

| Campaign Name | What Sent | Date      | Total Recipients | Opens | Open rate | Clicks |
|---------------|-----------|-----------|------------------|-------|-----------|--------|
|               |           | 05-Nov-15 | 729              | 246   | 33.74%    | 90     |
|               |           | 22-Dec-15 | 2635             | 582   | 22.09%    | 161    |
|               |           | 14-Mar-16 | 519              | 117   | 22.54%    | 30     |
|               |           | 03-Jul-15 | 1124             | 264   | 23.49%    | 64     |
|               |           | 31-Mar-16 | 797              | 234   | 29.36%    | 38     |
|               |           | 29-Oct-15 | 1476             | 343   | 23.24%    | 69     |
|               |           | 26-Jan-16 | 2266             | 457   | 20.17%    | 94     |
|               |           | 22-Jun-16 | 228              | 39    | 17.11%    | 9      |
|               |           | 17-Jun-16 | 229              | 45    | 19.65%    | 8      |
|               |           | 27-Apr-16 | 2634             | 398   | 15.11%    | 92     |
|               |           | 18-Nov-15 | 5768             | 1266  | 21.95%    | 184    |
|               |           | 27-Apr-16 | 879              | 141   | 16.04%    | 28     |
|               |           | 16-Jun-16 | 229              | 52    | 22.71%    | 7      |
|               |           | 25-Sep-15 | 1433             | 302   | 21.07%    | 42     |
|               |           | 09-Feb-16 | 1760             | 344   | 19.55%    | 50     |
|               |           | 15-Jul-16 | 229              | 67    | 29.26%    | 6      |
|               |           | 10-Nov-15 | 6064             | 1362  | 22.46%    | 158    |
|               |           | 13-Aug-15 | 4096             | 714   | 17.43%    | 100    |
|               |           | 21-Dec-15 | 1814             | 344   | 18.96%    | 42     |
|               |           | 18-Nov-15 | 2686             | 386   | 14.37%    | 61     |
|               |           | 20-Nov-15 | 7414             | 1340  | 18.07%    | 167    |
|               |           | 07-Jun-16 | 230              | 52    | 22.61%    | 5      |
|               |           | 07-Dec-15 | 1751             | 327   | 18.68%    | 34     |
|               |           | 28-Apr-16 | 1351             | 243   | 17.99%    | 25     |
|               |           | 27-Jul-16 | 109              | 38    | 34.86%    | 2      |
|               |           | 21-Jul-16 | 221              | 36    | 16.29%    | 4      |
|               |           | 07-Mar-16 | 1410             | 263   | 18.65%    | 25     |
|               |           | 30-Jun-16 | 228              | 33    | 14.47%    | 4      |
|               |           | 16-Jun-16 | 4218             | 705   | 16.71%    | 74     |
|               |           | 24-Nov-15 | 8028             | 1988  | 24.76%    | 134    |
|               |           | 25-Aug-15 | 1390             | 309   | 22.23%    | 21     |
|               |           | 08-Oct-15 | 2095             | 446   | 21.29%    | 31     |
|               |           | 03-Aug-16 | 219              | 33    | 15.07%    | 3      |
|               |           | 07-Dec-15 | 8205             | 1323  | 16.12%    | 111    |
|               |           | 07-Jul-16 | 228              | 49    | 21.49%    | 3      |
|               |           | 07-Jul-16 | 237              | 81    | 34.18%    | 3      |
|               |           | 30-Jun-16 | 239              | 47    | 19.67%    | 3      |
|               |           | 20-Nov-15 | 2633             | 341   | 12.95%    | 30     |
|               |           | 10-Nov-15 | 2723             | 420   | 15.42%    | 30     |
|               |           | 30-Jun-16 | 7194             | 1303  | 18.11%    | 77     |
|               |           | 12-Apr-16 | 9979             | 1646  | 16.49%    | 95     |
|               |           | 20-Jun-16 | 3520             | 466   | 13.24%    | 33     |
|               |           | 15-Jul-16 | 224              | 74    | 33.04%    | 2      |
|               |           | 27-Apr-16 | 9861             | 1510  | 15.31%    | 87     |
|               |           | 26-Jan-16 | 8083             | 1240  | 15.34%    | 66     |
|               |           | 10-Mar-16 | 245              | 33    | 13.47%    | 2      |

|           |        |      |        |      |
|-----------|--------|------|--------|------|
| 23-Jun-16 | 12698  | 1816 | 14.30% | 102  |
| 26-Feb-16 | 9942   | 1471 | 14.80% | 62   |
| 21-Jul-15 | 1374   | 417  | 30.35% | 8    |
| 09-Feb-16 | 8031   | 1129 | 14.06% | 41   |
| 04-Jul-16 | 395    | 43   | 10.89% | 2    |
| 27-Jul-16 | 12905  | 1729 | 13.40% | 61   |
| 22-Jun-16 | 241    | 38   | 15.77% | 1    |
| 16-Jun-16 | 242    | 40   | 16.53% | 1    |
| 31-Mar-16 | 9548   | 1649 | 17.27% | 38   |
| 01-Apr-16 | 10640  | 1711 | 16.08% | 26   |
| 05-May-16 | 9689   | 1126 | 11.62% | 15   |
| 21-Apr-16 | 9902   | 1325 | 13.38% | 13   |
| 16-Jul-15 | 1445   | 194  | 13.43% | 1    |
| 03-Aug-16 | 208    | 30   | 14.42% | 0    |
| 07-Jun-16 | 242    | 39   | 16.12% | 0    |
|           | 207132 |      |        | 2775 |

| Click rate | Bounces | Bounce rate | Unsubcriptions | Unsubscribe rate | Spam Complaints |
|------------|---------|-------------|----------------|------------------|-----------------|
| 12.35%     | 13      | 0.017832647 | 0              | 0.00%            | 0               |
| 6.11%      | 87      | 0.033017078 | 15             | 0.57%            | 0               |
| 5.78%      | 32      | 0.061657033 | 4              | 0.77%            | 0               |
| 5.69%      | 19      | 0.016903915 | 2              | 0.18%            | 0               |
| 4.77%      | 23      | 0.028858218 | 2              | 0.25%            | 0               |
| 4.67%      | 39      | 0.026422764 | 5              | 0.34%            | 0               |
| 4.15%      | 98      | 0.043248014 | 14             | 0.62%            | 0               |
| 3.95%      | 2       | 0.00877193  | 0              | 0.00%            | 0               |
| 3.49%      | 9       | 0.03930131  | 2              | 0.87%            | 0               |
| 3.49%      | 514     | 0.195140471 | 39             | 1.48%            | 0               |
| 3.19%      | 249     | 0.043169209 | 54             | 0.94%            | 0               |
| 3.19%      | 132     | 0.150170648 | 18             | 2.05%            | 1               |
| 3.06%      | 4       | 0.017467249 | 1              | 0.44%            | 0               |
| 2.93%      | 43      | 0.030006978 | 6              | 0.42%            | 0               |
| 2.84%      | 58      | 0.032954545 | 6              | 0.34%            | 0               |
| 2.62%      | 11      | 0.048034934 | 12             | 5.24%            | 0               |
| 2.61%      | 331     | 0.054584433 | 74             | 1.22%            | 0               |
| 2.44%      | 116     | 0.028320313 | 36             | 0.88%            | 0               |
| 2.32%      | 40      | 0.022050717 | 11             | 0.61%            | 0               |
| 2.27%      | 166     | 0.061801936 | 14             | 0.52%            | 0               |
| 2.25%      | 307     | 0.041408147 | 38             | 0.51%            | 1               |
| 2.17%      | 1       | 0.004347826 | 1              | 0.43%            | 0               |
| 1.94%      | 38      | 0.021701885 | 5              | 0.29%            | 0               |
| 1.85%      | 214     | 0.158401184 | 25             | 1.85%            | 0               |
| 1.83%      | 0       | 0           | 1              | 0.92%            | 0               |
| 1.81%      | 2       | 0.009049774 | 0              | 0.00%            | 0               |
| 1.77%      | 33      | 0.023404255 | 7              | 0.50%            | 0               |
| 1.75%      | 2       | 0.00877193  | 0              | 0.00%            | 0               |
| 1.75%      | 359     | 0.085111427 | 37             | 0.88%            | 0               |
| 1.67%      | 507     | 0.063153961 | 78             | 0.97%            | 3               |
| 1.51%      | 33      | 0.023741007 | 11             | 0.79%            | 0               |
| 1.48%      | 93      | 0.044391408 | 20             | 0.95%            | 0               |
| 1.37%      | 2       | 0.00913242  | 1              | 0.46%            | 0               |
| 1.35%      | 250     | 0.030469226 | 34             | 0.41%            | 5               |
| 1.32%      | 6       | 0.026315789 | 2              | 0.88%            | 0               |
| 1.27%      | 6       | 0.025316456 | 4              | 1.69%            | 0               |
| 1.26%      | 6       | 0.025104603 | 1              | 0.42%            | 0               |
| 1.14%      | 108     | 0.04101785  | 8              | 0.30%            | 0               |
| 1.10%      | 92      | 0.033786265 | 16             | 0.59%            | 0               |
| 1.07%      | 419     | 0.05824298  | 46             | 0.64%            | 0               |
| 0.95%      | 138     | 0.013829041 | 29             | 0.29%            | 0               |
| 0.94%      | 402     | 0.114204545 | 31             | 0.88%            | 0               |
| 0.89%      | 3       | 0.013392857 | 2              | 0.89%            | 0               |
| 0.88%      | 102     | 0.010343779 | 25             | 0.25%            | 2               |
| 0.82%      | 233     | 0.028825931 | 40             | 0.49%            | 2               |
| 0.82%      | 9       | 0.036734694 | 1              | 0.41%            | 0               |

|       |     |             |    |       |   |
|-------|-----|-------------|----|-------|---|
| 0.80% | 372 | 0.029295952 | 69 | 0.54% | 0 |
| 0.62% | 185 | 0.018607926 | 60 | 0.60% | 1 |
| 0.58% | 91  | 0.066229985 | 19 | 1.38% | 0 |
| 0.51% | 222 | 0.027642884 | 50 | 0.62% | 1 |
| 0.51% | 142 | 0.359493671 | 5  | 1.27% | 0 |
| 0.47% | 480 | 0.037194886 | 78 | 0.60% | 1 |
| 0.41% | 1   | 0.004149378 | 2  | 0.83% | 0 |
| 0.41% | 1   | 0.004132231 | 1  | 0.41% | 0 |
| 0.40% | 196 | 0.020527859 | 45 | 0.47% | 0 |
| 0.24% | 155 | 0.014567669 | 62 | 0.58% | 2 |
| 0.15% | 121 | 0.012488389 | 38 | 0.39% | 1 |
| 0.13% | 110 | 0.011108867 | 30 | 0.30% | 2 |
| 0.07% | 128 | 0.088581315 | 16 | 1.11% | 0 |
| 0.00% | 0   | 0           | 1  | 0.48% | 0 |
| 0.00% | 9   | 0.037190083 | 0  | 0.00% | 0 |
| 1.34% |     |             |    |       |   |



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