Powow4

Iroquois Marketing Tools

efita_210531_988 - Statistiques de campagne

OBJET : Efita Newsletter 988, dated May 31, 2021

FROM : Guy Waksman

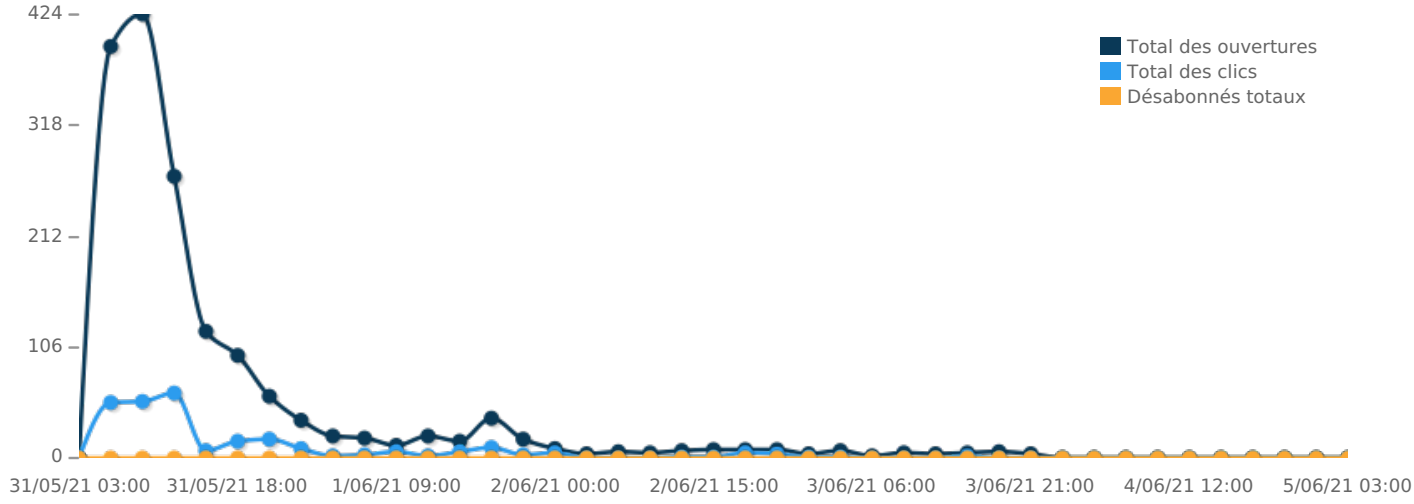
DATE D'ENVOI : 2021-05-31 03:00:01

LISTE : liste-efita

SEGMENTS : Ouvreurs 6 mois période glissante

Envoyés	Aboutis	Ouvertures
3 868	3 826	1 185
100,00%	98,91%	30,97%

Clics	Désabonnés
129	0
3,37%	0,00%



“ Le détail de vos bounces ”

Soft bounces	Hard bounces
38	4
0,98%	0,10%

“ Délivrabilité ”

FAI	Délivrés	Ouvertures	Clics	Soft bounces	Hard bounces	Désabonnés	Plaintes
Autres: **62,77%**	**98,31%**	**34,23%**	**3,98%**	**1,52%**	**0,16%**	**0,00%**	**0,00%**
2 428 abonnés	2 387	817	95	37	4	0	0
Gmail: **25,57%**	**99,90%**	**25,61%**	**1,62%**	**0,10%**	**0,00%**	**0,00%**	**-**
989 abonnés	988	253	16	1	0	0	-
Yahoo: **7,29%**	**100,00%**	**16,67%**	**1,77%**	**0,00%**	**0,00%**	**0,00%**	**0,00%**
282 abonnés	282	47	5	0	0	0	0
Hotmail: **2,25%**	**100,00%**	**32,18%**	**5,75%**	**0,00%**	**0,00%**	**0,00%**	**0,00%**
87 abonnés	87	28	5	0	0	0	0
Orange: **1,63%**	**100,00%**	**44,44%**	**11,11%**	**0,00%**	**0,00%**	**0,00%**	**-**
63 abonnés	63	28	7	0	0	0	-
SFR: **0,18%**	**100,00%**	**71,43%**	**0,00%**	**0,00%**	**0,00%**	**0,00%**	**-**
7 abonnés	7	5	0	0	0	0	-
Free: **0,18%**	**100,00%**	**42,86%**	**14,29%**	**0,00%**	**0,00%**	**0,00%**	**-**
7 abonnés	7	3	1	0	0	0	-
La Poste: **0,13%**	**100,00%**	**80,00%**	**0,00%**	**0,00%**	**0,00%**	**0,00%**	**0,00%**
5 abonnés	5	4	0	0	0	0	0

Analyse par messagerie

“ Le détail de vos désabonnements ”

Désabonnés totaux

Désabonnés standards

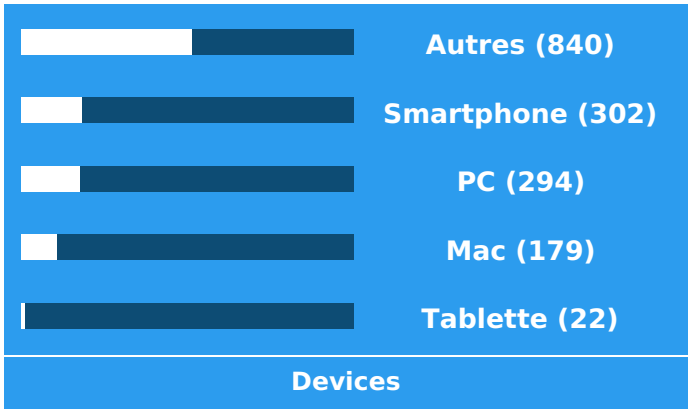
0

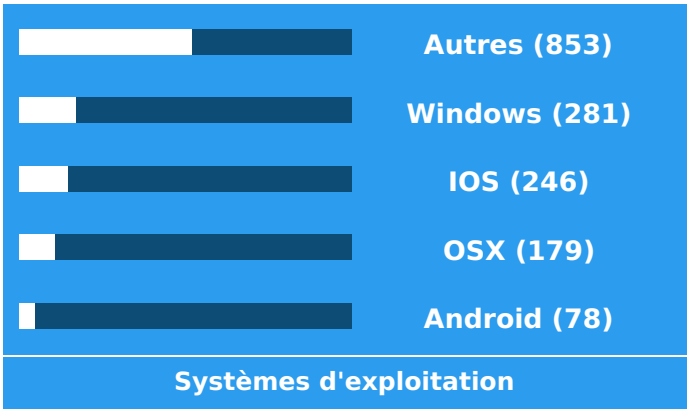
Plaintes

“ Le détail de vos ouvertures ”

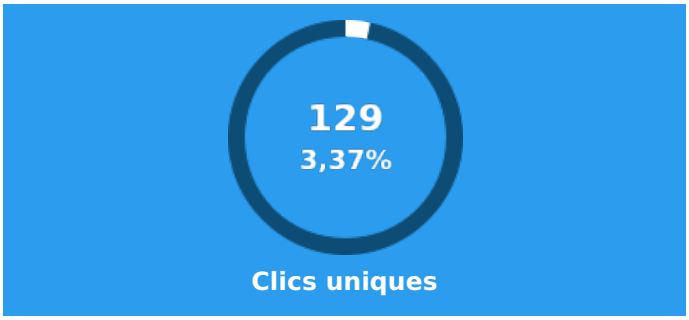
Ouvertures uniques

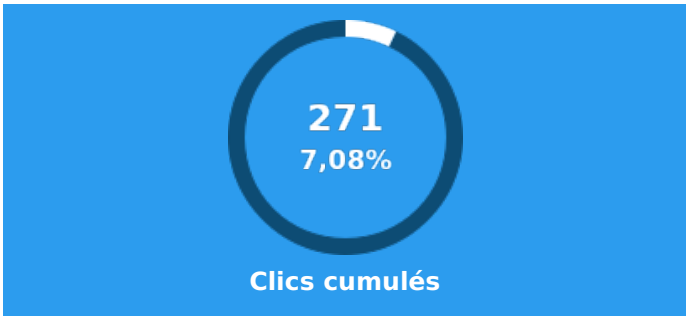
Ouvertures cumulées





“ Le détail de vos clics ”





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