Powow4

Iroquois Marketing Tools

efita_200720_941 - Statistiques de campagne

OBJET : Efita Newsletter 941, dated July 20, 2020

FROM : Guy Waksman

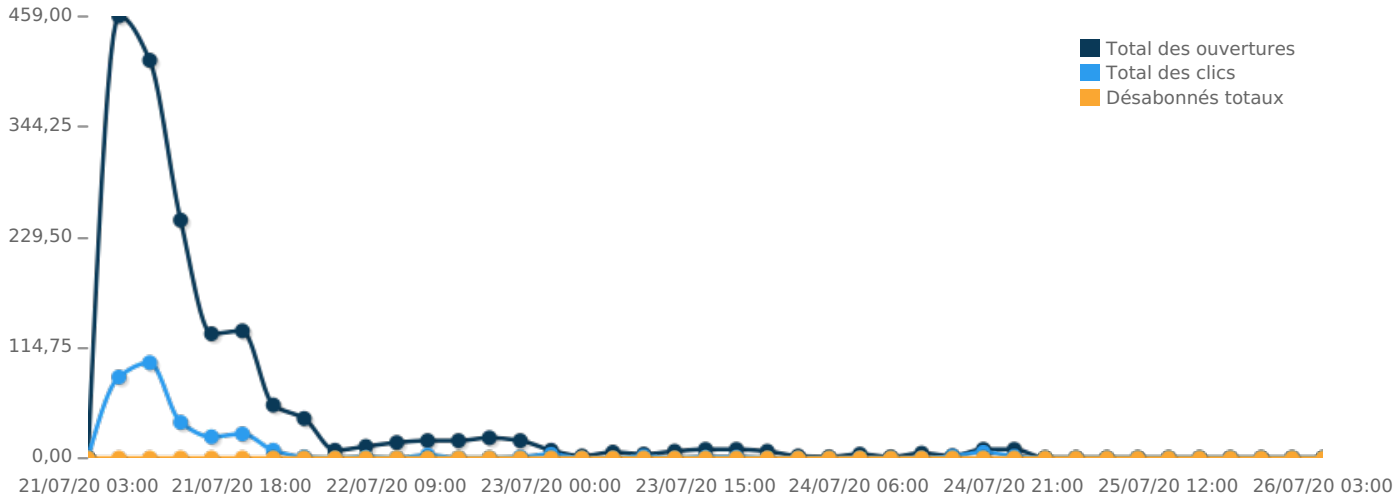
DATE D'ENVOI : 2020-07-21 03:00:01

LISTE : liste-efita

SEGMENTS : Ouvreurs 6 mois période glissante

Envoyés	Aboutis	Ouvertures
4 493	4 276	1 259
100,00%	95,17%	29,44%

Clics	Désabonnés
125	0
2,92%	0,00%



“ Le détail de vos bounces ”

Soft bounces	Hard bounces
217	0
4,83%	0,00%

“ Délivrabilité ”

FAI	Délivrés	Ouvertures	Clics	Soft bounces	Hard bounces	Désabonnés	Plaintes
Autres: **61,10%**	**97,09%**	**33,51%**	**3,83%**	**2,91%**	**0,00%**	**0,00%**	**0,00%**
2 745 abonnés	2 665	893	102	80	0	0	0
Gmail: **27,33%**	**99,92%**	**22,58%**	**1,30%**	**0,08%**	**0,00%**	**0,00%**	**-**
1 228 abonnés	1 227	277	16	1	0	0	-
Yahoo: **6,94%**	**100,00%**	**17,95%**	**0,64%**	**0,00%**	**0,00%**	**0,00%**	**0,00%**
312 abonnés	312	56	2	0	0	0	0
Hotmail: **3,03%**	**0,00%**	**0,00%**	**0,00%**	**100,00%**	**0,00%**	**0,00%**	**0,00%**
136 abonnés	0	0	0	136	0	0	0
Orange: **1,22%**	**100,00%**	**47,27%**	**7,27%**	**0,00%**	**0,00%**	**0,00%**	**-**
55 abonnés	55	26	4	0	0	0	-
Free: **0,20%**	**100,00%**	**22,22%**	**11,11%**	**0,00%**	**0,00%**	**0,00%**	**-**
9 abonnés	9	2	1	0	0	0	-
La Poste: **0,11%**	**100,00%**	**40,00%**	**0,00%**	**0,00%**	**0,00%**	**0,00%**	**0,00%**
5 abonnés	5	2	0	0	0	0	0
SFR: **0,07%**	**100,00%**	**100,00%**	**0,00%**	**0,00%**	**0,00%**	**0,00%**	**-**
3 abonnés	3	3	0	0	0	0	-

Analyse par messagerie

“ Le détail de vos désabonnements ”

Désabonnés totaux

Désabonnés standards

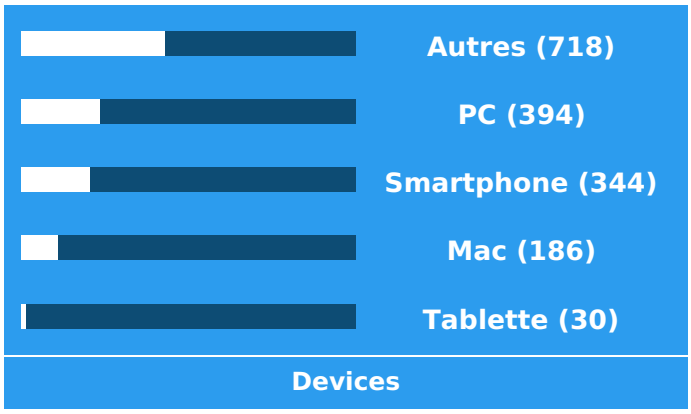
0

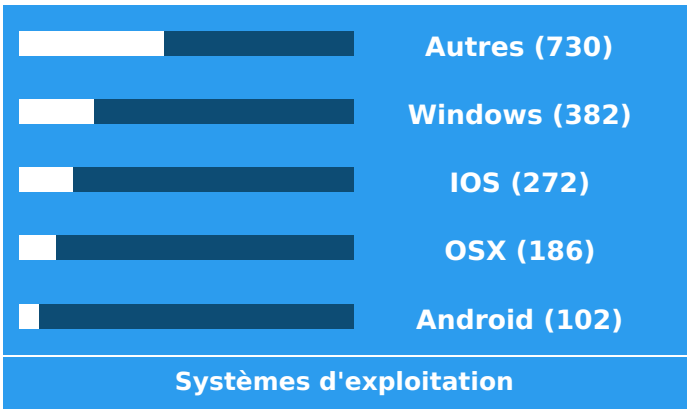
Plaintes

“ Le détail de vos ouvertures ”

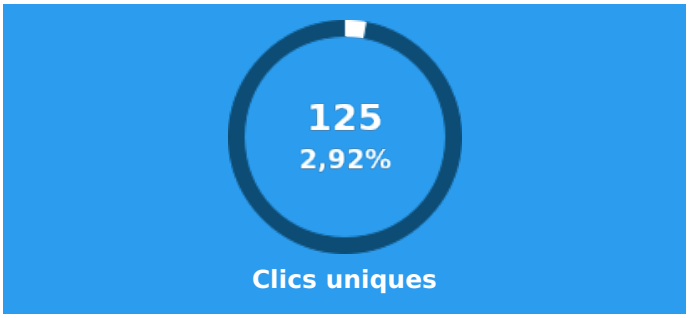
Ouvertures uniques

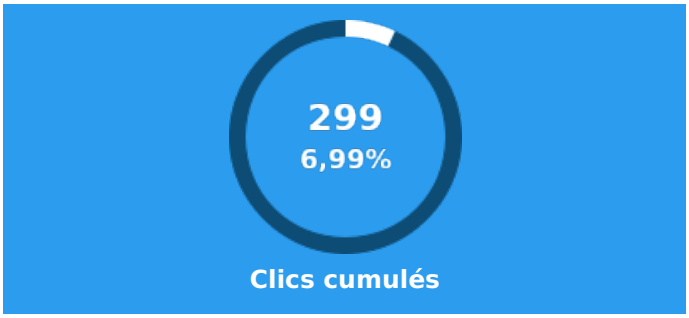
Ouvertures cumulées





“ Le détail de vos clics ”





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