

Campaign Comparison Report

1 February 2014

Description	Campaign A		Campaign B	
Campaign Name	Expo 2014 Campaign		National Day Greetings	
Reference Code	11220402		10496256	
Total Recipients		10,997		181
Successfully Sent		10,926		181
Total Opens/Views		1,726		105
Unique Opens/Views	9.18%	1,009	21.55%	39
Not Opened	36.27%	3,989	71.27%	129
Total Bounced	54.55%	5,999	7.18%	13
Soft Bounce	49.61%	2,976	0.00%	0
Hard Bounce	50.39%	3,023	100.00%	13
Not Sent	0.00%	0	0.00%	0
Failed	0.65%	71	0.00%	0
Unsubscribes	0.00%	0	0.00%	0