

Opening the Envelope on Mail Statistics



What is the Point?

More reading of your Sends
Leads to More Action
Leads to Changing the World



Email Nomenclature

- Send – means it got out of your email server
- Opened – means the little image was downloaded
- Bounce – means some unusual and often inscrutable message came back from their email server
- Read – we don't have any way to know that except for
- Click Thru – means it was actually read
- Unsubscribes/Opt outs – they don't want to get this anymore
- Spam reporting – We don't have any way to know that either



Click Thru Rates and Frequency



<http://blog.kissmetrics.com/science-of-social-timing-2>

How often should we send?

EFFECT OF SENDING FREQUENCY ON UNSUB RATE



← KEY TAKEAWAY

▼ UNSUB RATE IS HIGHEST WHEN SENDING

1-4 EMAILS PER MONTH

The vertical coordinate represents the unsubscription rate. The horizontal coordinate represents the email sending frequency. According to the data, the CTR is highest when emails are sent less than 4 times per month. However, the unsubscription rate remains fairly constant for email sending frequencies greater than 4 times a month. Try experimenting with a higher sending frequency and see what works best for you.

Email Report

CiviMail Report: springfield ISLI lobby day

Delivery Summary

Intended Recipients	11862	Report	Advanced Search
Successful Deliveries	11830 (99.73%)	Report	Advanced Search
Tracked Opens	1658	Report	Advanced Search
Click-throughs	168	Report	Advanced Search
Forwards	0	Report	Advanced Search
Replies	0	Report	Advanced Search
Bounces	32 (0.27%)	Report	Advanced Search
Unsubscribe Requests	0 (0.00%)	Report	Advanced Search
Opt-out Requests	11 (0.09%)	Report	Advanced Search
Scheduled Date	May 15th, 2014 9:23 AM		
Status	Complete		
Start Date	May 15th, 2014 9:30 AM		
End Date	May 15th, 2014 10:23 AM		

Email Bounce Report for a Single email

Bounces



Contact	Email Address	Bounce Type	Bounce Reason	Date
View Edit				
Ca [redacted] arez	[redacted]@corish[redacted].org	Syntax	This message is in MIME format. Since your mail reader does not understand this format, some or all of this message may not be legible. --3d25291f-447b-4e91-8452-7fb3a1853641 Content-Type: multipart/alternative; boundary="6bd90aad-2d35-4d38-a2da-2125e067	May 15th, 2014 10:40 AM
All [redacted] ogran	[redacted]@sbiv.org	Syntax	===== THIS IS A WARNING MESSAGE ONLY YOU DO NOT NEED TO RESEND YOUR MESSAGE ===== A temporary error occurred while delivering to the following address(es):	May 15th, 2014 1:50 PM
Jar [redacted] vantes	jc [redacted]@community[redacted].org	Relay	This is the mail system at host civimail.ourpowerbase.net. I'm sorry to have to inform you that your message could not be delivered to one or more recipients. It's attached below. For further assistance, please send mail to postmaster. If you do so, plea	May 15th, 2014 10:40 AM
Al [redacted] ddy	ac [redacted]@[redacted].org	Syntax	This message is in MIME format. Since your mail reader does not understand this format, some or all of this message may not be legible. --7e69a879-e904-40ce-b7c1-7b7a830bb57c Content-Type: multipart/alternative; boundary="d2e09632-de19-4ae6-ae5c-f625f451	May 15th, 2014 10:40 AM
All [redacted] dy	ac [redacted]@[redacted].org	Syntax	This message is in MIME format. Since your mail reader does not understand this format, some or all of this message may not be legible. --b39ab6d5-18a2-4347-9d7e-8a923afb1173 Content-Type: multipart/alternative; boundary="d7fcdc15-604a-4867-bcdf-18046ba3	May 15th, 2014 10:40 AM

Mail Summary Report

Mailing Name	Subject	Start Date	Intended Recipients	Delivered	Accepted Rate	Bounce	Bounce Rate	Opened	Confirmed Open Rate	Clicks	Click through Rate	Click to Open Rate	Unsubscribe
deportation training june 14	Join the Deportation Defense Institute Saturday	2014-06-10 14:50:16	220	209	95.00%	11	5.00%	66	31.58%	8	3.83%	12.12%	1
Billy's appeal June 2014	Help our immigrant brothers and sisters	2014-06-05 08:00:33	147	147	100.00%	0	0.00%	46	31.29%	1	0.68%	2.17%	0
TRUST update	ICIRR member call and TRUST act update	2014-06-02 17:20:18	293	292	99.66%	1	0.34%	96	32.88%	7	2.40%	7.29%	1
urgent TRUST update	Emergency Member Call on TRUST Act at 1:30 pm	2014-05-30 09:40:19	298	293	98.32%	5	1.68%	104	35.49%	0	0.00%	0.00%	1
TRUST final Senate push	URGENT Push for Illinois TRUST	2014-05-30 06:00:31	313	293	93.61%	20	6.39%	97	33.11%	0	0.00%	0.00%	0
media advisory, admin delay	ICIRR Statement on President Obama's Delay of Administrative Review of Deportations	2014-05-28 16:20:18	320	307	95.94%	13	4.06%	54	17.59%	3	0.98%	5.56%	0
TRUST action	Urgent Action Today for TRUST	2014-05-28 14:00:34	313	292	93.29%	21	6.71%	83	28.42%	11	3.77%	13.25%	0
member call invite 2	Important Info for ICIRR Members	2014-05-27 14:40:18	326	295	90.49%	31	9.51%	119	40.34%	5	1.69%	4.20%	2
budget action 2	Urgent Action Needed	2014-05-23 13:30:25	11898	11351	95.40%	547	4.60%	1675	14.76%	115	1.01%	6.87%	9
springfield ISLI lobby day	Disastrous Budget Cuts	2014-05-15 09:30:25	11862	11830	99.73%	32	0.27%	1658	14.02%	101	0.85%	6.09%	12
On the Table 3	Breakfast invite next week	2014-05-08 15:00:32	5	5	100.00%	0	0.00%	4	80.00%	0	0.00%	0.00%	0

What's in your Spam Folder?

[Delete all spam messages now](#) (messages that have been in Spam more than 30 days will be automatically deleted)

<input checked="" type="checkbox"/>	Garlin Gilchrist II, Mov.	Is there a Koch problem in Goleta? - MoveOn members rally in NYC! Right-wing billiona	Jun 11
<input checked="" type="checkbox"/>	North American Congress .	Celebrate NACLA's Journalism! + We're Hiring - Celebrate with NACLA! View this email	Jun 11
<input checked="" type="checkbox"/>	Brian Payne	VICTORIA! Retail Janitors with CTUL Win Breakthrough Worker Protections - VICTC	Jun 10
<input type="checkbox"/>	Jetsetter	Don't Wonder, Wander - Treat yourself to a new travel adventure — exclusives in NYC, T	Jun 5
<input type="checkbox"/>	The Wall Street Journal .	Last Chance - 50% Off The Wall Street Journal - See What You've Been Missing - Reac	Jun 2
<input checked="" type="checkbox"/>	Carrie Lucking, Alliance.	Meet Michele Bachmann's Pick - Shelley, Meet Mike McFadden, he's wrong for Minnesc	May 31
<input checked="" type="checkbox"/>	Hilary Woodward, Jobs Wi.	Supreme Court Could Kill Collective Bargaining Rights - The Supreme Court is set to	May 31
<input checked="" type="checkbox"/>	North American Congress .	Join us for the NACLA Happy Hour! Tickets Now on Sale - You are invited! View this ei	May 30
<input type="checkbox"/>	Jetsetter	Chicago's Scene Stealer + Jamaica's Hilltop Hideaway - Public Chicago is back, plus 5	May 29
<input checked="" type="checkbox"/>	Sarita Gupta, Jobs With .	Walmart's Mom Problem - At Walmart stores across the country, many employees are afi	May 27
<input checked="" type="checkbox"/>	Senator John Marty	Legislative Report and Invitation to Town Meeting - Please add sd66iq@mnsenate.ln	May 23
<input type="checkbox"/>	Jetsetter	Our New Style Crush - Sleep in designer style in Amsterdam, Newport, New Mexico, Costa	May 22
<input checked="" type="checkbox"/>	Chris Hicks, Jobs With J.	Breaking Up With Sallie Mae - Dear Mark, So far, JWJ supporters and activists around th	May 22
<input checked="" type="checkbox"/>	North American Congress .	Save the Date! NACLA Happy Hour: June 26th - NACLA Update View this email in your I	May 16
<input checked="" type="checkbox"/>	Chris Hicks, Jobs With J.	BIG Sallie Mae News - Tell the Department of Education to stop doing business with Sallie	May 15

Other Factors that affect Click thru rate

Subject Line

Content aka Story or Recent Events

Design

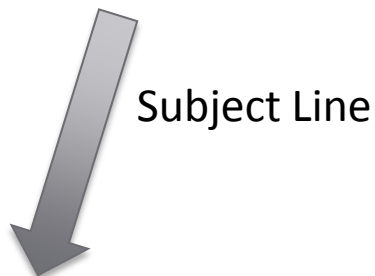
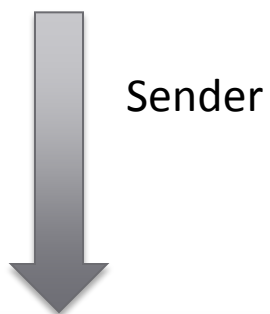
Sender Name

Day, Time of day

How recently they signed up



Sender and Subject Line



Barack Obama


This is important: - Mark -- Here's a fact: Right now, someone who works full time making th



This is the beginning of the
content of the email



Simple and Direct

This is important:  Trash x



 **Barack Obama** <info@barackobama.com>

Jun 10 (2 days ago)



to Mark 

Mark --

Here's a fact: Right now, someone who works full time making the federal minimum wage earns just \$14,500 a year.

The minimum wage hasn't kept up with the rising cost of living.

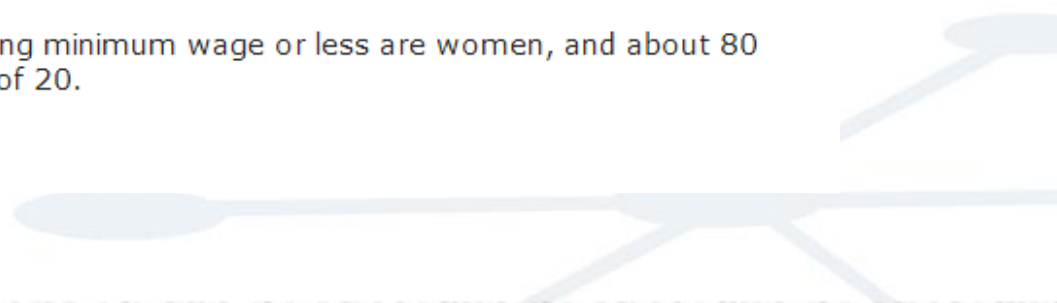
Mark, OFA is collecting signatures on a petition to give Americans a raise.

[Hundreds of thousands have signed it. This is important -- have you added your name?](#)

When more than seven in 10 Americans agree that this is the right thing to do, it's frustrating that 41 senators would prevent a vote and stand in the way of giving 28 million hard-working Americans a raise.

Nearly two-thirds of workers making minimum wage or less are women, and about 80 percent of them are over the age of 20.

So, let's get organized.

A large, light blue, stylized graphic of a person with arms and legs outstretched, positioned at the bottom right of the page.