

provenworks™ mx255 Broadcast Report

This report was generated on *10 June 2009 20:08:43*. You have purchased **Standard Reporting**, the data displayed reflects this. Please contact your account manager to upgrade your reporting package, this can be done even after a broadcast is complete.

Broadcast Details

Client	ProvenWorks Demo Ltd
Campaign	mx255 2.0 launch
Broadcast Name	Existing Customer upsell (demo)
Broadcast Status	<i>Complete</i>
Broadcast on	05 February 2009

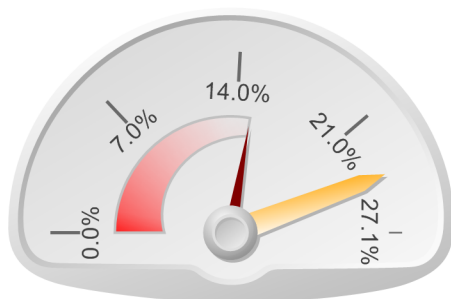
Broadcast Statistics

	Count	% of relevant	
Total Recipients imported	651		
Unique Emails in Recipient List	651	100.00 %	
Non-Marketable or badly formed	0	0.00 %	<i>all relevant previous opt-outs and stoplists</i>
Total Recipients Broadcast to	651		
Unique Recipient Views (at least)	156	23.96 %	<i>not all e-mail clients report a 'view'</i>
Unsubscribes	4	0.61 %	
Unique Recipient Responses	13	2.00 %	<i>count of recipients typically who clicked a link</i>

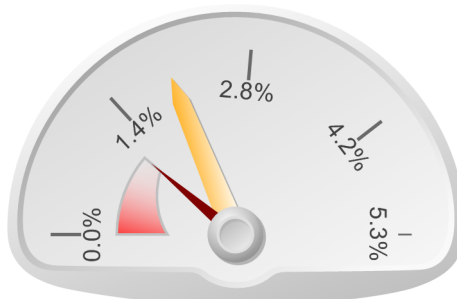
This broadcast vs. Peers'

This section shows the percentage of views, clicks and unsubscribes vs. unique recipients broadcast to. The small red arrow shows the average across all mx255 clients' broadcasts.

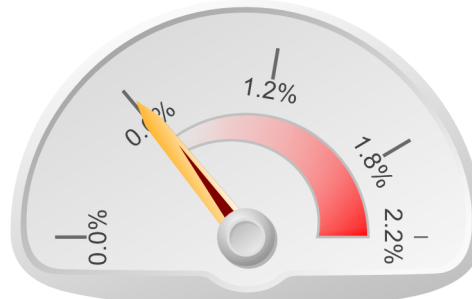
% Email Views



% that clicked links

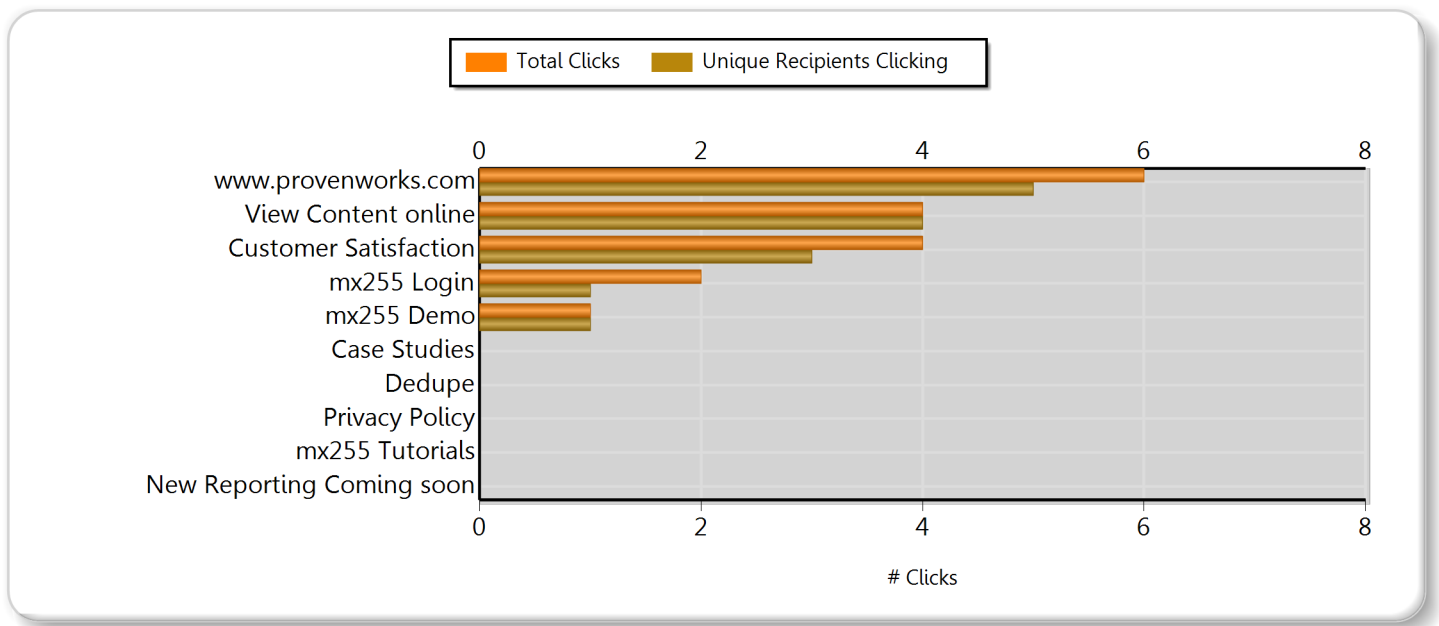


% that Unsubscribed

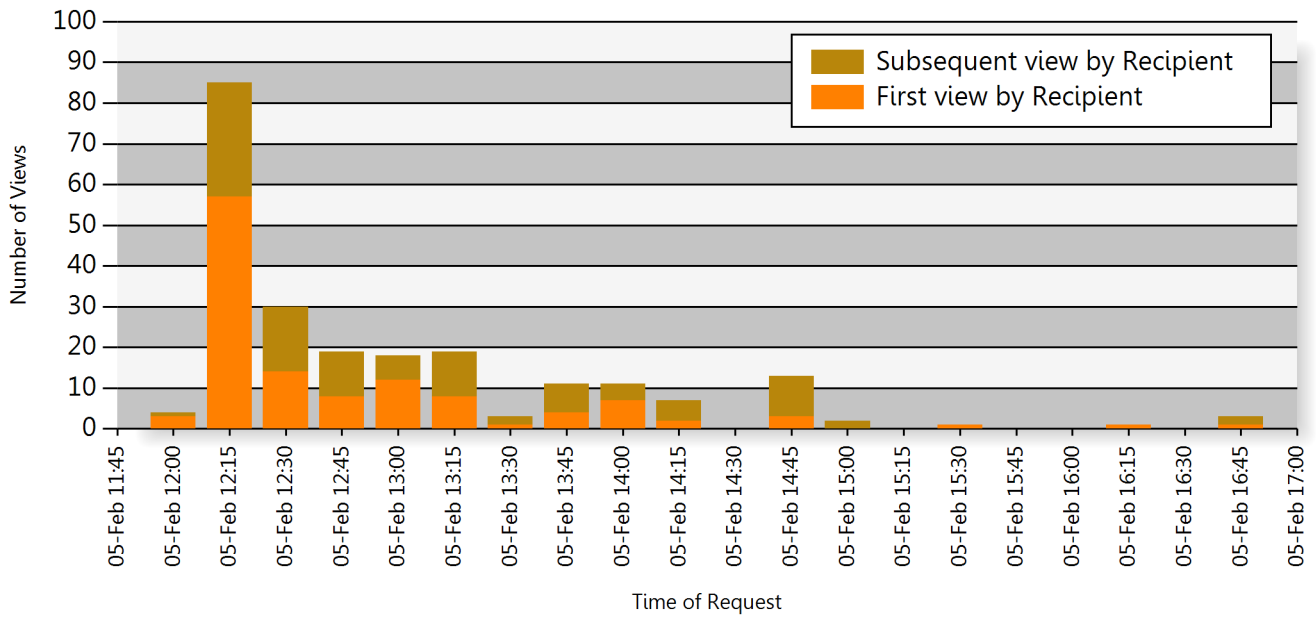


Recipient Actions

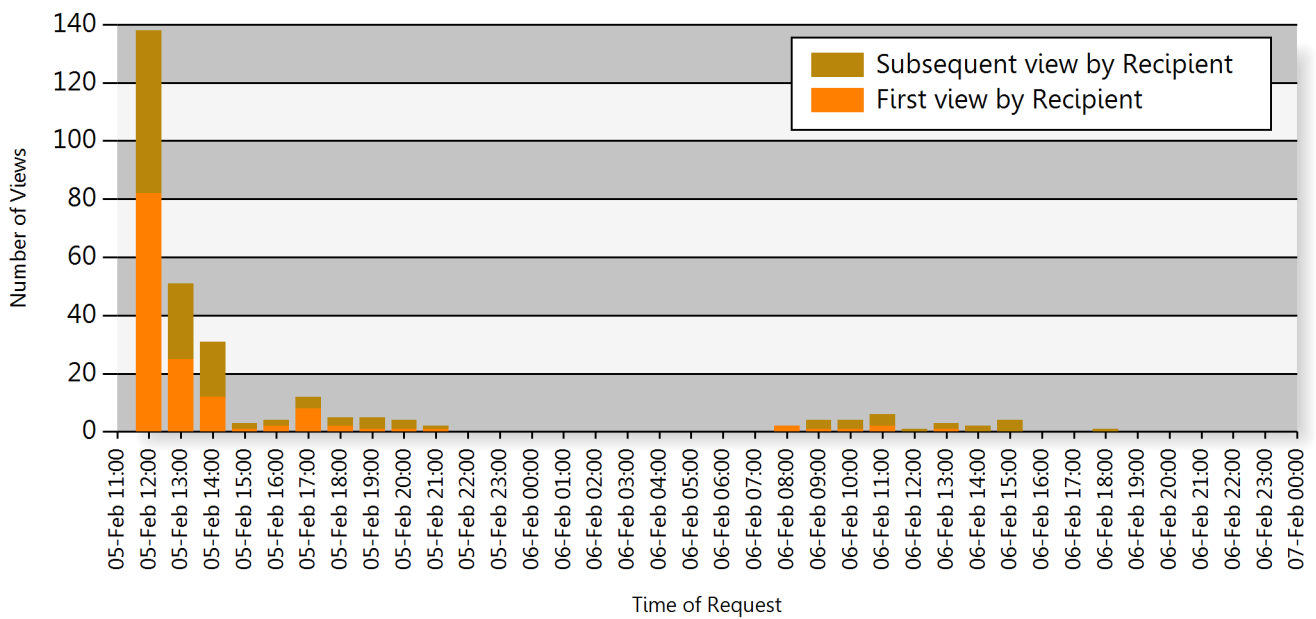
Resource Name	Total Clicks	Unique Recipients	Last Requested
www.provenworks.com	6	5	09 Feb 09 14:25
Customer Satisfaction	4	3	05 Feb 09 18:41
View Content online	4	4	05 Feb 09 14:03
mx255 Login	2	1	05 Feb 09 20:32
mx255 Demo	1	1	05 Feb 09 12:21
New Reporting Coming soon	0	0	
mx255 Tutorials	0	0	
Privacy Policy	0	0	
Dedupe	0	0	
Case Studies	0	0	



Views for First 4 hours from Broadcast



Views for First full day from Broadcast



Views for First 14 days from Broadcast

