

Email Open Statistics

Report Date 11/11/03

From 09/18/03 06:24:02 AM to 11/11/03 04:44:38 PM

| Email Send Date | Type | Send Count | Open Count | Open % | Average Delay in Opening Email | |
|----------------------|------|------------|------------|--------|--------------------------------|-------|
| | | | | | Hours | Days |
| 09/18/03 - Thursday | ALL | 158 | 98 | 62.02% | 148.05 | 6.16 |
| 09/19/03 - Friday | ALL | 182 | 117 | 64.28% | 164.75 | 6.86 |
| 09/20/03 - Saturday | ALL | 132 | 100 | 75.75% | 159.53 | 6.64 |
| 09/21/03 - Sunday | ALL | 80 | 56 | 70.00% | 165.04 | 6.87 |
| 09/22/03 - Monday | ALL | 127 | 88 | 69.29% | 141.96 | 5.91 |
| 09/23/03 - Tuesday | ALL | 497 | 337 | 67.80% | 240.42 | 10.01 |
| 09/24/03 - Wednesday | ALL | 283 | 181 | 63.95% | 139.41 | 5.80 |
| 09/25/03 - Thursday | ALL | 198 | 143 | 72.22% | 105.76 | 4.40 |
| 09/26/03 - Friday | ALL | 187 | 120 | 64.17% | 105.23 | 4.38 |
| 09/28/03 - Sunday | ALL | 172 | 115 | 66.86% | 150.85 | 6.28 |
| 09/29/03 - Monday | ALL | 493 | 345 | 69.97% | 173.05 | 7.21 |
| 09/30/03 - Tuesday | ALL | 362 | 255 | 70.44% | 127.52 | 5.31 |
| 10/01/03 - Wednesday | ALL | 138 | 97 | 70.28% | 128.52 | 5.35 |
| 10/02/03 - Thursday | ALL | 145 | 105 | 72.41% | 120.34 | 5.01 |
| 10/03/03 - Friday | ALL | 138 | 96 | 69.56% | 137.71 | 5.73 |
| 10/04/03 - Saturday | ALL | 72 | 45 | 62.50% | 131.18 | 5.46 |
| 10/05/03 - Sunday | ALL | 73 | 48 | 65.75% | 84.93 | 3.53 |
| 10/06/03 - Monday | ALL | 174 | 125 | 71.83% | 124.89 | 5.20 |
| 10/07/03 - Tuesday | ALL | 505 | 360 | 71.28% | 136.08 | 5.67 |
| 10/08/03 - Wednesday | ALL | 226 | 159 | 70.35% | 95.33 | 3.97 |
| 10/09/03 - Thursday | ALL | 170 | 120 | 70.58% | 131.34 | 5.47 |
| 10/10/03 - Friday | ALL | 205 | 141 | 68.78% | 111.60 | 4.65 |
| 10/11/03 - Saturday | ALL | 144 | 110 | 76.38% | 107.60 | 4.48 |
| 10/12/03 - Sunday | ALL | 126 | 90 | 71.42% | 101.35 | 4.22 |
| 10/13/03 - Monday | ALL | 342 | 244 | 71.34% | 149.99 | 6.24 |
| 10/14/03 - Tuesday | ALL | 220 | 151 | 68.63% | 113.76 | 4.74 |

| Email Send Date | Type | Send Count | Open Count | Open % | Average Delay in Opening Email | |
|----------------------|------|---------------|---------------|--------|--------------------------------|------|
| | | | | | Hours | Days |
| 10/15/03 - Wednesday | ALL | 201 | 122 | 60.69% | 78.57 | 3.27 |
| 10/16/03 - Thursday | ALL | 63 | 34 | 53.96% | 124.48 | 5.18 |
| 10/17/03 - Friday | ALL | 232 | 161 | 69.39% | 94.80 | 3.95 |
| 10/18/03 - Saturday | ALL | 119 | 70 | 58.82% | 81.19 | 3.38 |
| 10/19/03 - Sunday | ALL | 234 | 130 | 55.55% | 86.32 | 3.59 |
| 10/20/03 - Monday | ALL | 366 | 245 | 66.93% | 130.25 | 5.42 |
| 10/21/03 - Tuesday | ALL | 81 | 54 | 66.66% | 72.43 | 3.01 |
| 10/22/03 - Wednesday | ALL | 249 | 133 | 53.41% | 93.92 | 3.91 |
| 10/23/03 - Thursday | ALL | 145 | 90 | 62.06% | 74.37 | 3.09 |
| 10/24/03 - Friday | ALL | 144 | 87 | 60.41% | 98.19 | 4.09 |
| 10/25/03 - Saturday | ALL | 129 | 76 | 58.91% | 77.60 | 3.23 |
| 10/26/03 - Sunday | ALL | 129 | 91 | 70.54% | 60.70 | 2.52 |
| 10/27/03 - Monday | ALL | 387 | 286 | 73.90% | 76.70 | 3.19 |
| 10/28/03 - Tuesday | ALL | 210 | 143 | 68.09% | 76.31 | 3.17 |
| 10/29/03 - Wednesday | ALL | 185 | 119 | 64.32% | 45.84 | 1.91 |
| 10/30/03 - Thursday | ALL | 216 | 131 | 60.64% | 54.78 | 2.28 |
| 10/31/03 - Friday | ALL | 80 | 54 | 67.50% | 65.29 | 2.72 |
| 11/01/03 - Saturday | ALL | 137 | 98 | 71.53% | 58.70 | 2.44 |
| 11/02/03 - Sunday | ALL | 77 | 50 | 64.93% | 43.97 | 1.83 |
| 11/03/03 - Monday | ALL | 321 | 219 | 68.22% | 44.66 | 1.86 |
| 11/04/03 - Tuesday | ALL | 233 | 143 | 61.37% | 34.31 | 1.42 |
| 11/05/03 - Wednesday | ALL | 107 | 73 | 68.22% | 64.74 | 2.69 |
| 11/06/03 - Thursday | ALL | 231 | 157 | 67.96% | 32.60 | 1.35 |
| 11/07/03 - Friday | ALL | 172 | 100 | 58.13% | 40.62 | 1.69 |
| 11/08/03 - Saturday | ALL | 162 | 92 | 56.79% | 36.98 | 1.54 |
| 11/09/03 - Sunday | ALL | 64 | 39 | 60.93% | 22.17 | 0.92 |
| 11/10/03 - Monday | ALL | 255 | 119 | 46.66% | 8.64 | 0.36 |
| 11/11/03 - Tuesday | ALL | 297 | 104 | 35.01% | 2.22 | 0.09 |

| | | | | | |
|--------------|---------------|--------------|---------------|---------------|-------------|
| Total | 10,775 | 7,121 | 66.08% | 108.04 | 4.50 |
|--------------|---------------|--------------|---------------|---------------|-------------|

*Note: This report records only those emails that have been opened thus far.
People receiving these emails may open them later which would show when this report is run again.*