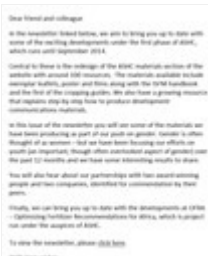




# Campaign report: ASHC May 2014 newsletter

**Subject**

Soil Health News May 2014

**From address**Africa Soil Health Consortium  
(CABI2@cmp.dotmailer.co.uk)**Address books**

Africa Soil Health Consortium contacts

**Date sent**

30 May 2014 13:15

**Campaign type**

Standard



100% Delivered  
 37.58% Unique opens  
 18.52% Link clicks  
 0% Purchases

<b>Delivery</b>	<b>Total</b>	<b>Total %</b>
Emails sent	978	-
Emails delivered	918	93.87%
<b>Engagement</b>	<b>Total</b>	<b>Total %</b>
Unique opens	345	37.58%
Views & forwards	899	-
Estimated forwards	151	-
Forwards to a friend	0	-
Social network views	0	-
Non openers	573	-
<b>Interaction</b>	<b>Total</b>	<b>Total %</b>
Unique user click through	170	18.52%
Link clicks	210	-
Click to open rate	-	49.28%
Page views	0	-
ROI	0	-
Replies	8	0.87%
<b>Removes</b>	<b>Total</b>	<b>Total %</b>
Hard bounces	23	2.35%
Soft bounces	37	3.78%
Unsubscribe requests	1	0.11%
ISP complaints	0	0%

## Links

Url	Keyword	Clicks	% clicks	Unique opens	% clicks
/cmpdoc/1/7/4/1/4/files/211991_ashc-newsletter-may8.pdf?utm_medium=email&utm_source=CABI&utm_campaign=4207889_ASHC+May+2014+newsletter		210	100%	170	80.95%

## Pages

Url	Title	Views	% views	Unique views	% unique views
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## Hot prospects

Opens	Clicks	Email	First name	Last name	First opened	Last opened
36	3	ekowgaisie@yahoo.com	Ekon	Gaisie	30 May 2014 14:29	30 Aug 2014 10:36
27	4	jack.adundo@finlays.net	Adundo	Jack	03 Jun 2014 8:21	16 Aug 2014 7:59
19	2	k.roingdenowina@cgiar.org	Roing De	Nowina Kristina	05 Jun 2014 15:01	13 Jun 2014 23:36
18	1	assefams@yahoo.com	Sako	Assefa Menna	30 May 2014 14:10	03 Jun 2014 15:39
17	2	cmakawa2001@yahoo.com	Cheomi	Hamid Makawa	02 Jun 2014 12:55	02 Jun 2014 13:57

## Email domains

Domain	Sends	Delivered	% delivered	Opens	Unsubscribes	Clicks
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1.	yahoo.com	199	199	100%	<b>134</b>	0	57
2.	yahoo.fr	100	99	99%	<b>62</b>	0	25
3.	cgiar.org	102	92	90.2%	<b>28</b>	0	20
4.	yahoo.co.uk	41	41	100%	<b>19</b>	0	8
5.	gmail.com	152	152	100%	<b>14</b>	0	11

## ROI markers

### Number markers

Name	Hits	Total	Avg
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### Text markers

Name	Hits	Unique values
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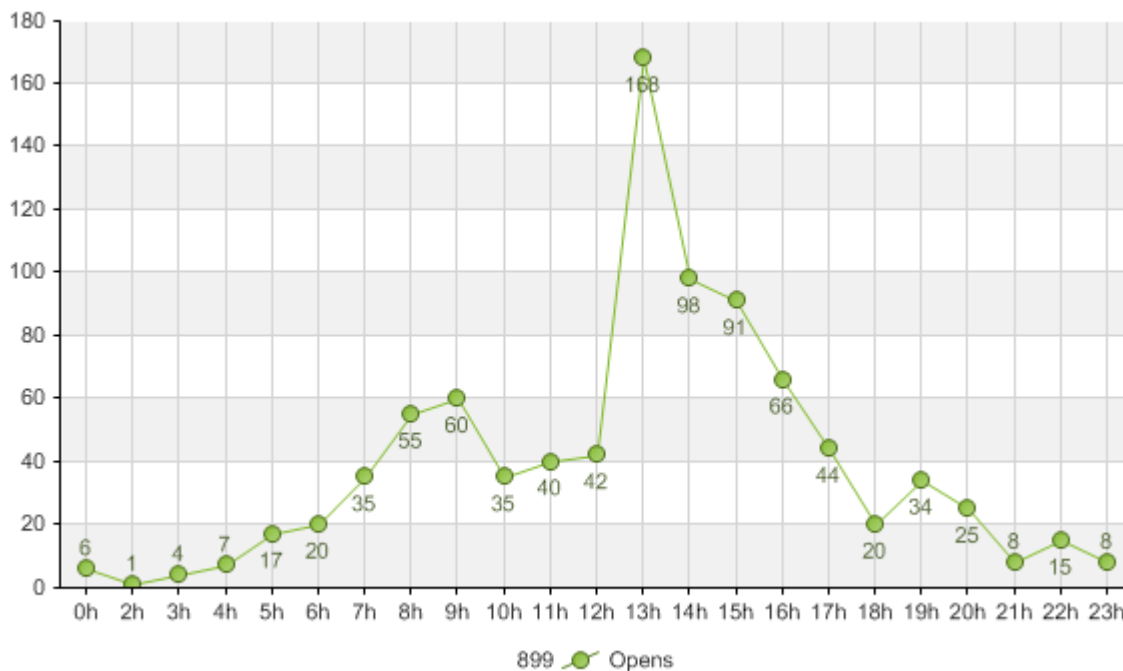
### Date markers

Name	Hits
------	------

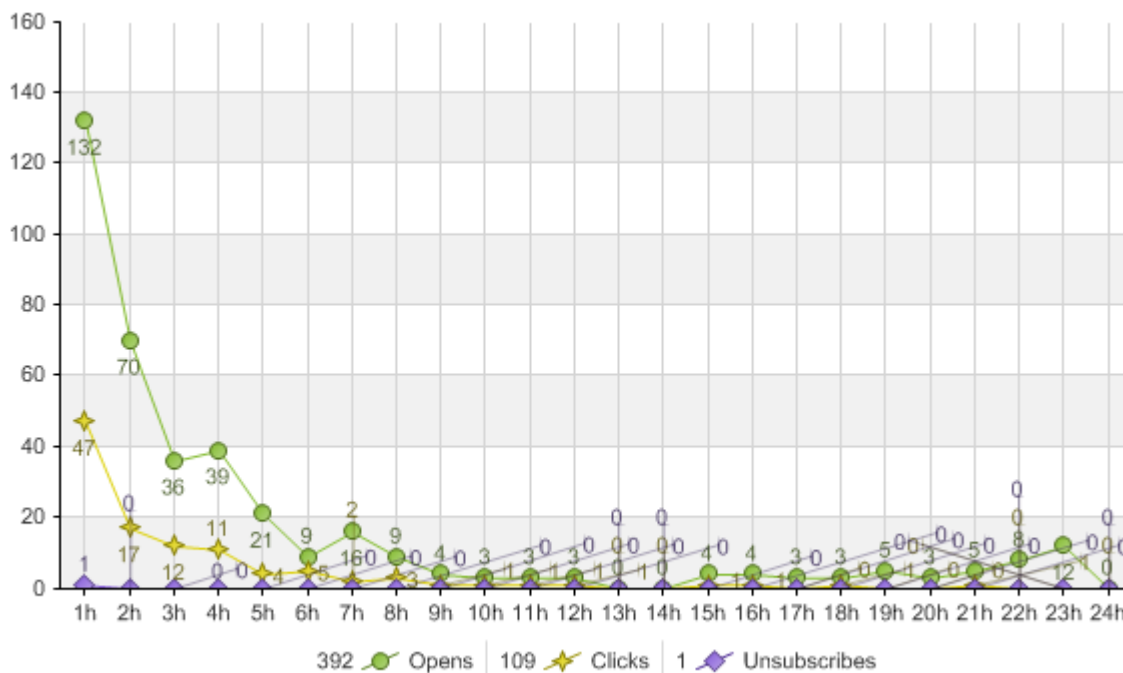
### Yes/no markers

Name	Hits
------	------

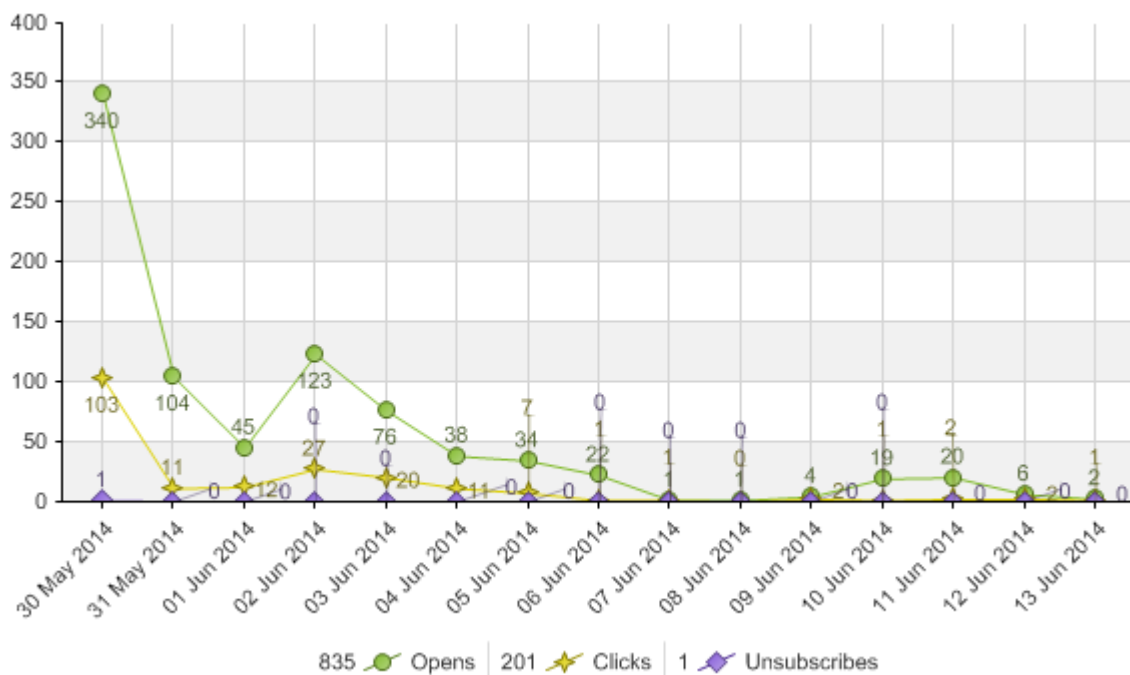
## Opens per time of day



## Activity for first 24h (after latest send)



## Activity for first 14 days



## Clicks per keyword

No Data