

SBU 446 Mailchimp Email Blasts

Below reporting is pulled one week after blast is sent. It is not updated after that point so that the rates remain comparable.

Note that this reporting is for Mailchimp emails, which are sent to the members of our unit only. We also send email blasts via the ACBL's Pianola tool to surrounding areas for each sectional, generally 60 days prior to the sectional.

Blast Short Title	Date Sent	Recipients	Open Rate	Click Rate	Unsubscribes	Bounces	Most Clicked Link	Most Clicked Link Position
May Events	4/11/2016	1159	44.5%	4.5%	0.8%	1.8%	NLM Sectional	1st/4th
June/July Newsletter	5/22/2016	1160	48.3%	6.3%	0.3%	0.4%	Newsletter	3rd
Aug/Sept Newsletter	7/25/2016	1158	48.9%	11.4%	0.3%	0.3%	Newsletter	1st
Sept Events	9/7/2016	1138	47.4%	5.7%	0.2%	0.3%	Fall NLM	1st
Oct/Nov Newsletter	9/28/2016	1194	46.3%	8.2%	0.2%	0.5%	Newsletter	3rd
Mixed Pairs	10/24/2016	1188	44.1%	7.7%	0.3%	0.8%	Alki Club Location	2nd
Dec/Jan Newsletter	11/25/2016	1217	48.9%	11.4%	0.3%	0.2%	Newsletter	1st
Feb/Mar Newsletter	1/31/2017	1251	45.6%	10.3%	0.2%	0.7%	Newsletter	2nd
Apr/May Newsletter	4/5/2017	1278	49.0%	12.7%	0.2%	0.8%	Newsletter	2nd
June/July Newsletter	5/31/2017	1298	47.5%	9.8%	0.2%	0.5%	Newsletter	3rd