



↑ 14 %
More Opens

🏆 Winner: Version B

[View Report](#)

Version **A**

90
Opens

[View Report](#)

Version **B**

103
Opens

[View Report](#)

99.00%
Delivery Rate

16.41%
HTML Open Rate

8.25%
Click to Open Ratio

Campaign	FI_PC_Dow Urbatection_NA_072218_E
Test Sent At	Aug 7, 2018 10:02 AM
Winner Sent At	Aug 7, 2018 2:39 PM
Created At	Aug 7, 2018 9:59 AM
Created By	LeeAnn Werner
Sent To	FI_PC_Dow Urbatection_NA_072218 List
Suppressed From	
Total Sent	4105
Queued	0
Total Bounced	22 Soft and 19 Hard
Total Delivered	4064
Delivery Rate	99.00%
Total HTML Opens	1001
Unique HTML Opens	667
HTML Open Rate	16.41%
Total Clicks	241
Total Click Through Rate	5.93%
Unique Clicks	55
Unique Click Through Rate	1.35%
Click to Open Ratio	8.25%
Total Opt Outs	32
Opt Out Rate	0.79%
Total Spam Complaints	0
Spam Complaint Rate	0.00%