Description
1	Creative	Screen Shot of Email Creative
2	Broadcast Date	Date in which email was sent out
3	Delivered	Numbered of email addresses ordered and delivered
4	Opens	Number of emails clicked open
5	% Opens	Open rate percentage
6	Clicks	Number of opened emails and clicked on content
7	% Clicks	Percentage of opened emails and clicked on content
8	Clicks to Open	CTO is the number of unique clicks divided by the number of unique opens
10	Clicks	Number of Clicks to that live link
11	Click %	Percentage of clicks per link. Can have more than one live link in ad