

# Red Mountain Spa

## Email Blast Statistics

Report Date 06/06/08

Email Sent from 01/14/08 to 05/29/08

June Super Deal + \$69 Massage - Red Mountain Spa

Subject: June Super Deal + \$69 Massage - Red Mountain Spa

1306

Date of First Email	# Sent	# Failed	Success Count	Open Count	Open %	Average Delay in Opening Email	
						Hours	Days
05/29/08 - Thursday (8 days ago)	62,959	19	62,940	6,187	9.83%	46.66	1.94

### Click Through Details

Count	% of Open	Link	URL	
100	1.62%	Red Mtn Spa - New - Specials & Packages	http://www.redmountainspa.com/_specials_packages.html	17.500
28	0.45%	Red Mtn Spa - New - Calendar of Events	http://www.redmountainspa.com/_calendar_events.html	17.501
23	0.37%	Red Mountain Spa - Main Page	http://www.redmountainspa.com	17.000
7	0.11%	Red Mtn Spa - New - Contact Us	http://www.redmountainspa.com/_contact.html	17.510
5	0.08%	Red Mounta Spa -Specials Packages	http://www.redmountainspa.com/_specials_packages/15pcwindow.html	17.712
5	0.08%	Red Mtn Spa - Mar05 TAMP - Reservations Email Addy	mailto:reservations@redmtn.com	17.314

168 Total Clicks on this blast

# Red Mountain Spa

## Email Blast Statistics

Report Date 06/06/08

Email Sent from 01/14/08 to 05/29/08

Hot Deals + \$69 Massage at Red Mountain Spa

Subject: Hot Deals + \$69 Massage at Red Mountain Spa

1266

<b>Booked</b>	<b>Cancelled</b>	<b>Net</b>	
24	3	21	<b>Reservations</b>
118	27	91	<b>Nights Booked</b>
\$ 265.11	\$ 193.66	\$ 286.31	<b>Average Rate</b>
\$ 31,284.11	\$ 5,229.00	\$ 26,055.11	<b>Total Room Revenue</b>

Date of First Email	# Sent	# Failed	Success Count	Open Count	Open %	Average Delay in Opening Email Hours	Average Delay in Opening Email Days
05/05/08 - Monday (32 days ago)	65,147	8	65,139	9,855	15.13%	51.42	2.14

### Click Through Details

Count	% of Open	Link	URL	
340	3.45%	RedMtn - 0508 (Omniture) - Hot Deals	http://www.redmountainspa.com/hotdeals.html?chebs=rms_email_0508_da_HotDe	17.297
154	1.56%	RedMtn - 0508 (Omniture) - Summer Spa Savings 2008	http://www.redmountainspa.com/_specials_packages/SummerSpaSavings2008.ht	17.298
147	1.49%	Red Mtn Spa - New - Specials & Packages	http://www.redmountainspa.com/_specials_packages.html	17.500
118	1.20%	RedMtn - 0508 (Omniture) - CNT Survey	http://www.concierge.com/cntraveler/surveys/readerschoice?chebs=rms_email_0	17.479
58	0.59%	Red Mtn Spa - New - Calendar of Events	http://www.redmountainspa.com/_calendar_events.html	17.501
39	0.40%	RedMtn - 0508 (Omniture) - 10 Steps To Wellness 2008	http://www.redmountainspa.com/_specials_packages/10StepsToWellness2008.ht	17.467
37	0.38%	Red Mountain Spa - Main Page	http://www.redmountainspa.com	17.000
35	0.36%	Red Mtn - Dec 2007 - Fitness Boot Camp 2008	http://www.redmountainspa.com/_specials_packages/FitnessBootCamp2008.html	17.387
32	0.32%	RedMtn - 0508 (Omniture) - Recipe 05 2008	http://www.redmountainspa.com/_healthy_cuisine/recipe/05_2008.php?chebs=rm	17.481
26	0.26%	RedMtn - 0508 (Omniture) - Villa Summer Value 2008	http://www.redmountainspa.com/_specials_packages/VillaSummerValue2008.html	17.466
22	0.22%	Red Mtn Spa - New - Contact Us	http://www.redmountainspa.com/_contact.html	17.510
22	0.22%	RedMtn - 0508 (Omniture) - Yoga Retreat	http://www.redmountainspa.com/_health_education_fitness/articles/yoga_retreat.ht	17.483
16	0.16%	RedMtn - 0508 (Omniture) - Nutrition Lessons	http://www.redmountainspa.com/_health_education_fitness/articles/nutrition_lesson	17.484
16	0.16%	Red Mtn Spa - Mar05 TAMP - Reservations Email Addy	mailto:reservations@redmtn.com	17.314
15	0.15%	Red Mouna Spa -Specials Packages	http://www.redmountainspa.com/_specials_packages/15pcwindow.html	17.712
15	0.15%	Red Mountain Spa - Emotional Fitness	http://www.redmountainspa.com/emotionalfitness.html	17.178
14	0.14%	Red Mtn - Dec 2007 - Hershey Presenters	http://www.redmountainspa.com/hersheypresenters.html	17.382

# Red Mountain Spa

## Email Blast Statistics

Report Date 06/06/08

Email Sent from 01/14/08 to 05/29/08

Hot Deals + \$69 Massage at Red Mountain Spa

Subject: Hot Deals + \$69 Massage at Red Mountain Spa

1266

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24	3	21	<b>Reservations</b>
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Date of First Email	# Sent	# Failed	Success Count	Open Count	Open %	Average Delay in Opening Email Hours	Average Delay in Opening Email Days
05/05/08 - Monday (32 days ago)	65,147	8	65,139	9,855	15.13%	51.42	2.14

### Click Through Details

Count	% of Open	Link	URL	
13	0.13%	RedMtn - 0508 (Omniture) - Burns Bites	http://www.redmountainspa.com/_spa_services/burns_bites.html?chebs=rms_em	17.482
13	0.13%	Red Mtn - Dec 2007 - Weight Loss 2008	http://www.redmountainspa.com/_specials_packages/ReEnergizingWeightLoss20	17.385
13	0.13%	Red Mtn - Dec 2007 - Detox 2008	http://www.redmountainspa.com/_calendar_events/Detox2008.html	17.384
11	0.11%	Red Mountain Spa - Peeke Weeke Package 2008	http://www.redmountainspa.com/_specials_packages/PeekeWeekePackage2008.	17.197
10	0.10%	Red Mtn Spa Newsletter - Eat Well Feel Well Culinary 2008	http://www.redmountainspa.com/_specials_packages/EatWellFeelWellCulinary200	17.296
9	0.09%	RedMtn - 0508 (Omniture) - Carol Tuttle Experience Presenter	http://www.redmountainspa.com/caroltuttleexperiencepresenters.html?chebs=rms_	17.480
8	0.08%	RedMtn - 0508 (Omniture) - Amenities 2008	http://www.redmountainspa.com/_specials_packages/Amenities2008.html?chebs=	17.465
8	0.08%	Red Mtn - Dec 2007 - Life Compass 2008	http://www.redmountainspa.com/_specials_packages/LifeCompass2008.html	17.383
8	0.08%	Red Mountain Spa - Thanks & Giving	http://www.redmountainspa.com/berrynovpresenters.html	17.189
5	0.05%	Red Mtn Spa - Sleep 2008	http://www.redmountainspa.com/_specials_packages/Sleep_2008.html	17.457
2	0.02%	Red Mountain Spa - Calyco Cooper	http://www.redmountainspa.com/calycocooper.html	17.177

1,206 Total Clicks on this blast

# Red Mountain Spa

## Email Blast Statistics

Report Date 06/06/08

Email Sent from 01/14/08 to 05/29/08

\$100 Complimentary Credit & \$69 Massage - Red Mountain Spa

Subject: \$100 Complimentary Credit & \$69 Massage - Red Mountain Spa

1236

<b>Booked</b>	<b>Cancelled</b>	<b>Net</b>	
39	7	32	<b>Reservations</b>
145	23	122	<b>Nights Booked</b>
\$ 289.26	\$ 357.39	\$ 276.41	<b>Average Rate</b>
\$ 41,943.26	\$ 8,220.10	\$ 33,723.16	<b>Total Room Revenue</b>

Date of First Email	# Sent	# Failed	Success Count	Open Count	Open %	Average Delay in Opening Hours	Email Days
04/07/08 - Monday (60 days ago)	64,168	8	64,160	10,643	16.59%	82.65	3.44

### Click Through Details

Count	% of Open	Link	URL	
296	2.78%	RedMtn - 0408 (Omniture) - Spring On Sale 2008	http://www.redmountainspa.com/_specials_packages/SpringOnSale2008.html?che	17.459
242	2.27%	RedMtn - 0408 (Omniture) - Hot Deals	http://www.redmountainspa.com/hotdeals.html?chebs=rms_email_0408_da_hotde	17.458
152	1.43%	Red Mtn Spa - New - Specials & Packages	http://www.redmountainspa.com/_specials_packages.html	17.500
75	0.70%	RedMtn - 0408 (Omniture) - Recipe April 2008	http://www.redmountainspa.com/_healthy_cuisine/recipe/04_2008.php?chebs=rm	17.474
71	0.67%	RedMtn - 0408 (Omniture) - Summer Spa Savings 2008	http://www.redmountainspa.com/_specials_packages/SummerSpaSavings2008.ht	17.463
62	0.58%	Red Mtn Spa - New - Calendar of Events	http://www.redmountainspa.com/_calendar_events.html	17.501
40	0.38%	RedMtn - 0408 (Omniture) - Villa Spring Value	http://www.redmountainspa.com/_specials_packages/Villa_Spring_Value.html?che	17.462
38	0.36%	RedMtn - 0408 (Omniture) - The Gateway Zion	http://www.redmountainspa.com/_outdoors_area_recreation/adventure/the_gatewa	17.478
28	0.26%	Red Mtn - Dec 2007 - Fitness Boot Camp 2008	http://www.redmountainspa.com/_specials_packages/FitnessBootCamp2008.html	17.387
27	0.25%	Red Mountain Spa - Main Page	http://www.redmountainspa.com	17.000
25	0.23%	Red Mtn Spa - New - Contact Us	http://www.redmountainspa.com/_contact.html	17.510
24	0.23%	RedMtn - 0408 (Omniture) - Readers Choice Survey	http://www.concierge.com/cntraveler/surveys/readerschoice?chebs=rms_email_0	17.468
22	0.21%	RedMtn - 0408 (Omniture) - Connie Triplett Bio	http://www.redmountainspa.com/ConnieTriplettBio.html?chebs=rms_email_0408_d	17.469
19	0.18%	Red Mtn Spa - People May 2008	http://www.redmountainspa.com/_specials_packages/PeopleMay2008.html	17.456
18	0.17%	Red Mouna Spa -Specials Packages	http://www.redmountainspa.com/_specials_packages/15pcwindow.html	17.712
18	0.17%	RedMtn - 0408 (Omniture) - Peeke Weeke Package 2008	http://www.redmountainspa.com/_specials_packages/PeekeWeekePackage2008.	17.470
18	0.17%	RedMtn - 0408 (Omniture) - 10 Steps To Wellness 2008	http://www.redmountainspa.com/_specials_packages/10StepsToWellness2008.ht	17.464

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Email Sent from 01/14/08 to 05/29/08

\$100 Complimentary Credit & \$69 Massage - Red Mountain Spa

Subject: \$100 Complimentary Credit & \$69 Massage - Red Mountain Spa

1236

<b>Booked</b>	<b>Cancelled</b>	<b>Net</b>	
39	7	32	<b>Reservations</b>
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Date of First Email	# Sent	# Failed	Success Count	Open Count	Open %	Average Delay in Opening Email Hours	Average Delay in Opening Email Days
04/07/08 - Monday (60 days ago)	64,168	8	64,160	10,643	16.59%	82.65	3.44

### Click Through Details

Count	% of Open	Link	URL	
15	0.14%	Red Mtn - Dec 2007 - Detox 2008	<a href="http://www.redmountainspa.com/_calendar_events/Detox2008.html">http://www.redmountainspa.com/_calendar_events/Detox2008.html</a>	17.384
14	0.13%	RedMtn - 0408 (Omniture) - Amenities 2008	<a href="http://www.redmountainspa.com/_specials_packages/Amenities2008.html?chebs=">http://www.redmountainspa.com/_specials_packages/Amenities2008.html?chebs=</a>	17.461
13	0.12%	RedMtn - 0408 (Omniture) - Back On Track	<a href="http://www.redmountainspa.com/_health_education_fitness/articles/back_on_track">http://www.redmountainspa.com/_health_education_fitness/articles/back_on_track</a>	17.476
12	0.11%	RedMtn - 0408 (Omniture) - Canyon View Yoga	<a href="http://www.redmountainspa.com/_health_education_fitness/articles/canyon_view_">http://www.redmountainspa.com/_health_education_fitness/articles/canyon_view_</a>	17.477
10	0.09%	RedMtn - 0408 (Omniture) - Awards & Accolades	<a href="http://www.redmountainspa.com/_our_resort/awards_accolades.html?chebs=rms_">http://www.redmountainspa.com/_our_resort/awards_accolades.html?chebs=rms_</a>	17.460
8	0.08%	Red Mtn - Dec 2007 - Weight Loss 2008	<a href="http://www.redmountainspa.com/_specials_packages/ReEnergizingWeightLoss20">http://www.redmountainspa.com/_specials_packages/ReEnergizingWeightLoss20</a>	17.385
7	0.07%	RedMtn - 0408 (Omniture) - Sleep 2008	<a href="http://www.redmountainspa.com/_specials_packages/Sleep_2008.html?chebs=rm">http://www.redmountainspa.com/_specials_packages/Sleep_2008.html?chebs=rm</a>	17.473
6	0.06%	Red Mtn Spa - Mar05 TAMP - Reservations Email Addy	<a href="mailto:reservations@redmtn.com">mailto:reservations@redmtn.com</a>	17.314
6	0.06%	Red Mountain Spa - Thanks & Giving	<a href="http://www.redmountainspa.com/berrynovpresenters.html">http://www.redmountainspa.com/berrynovpresenters.html</a>	17.189
5	0.05%	RedMtn - Presenter Wolfe	<a href="http://www.redmountainspa.com/wolfepresenters.html">http://www.redmountainspa.com/wolfepresenters.html</a>	17.439
5	0.05%	Red Mtn - Dec 2007 - Life Compass 2008	<a href="http://www.redmountainspa.com/_specials_packages/LifeCompass2008.html">http://www.redmountainspa.com/_specials_packages/LifeCompass2008.html</a>	17.383
5	0.05%	Red Mtn - Dec 2007 - Hershey Presenters	<a href="http://www.redmountainspa.com/hersheypresenters.html">http://www.redmountainspa.com/hersheypresenters.html</a>	17.382
5	0.05%	Red Mountain Spa - Calyco Cooper	<a href="http://www.redmountainspa.com/calycocooper.html">http://www.redmountainspa.com/calycocooper.html</a>	17.177
4	0.04%	RedMtn - 0408 (Omniture) - Catch Your ZZZZZ's	<a href="http://www.redmountainspa.com/_health_education_fitness/articles/Apr08_ZZZZZ">http://www.redmountainspa.com/_health_education_fitness/articles/Apr08_ZZZZZ</a>	17.472
4	0.04%	Red Mtn Newsletter	<a href="http://www.redmountainspa.com/dave_romanelli_0408-lo.pdf">http://www.redmountainspa.com/dave_romanelli_0408-lo.pdf</a>	17.392
4	0.04%	Red Mountain Spa - Peeke Weeke Package2 008	<a href="http://www.redmountainspa.com/_specials_packages/PeekeWeekePackage2008">http://www.redmountainspa.com/_specials_packages/PeekeWeekePackage2008</a>	17.194
2	0.02%	Red Mtn Spa - Sleep 2008	<a href="http://www.redmountainspa.com/_specials_packages/Sleep_2008.html">http://www.redmountainspa.com/_specials_packages/Sleep_2008.html</a>	17.457

# Red Mountain Spa

## Email Blast Statistics

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\$100 Complimentary Credit & \$69 Massage - Red Mountain Spa

Subject: \$100 Complimentary Credit & \$69 Massage - Red Mountain Spa

1236

<b>Booked</b>	<b>Cancelled</b>	<b>Net</b>	
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Date of First Email	# Sent	# Failed	Success Count	Open Count	Open %	Average Delay in Opening Email Hours	Average Delay in Opening Email Days
04/07/08 - Monday (60 days ago)	64,168	8	64,160	10,643	16.59%	82.65	3.44

### Click Through Details

Count	% of Open	Link	URL
1,300		Total Clicks on this blast	

# Red Mountain Spa

## Email Blast Statistics

Report Date 06/06/08

Email Sent from 01/14/08 to 05/29/08

Join Discovery Health Channel Expert Dr. Pam Peeke at Red Mo

Subject: Join Discovery Health Channel Expert Dr. Pam Peeke at Red Mountain Spa

1211

<b>Booked</b>	<b>Cancelled</b>	<b>Net</b>	
54	7	47	<b>Reservations</b>
209	23	186	<b>Nights Booked</b>
\$ 299.82	\$ 264.17	\$ 304.23	<b>Average Rate</b>
\$ 62,663.44	\$ 6,076.09	\$ 56,587.35	<b>Total Room Revenue</b>

Date of First Email	# Sent	# Failed	Success Count	Open Count	Open %	Average Delay in Opening Email	
						Hours	Days
03/18/08 - Tuesday (80 days ago)	62,971	8	62,963	9,541	15.15%	53.68	2.24

### Click Through Details

Count	% of Open	Link	URL	
612	6.41%	Red Mtn Spa - New - Specials & Packages	http://www.redmountainspa.com/_specials_packages.html	17.500
329	3.45%	Red Mountain Spa - Peeke Weeke Package2 008	http://www.redmountainspa.com/_specials_packages/PeekeWeekePackage2008.	17.194
112	1.17%	Red Mtn Spa - New - Calendar of Events	http://www.redmountainspa.com/_calendar_events.html	17.501
99	1.04%	Red Mountain Spa - www.drpeeke.com	http://www.drpeeke.com?chebs=rms_email_0308_da_peek_peekeweb	17.195
77	0.81%	Red Mountain Spa - Main Page	http://www.redmountainspa.com	17.000
43	0.45%	Red Mountain Spa - Retreats@drpeeke.com	mailto:Retreats@drpeeke.com	17.196
33	0.35%	Red Mounta Spa -Specials Packages	http://www.redmountainspa.com/_specials_packages/15pcwindow.html	17.712
24	0.25%	Red Mtn Spa - New - Contact Us	http://www.redmountainspa.com/_contact.html	17.510
18	0.19%	Red Mtn Spa - Mar05 TAMP - Reservations Email Addy	mailto:reservations@redmtn.com	17.314

1,347 Total Clicks on this blast

# Red Mountain Spa

## Email Blast Statistics

Report Date 06/06/08

Email Sent from 01/14/08 to 05/29/08

Last Minute Hot Deals & \$100 Complimentary Credit - Red Moun

Subject: Last Minute Hot Deals & \$100 Complimentary Credit - Red Mountain Spa

1200

<b>Booked</b>	<b>Cancelled</b>	<b>Net</b>	
62	8	54	<b>Reservations</b>
249	27	222	<b>Nights Booked</b>
\$ 283.47	\$ 240.82	\$ 288.66	<b>Average Rate</b>
\$ 70,585.73	\$ 6,502.36	\$ 64,083.37	<b>Total Room Revenue</b>

Date of First Email	# Sent	# Failed	Success Count	Open Count	Open %	Average Delay in Opening Hours	Email Days
03/10/08 - Monday (88 days ago)	60,002	8	59,994	8,878	14.80%	61.11	2.55

### Click Through Details

Count	% of Open	Link	URL	
299	3.37%	RedMtn - 0308 (Omniture) - Spring On Sale 2008	http://www.redmountainspa.com/_specials_packages/SpringOnSale2008.html?che	17.441
209	2.35%	RedMtn - 0308 (Omniture) - Last Minute Hot Deals	http://www.redmountainspa.com/hotdeals.html?chebs=rms_email_0308_da_hotde	17.440
176	1.98%	Red Mtn Spa - New - Specials & Packages	http://www.redmountainspa.com/_specials_packages.html	17.500
55	0.62%	Red Mtn Spa - New - Calendar of Events	http://www.redmountainspa.com/_calendar_events.html	17.501
40	0.45%	Red Mountain Spa - Main Page	http://www.redmountainspa.com	17.000
36	0.41%	RedMtn - 0308 (Omniture) - 10 Steps To Wellness 2008	http://www.redmountainspa.com/_specials_packages/10StepsToWellness2008.ht	17.445
35	0.39%	RedMtn - 0308 (Omniture) - Recipe of the Month March 2008	http://www.redmountainspa.com/_healthy_cuisine/recipe/03_2008.php?chebs=rm	17.451
34	0.38%	Red Mtn - Dec 2007 - Fitness Boot Camp 2008	http://www.redmountainspa.com/_specials_packages/FitnessBootCamp2008.html	17.387
31	0.35%	RedMtn - 0308 (Omniture) - Villa Spring Value	http://www.redmountainspa.com/_specials_packages/Villa_Spring_Value.html?che	17.444
21	0.24%	Red Mtn Spa - New - Contact Us	http://www.redmountainspa.com/_contact.html	17.510
19	0.21%	RedMtn - 0308 (Omniture) - Amenities 2008	http://www.redmountainspa.com/_specials_packages/Amenities2008.html?chebs=	17.443
18	0.20%	Red Mtn - Dec 2007 - Detox 2008	http://www.redmountainspa.com/_calendar_events/Detox2008.html	17.384
15	0.17%	Red Mouna Spa -Specials Packages	http://www.redmountainspa.com/_specials_packages/15pcwindow.html	17.712
15	0.17%	RedMtn - 0308 (Omniture) - Awards & Accolades	http://www.redmountainspa.com/_our_resort/awards_accolades.html?chebs=rms_	17.442
14	0.16%	RedMtn - 0308 (Omniture) - Theory Of Aging	http://www.redmountainspa.com/_spa_services/theory_of_aging.html?chebs=rms	17.452
14	0.16%	RedMtn - 0308 (Omniture) - March 08 Fountain Youth	http://www.redmountainspa.com/_health_education_fitness/articles/Mar08_Fountai	17.449
13	0.15%	RedMtn - 0308 (Omniture) - Star Walk	http://www.redmountainspa.com/_outdoors_area_recreation/adventure/star_walk.h	17.455

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Last Minute Hot Deals & \$100 Complimentary Credit - Red Moun

Subject: Last Minute Hot Deals & \$100 Complimentary Credit - Red Mountain Spa

1200

<b>Booked</b>	<b>Cancelled</b>	<b>Net</b>	
62	8	54	<b>Reservations</b>
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Date of First Email	# Sent	# Failed	Success Count	Open Count	Open %	Average Delay in Opening Email Hours	Average Delay in Opening Email Days
03/10/08 - Monday (88 days ago)	60,002	8	59,994	8,878	14.80%	61.11	2.55

### Click Through Details

Count	% of Open	Link	URL	
13	0.15%	RedMtn - 0308 (Omniture) - Good Nutrition	http://www.redmountainspa.com/_health_education_fitness/articles/good_nutrition.h	17.453
13	0.15%	RedMtn - Presenter Wolfe	http://www.redmountainspa.com/wolfepresenters.html	17.439
12	0.14%	Red Mtn - Dec 2007 - Weight Loss 2008	http://www.redmountainspa.com/_specials_packages/ReEnergizingWeightLoss20	17.385
12	0.14%	Red Mtn - Dec 2007 - Hershey Presenters	http://www.redmountainspa.com/hersheypresenters.html	17.382
9	0.10%	Red Mtn - Dec 2007 - Life Compass 2008	http://www.redmountainspa.com/_specials_packages/LifeCompass2008.html	17.383
9	0.10%	Red Mtn Spa - Mar05 TAMP - Reservations Email Addy	mailto:reservations@redmtn.com	17.314
8	0.09%	RedMtn - 0308 (Omniture) - Personal Training Trends	http://www.redmountainspa.com/_health_education_fitness/articles/personal_trainin	17.454
8	0.09%	RedMtn - Presenter Russert	http://www.redmountainspa.com/russertpresenters.html	17.438
8	0.09%	Red Mountain Spa - Emotional Fitness	http://www.redmountainspa.com/emotionalfitness.html	17.178
7	0.08%	RedMtn - 0308 (Omniture) - Brett Hansen Bio	http://www.redmountainspa.com/BrettHansenBio.html?chebs=rms_email_0308_da	17.446
6	0.07%	RedMtn - Presenter Jones	http://www.redmountainspa.com/jonespresenter.html	17.437
4	0.05%	RedMtn - 0308 (Omniture) - Pam Peeke Bio	http://www.redmountainspa.com/PamPeekeBio.html?chebs=rms_email_0308_da_	17.448
3	0.03%	RedMtn - 0308 (Omniture) - PeekeWeekePackage2008	http://www.redmountainspa.com/_specials_packages/PeekeWeekePackage2008.	17.447
2	0.02%	RedMtn - 0308 (Omniture) - Presenter Wolfe Omniture	http://www.redmountainspa.com/wolfepresenters.html?chebs=rms_email_0308_da	17.450
1	0.01%	Red Mtn Spa - New - Our Resort	http://www.redmountainspa.com/_our_resort.html	17.502

1,159 Total Clicks on this blast

# Red Mountain Spa

## Email Blast Statistics

Report Date 06/06/08

Email Sent from 01/14/08 to 05/29/08

COMPLIMENTARY \$100 Resort Credit - Red Mountain Spa

Subject: COMPLIMENTARY \$100 Resort Credit - Red Mountain Spa

1163

<b>Booked</b>	<b>Cancelled</b>	<b>Net</b>	
82	10	72	<b>Reservations</b>
342	39	303	<b>Nights Booked</b>
\$ 280.59	\$ 306.23	\$ 277.28	<b>Average Rate</b>
\$ 95,962.00	\$ 11,943.20	\$ 84,018.80	<b>Total Room Revenue</b>

Date of First Email	# Sent	# Failed	Success Count	Open Count	Open %	Average Delay in Hours	Opening Email Days
02/12/08 - Tuesday (115 days ago)	62,768	8	62,760	10,502	16.73%	106.81	4.45

### Click Through Details

Count	% of Open	Link	URL	
471	4.48%	RedMtn - 0208 (Omniture) - Spring On Sale 2008	http://www.redmountainspa.com/_specials_packages/SpringOnSale2008.html	17.415
317	3.02%	Red Mountain Spa - Hot Deals Page	http://www.redmountainspa.com/hotdeals.html	17.185
208	1.98%	Red Mtn Spa - New - Specials & Packages	http://www.redmountainspa.com/_specials_packages.html	17.500
142	1.35%	RedMtn - 0208 (Omniture) - Recipe February 2008	http://www.redmountainspa.com/_healthy_cuisine/recipe/02_2008.php?chebs=rm	17.432
101	0.96%	Red Mtn Spa - New - Calendar of Events	http://www.redmountainspa.com/_calendar_events.html	17.501
73	0.70%	RedMtn - 0208 (Omniture) - 10 Steps To Wellness 2008	http://www.redmountainspa.com/_specials_packages/10StepsToWellness2008.ht	17.418
67	0.64%	Red Mountain Spa - Main Page	http://www.redmountainspa.com	17.000
37	0.35%	RedMtn - 0208 (Omniture) - Nordic Walking	http://www.redmountainspa.com/_health_education_fitness/articles/nordic_walking	17.434
34	0.32%	RedMtn - 0208 (Omniture) - Fitness Boot Camp 2008	http://www.redmountainspa.com/_specials_packages/FitnessBootCamp2008.html	17.427
33	0.31%	RedMtn - 0208 (Omniture) - Age Well	http://www.redmountainspa.com/_spa_services/age_well.html?chebs=rms_email	17.433
30	0.29%	Red Mtn Spa - New - Contact Us	http://www.redmountainspa.com/_contact.html	17.510
29	0.28%	RedMtn - 0208 (Omniture) - Peeke Wake Up	http://www.redmountainspa.com/_health_education_fitness/articles/Jan08Peeke_w	17.421
28	0.27%	RedMtn - 0208 (Omniture) - Detox 2008	http://www.redmountainspa.com/_calendar_events/Detox2008.html?chebs=rms_e	17.429
23	0.22%	RedMtn - 0208 (Omniture) - Amenities 2008	http://www.redmountainspa.com/_specials_packages/Amenities2008.html?chebs=	17.417
21	0.20%	RedMtn - 0208 (Omniture) - Biking Program	http://www.redmountainspa.com/_outdoors_area_recreation/biking_program.html#	17.435
20	0.19%	Red Mounta Spa -Specials Packages	http://www.redmountainspa.com/_specials_packages/15pcwindow.html	17.712
19	0.18%	RedMtn - 0208 (Omniture) - Newtritionist	http://www.redmountainspa.com/_health_education_fitness/articles/newtritionist.ht	17.436

# Red Mountain Spa

## Email Blast Statistics

Report Date 06/06/08

Email Sent from 01/14/08 to 05/29/08

COMPLIMENTARY \$100 Resort Credit - Red Mountain Spa

Subject: COMPLIMENTARY \$100 Resort Credit - Red Mountain Spa

1163

<b>Booked</b>	<b>Cancelled</b>	<b>Net</b>	
82	10	72	<b>Reservations</b>
342	39	303	<b>Nights Booked</b>
\$ 280.59	\$ 306.23	\$ 277.28	<b>Average Rate</b>
\$ 95,962.00	\$ 11,943.20	\$ 84,018.80	<b>Total Room Revenue</b>

Date of First Email	# Sent	# Failed	Success Count	Open Count	Open %	Average Delay in Opening Email Hours	Average Delay in Opening Email Days
02/12/08 - Tuesday (115 days ago)	62,768	8	62,760	10,502	16.73%	106.81	4.45

### Click Through Details

Count	% of Open	Link	URL	
16	0.15%	RedMtn - 0208 (Omniture) - Presenters Morgenstern	http://www.redmountainspa.com/morgenstern.presentershtml.html?chebs=rms_em	17.422
13	0.12%	RedMtn - 0208 (Omniture) - Awarda & Accolades	http://www.redmountainspa.com/_our_resort/awards_accolades.html?chebs=rms_	17.416
12	0.11%	RedMtn - 0208 (Omniture) - Presenters Calyco 2	http://www.redmountainspa.com/calyco2presenters.html?chebs=rms_email_0208	17.428
10	0.10%	RedMtn - 0208 (Omniture) - Presenters Morgenstern 2	http://www.redmountainspa.com/morgenstern.presentershtml.html?chebs=rms_em	17.431
9	0.09%	RedMtn - 0208 (Omniture) - Couples Sleep 2008	http://www.redmountainspa.com/_specials_packages/Sleep_Couples2008.html?c	17.424
9	0.09%	Red Mtn Spa - Mar05 TAMP - Reservations Email Addy	mailto:reservations@redmtn.com	17.314
7	0.07%	RedMtn - 0208 (Omniture) - Eat Well Feel Well Culinary 2008	http://www.redmountainspa.com/_specials_packages/EatWellFeelWellCulinary200	17.426
7	0.07%	RedMtn - 0208 (Omniture) - Peeke Weeke Package 2008	http://www.redmountainspa.com/_specials_packages/PeekeWeekePackage2008.	17.419
5	0.05%	RedMtn - 0208 (Omniture) - Pam Peeke Bio	http://www.redmountainspa.com/PamPeekeBio.html?chebs=rms_email_0208_da	17.420
3	0.03%	RedMtn - 0208 (Omniture) - Presenters Kalu	http://www.redmountainspa.com/kalu.presentershtml.html?chebs=rms_email_0208	17.425
2	0.02%	Red Mtn Spa - New - Map & Directions	http://www.redmountainspa.com/_map_directions.html	17.514
1	0.01%	Red Mtn Spa - New - Our Resort	http://www.redmountainspa.com/_our_resort.html	17.502

1,747 Total Clicks on this blast

## Email Blast Statistics

Report Date 06/06/08

Email Sent from 01/14/08 to 05/29/08

Red Mountain Spa January E-newsletter

Subject: Red Mountain Spa January E-newsletter

1118

<b>Booked</b>	<b>Cancelled</b>	<b>Net</b>	
65	7	58	<b>Reservations</b>
280	36	244	<b>Nights Booked</b>
\$ 257.68	\$ 329.58	\$ 247.07	<b>Average Rate</b>
\$ 72,152.63	\$ 11,865.23	\$ 60,287.40	<b>Total Room Revenue</b>

Date of First Email	# Sent	# Failed	Success Count	Open Count	Open %	Average Delay in Opening Email Hours	Average Delay in Opening Email Days
01/14/08 - Monday (144 days ago)	62,198	8	62,190	9,687	15.58%	96.04	4.00

### Click Through Details

Count	% of Open	Link	URL	
279	2.88%	RedMtn - 0108 (Omniture) - Specials & Packages	http://www.redmountainspa.com/_specials_packages.html?chebs=rms_email_010	17.390
221	2.28%	RedMtn - 0108 (Omniture) - Spring On Sale 2008	http://www.redmountainspa.com/_specials_packages/SpringOnSale2008.html?che	17.395
217	2.24%	RedMtn - 0108 (Omniture) - ReNewYear08 Package	http://www.redmountainspa.com/_specials_packages/ReNewYear08Package.htm	17.396
144	1.49%	RedMtn - 0108 (Omniture) - Jump Start Boot Camp 2008	http://www.redmountainspa.com/_health_education_fitness/articles/jump_start_boot	17.414
99	1.02%	RedMtn - 0108 (Omniture) - Calendar of Events	http://www.redmountainspa.com/_calendar_events.html?chebs=rms_email_0108_	17.391
87	0.90%	RedMtn - 0108 (Omniture) - January 2008 Peeke Article	http://www.redmountainspa.com/_health_education_fitness/articles/Jan08Peeke.ht	17.401
57	0.59%	Red Mountain Spa - Main Page	http://www.redmountainspa.com	17.000
53	0.55%	RedMtn - 0108 (Omniture) - Recipe January 2008	http://www.redmountainspa.com/_healthy_cuisine/recipe/01_2008.php?chebs=rm	17.412
51	0.53%	RedMtn - 0108 (Omniture) - Fitness Boot Camp2008	http://www.redmountainspa.com/_specials_packages/FitnessBootCamp2008.html	17.407
44	0.45%	RedMtn - 0108 (Omniture) - Sleep Couples 2008	http://www.redmountainspa.com/_specials_packages/Sleep_Couples2008.html?c	17.403
42	0.43%	RedMtn - 0108 (Omniture) - Honey Of A New Year	http://www.redmountainspa.com/_spa_services/honey_of_a_new_year.html?che	17.413
39	0.40%	RedMtn - 0108 (Omniture) - Detox 2008	http://www.redmountainspa.com/_calendar_events/Detox2008.html?chebs=rms_e	17.410
37	0.38%	RedMtn - 0108 (Omniture) - Peeke Weeke Package 2008	http://www.redmountainspa.com/_specials_packages/PeekeWeekePackage2008.	17.400
32	0.33%	RedMtn - 0108 (Omniture) - Contact Us	http://www.redmountainspa.com/_contact.html?chebs=rems_email_0108_da_cont	17.393
30	0.31%	RedMtn - 0108 (Omniture) - Red Rock Romance 2008	http://www.redmountainspa.com/_specials_packages/RedRockRomance2008.ht	17.399
27	0.28%	RedMtn - 0108 (Omniture) - ReEnergizing Weight Loss 2008	http://www.redmountainspa.com/_specials_packages/ReEnergizingWeightLoss20	17.405
21	0.22%	RedMtn - 0108 (Omniture) - Amenities 2008	http://www.redmountainspa.com/_specials_packages/Amenities2008.html?chebs=	17.398

# Red Mountain Spa

## Email Blast Statistics

Report Date 06/06/08

Email Sent from 01/14/08 to 05/29/08

Red Mountain Spa January E-newsletter

Subject: Red Mountain Spa January E-newsletter

1118

<b>Booked</b>	<b>Cancelled</b>	<b>Net</b>	
65	7	58	<b>Reservations</b>
280	36	244	<b>Nights Booked</b>
\$ 257.68	\$ 329.58	\$ 247.07	<b>Average Rate</b>
\$ 72,152.63	\$ 11,865.23	\$ 60,287.40	<b>Total Room Revenue</b>

Date of First Email	# Sent	# Failed	Success Count	Open Count	Open %	Average Delay in Opening Hours	Email Days
01/14/08 - Monday (144 days ago)	62,198	8	62,190	9,687	15.58%	96.04	4.00

### Click Through Details

Count	% of Open	Link	URL	
19	0.20%	Red Mtn Spa - Mar05 TAMP - Reservations Email Addy	mailto:reservations@redmtn.com	17.314
15	0.15%	RedMtn - 0108 (Omniture) - 15PCWindow	http://www.redmountainspa.com/_specials_packages/15pcwindow.html?chebs=r	17.394
12	0.12%	RedMtn - 0108 (Omniture) - Presenter Kalu	http://www.redmountainspa.com/kalu.presentershtml.html?chebs=rms_email_0108	17.411
12	0.12%	RedMtn - 0108 (Omniture) - Pam Peeke Bio	http://www.redmountainspa.com/PamPeekeBio.html?chebs=rms_email_0108_da_	17.402
10	0.10%	RedMtn - 0108 (Omniture) - Eat Well Feel Well Culinary 2008	http://www.redmountainspa.com/_specials_packages/EatWellFeelWellCulinary200	17.404
9	0.09%	RedMtn - 0108 (Omniture) - Awards & Accolades	http://www.redmountainspa.com/_our_resort/awards_accolades.html?chebs=rms_	17.397
8	0.08%	RedMtn - 0108 (Omniture) - Life Compass 2008	http://www.redmountainspa.com/_specials_packages/LifeCompass2008.html?che	17.409
6	0.06%	RedMtn - 0108 (Omniture) - Calyco Cooper	http://www.redmountainspa.com/calycocooper.html?chebs=rms_email_0108_da_	17.408
5	0.05%	RedMtn - 0108 (Omniture) - Presenter Kabbat	http://www.redmountainspa.com/kabbat.presenters.html?chebs=rms_email_0108_	17.406
3	0.03%	Red Mountain Spa - Last Minute Getaway Special 07	http://www.redmountainspa.com/_specials_packages/LastMinuteGetawaySpecial	17.187
1	0.01%	Red Mtn Spa - New - Specials & Packages	http://www.redmountainspa.com/_specials_packages.html	17.500
1	0.01%	Red Mtn - Dec 2007 - Winter Skin Care	http://www.redmountainspa.com/_spa_services/winter_skin_care.html	17.389
1	0.01%	Red Mtn - Dec 2007 - Recipe 12-2007	http://www.redmountainspa.com/_healthy_cuisine/recipe/12_2007.php	17.388
1	0.01%	Red Mtn Spa - Mar05 TAMP - The Wave	http://www.redmountainspa.com/_outdoors_area_recreation/adventure/the_wave.	17.333

1,583 Total Clicks on this blast

# Red Mountain Spa

## Email Blast Statistics

Report Date 06/06/08

Email Sent from 01/14/08 to 05/29/08

### Summary

<b>Booked</b>	<b>Cancelled</b>	<b>Net</b>	
326	42	284	<b>Reservations</b>
1,343	175	1,168	<b>Nights Booked</b>
\$ 278.92	\$ 284.77	\$ 278.04	<b>Average Rate</b>
\$ 374,591.17	\$ 49,835.98	\$ 324,755.19	<b>Total Room Revenue</b>

Date of First Email	# Sent	# Failed	Success Count	Open Count	Open %	Average Delay in Opening Hours	Email Days
01/14/08 - Monday (144 days ago)	440,213	67	440,146	65,293	14.83%	71.20	2.97

### Click Through Details

Count	% of Open	Link	URL	
1,396	2.14%	Red Mtn Spa - New - Specials & Packages	<a href="http://www.redmountainspa.com/_specials_packages.html">http://www.redmountainspa.com/_specials_packages.html</a>	17.500
471	0.72%	RedMtn - 0208 (Omniture) - Spring On Sale 2008	<a href="http://www.redmountainspa.com/_specials_packages/SpringOnSale2008.html">http://www.redmountainspa.com/_specials_packages/SpringOnSale2008.html</a>	17.415
416	0.64%	Red Mtn Spa - New - Calendar of Events	<a href="http://www.redmountainspa.com/_calendar_events.html">http://www.redmountainspa.com/_calendar_events.html</a>	17.501
340	0.52%	RedMtn - 0508 (Omniture) - Hot Deals	<a href="http://www.redmountainspa.com/hotdeals.html?chebs=rms_email_0508_da_HotDe">http://www.redmountainspa.com/hotdeals.html?chebs=rms_email_0508_da_HotDe</a>	17.297
333	0.51%	Red Mountain Spa - Peeke Weeke Package2 008	<a href="http://www.redmountainspa.com/_specials_packages/PeekeWeekePackage2008">http://www.redmountainspa.com/_specials_packages/PeekeWeekePackage2008</a>	17.194
328	0.50%	Red Mountain Spa - Main Page	<a href="http://www.redmountainspa.com">http://www.redmountainspa.com</a>	17.000
317	0.49%	Red Mountain Spa - Hot Deals Page	<a href="http://www.redmountainspa.com/hotdeals.html">http://www.redmountainspa.com/hotdeals.html</a>	17.185
299	0.46%	RedMtn - 0308 (Omniture) - Spring On Sale 2008	<a href="http://www.redmountainspa.com/_specials_packages/SpringOnSale2008.html?che">http://www.redmountainspa.com/_specials_packages/SpringOnSale2008.html?che</a>	17.441
296	0.45%	RedMtn - 0408 (Omniture) - Spring On Sale 2008	<a href="http://www.redmountainspa.com/_specials_packages/SpringOnSale2008.html?che">http://www.redmountainspa.com/_specials_packages/SpringOnSale2008.html?che</a>	17.459
279	0.43%	RedMtn - 0108 (Omniture) - Specials & Packages	<a href="http://www.redmountainspa.com/_specials_packages.html?chebs=rms_email_010">http://www.redmountainspa.com/_specials_packages.html?chebs=rms_email_010</a>	17.390
242	0.37%	RedMtn - 0408 (Omniture) - Hot Deals	<a href="http://www.redmountainspa.com/hotdeals.html?chebs=rms_email_0408_da_hotde">http://www.redmountainspa.com/hotdeals.html?chebs=rms_email_0408_da_hotde</a>	17.458
221	0.34%	RedMtn - 0108 (Omniture) - Spring On Sale 2008	<a href="http://www.redmountainspa.com/_specials_packages/SpringOnSale2008.html?che">http://www.redmountainspa.com/_specials_packages/SpringOnSale2008.html?che</a>	17.395
217	0.33%	RedMtn - 0108 (Omniture) - ReNewYear08 Package	<a href="http://www.redmountainspa.com/_specials_packages/ReNewYear08Package.htm">http://www.redmountainspa.com/_specials_packages/ReNewYear08Package.htm</a>	17.396
209	0.32%	RedMtn - 0308 (Omniture) - Last Minute Hot Deals	<a href="http://www.redmountainspa.com/hotdeals.html?chebs=rms_email_0308_da_hotde">http://www.redmountainspa.com/hotdeals.html?chebs=rms_email_0308_da_hotde</a>	17.440
154	0.24%	RedMtn - 0508 (Omniture) - Summer Spa Savings 2008	<a href="http://www.redmountainspa.com/_specials_packages/SummerSpaSavings2008.ht">http://www.redmountainspa.com/_specials_packages/SummerSpaSavings2008.ht</a>	17.298
144	0.22%	RedMtn - 0108 (Omniture) - Jump Start Boot Camp 2008	<a href="http://www.redmountainspa.com/_health_education_fitness/articles/jump_start_boot">http://www.redmountainspa.com/_health_education_fitness/articles/jump_start_boot</a>	17.414
142	0.22%	RedMtn - 0208 (Omniture) - Recipe February 2008	<a href="http://www.redmountainspa.com/_healthy_cuisine/recipe/02_2008.php?chebs=rm">http://www.redmountainspa.com/_healthy_cuisine/recipe/02_2008.php?chebs=rm</a>	17.432
129	0.20%	Red Mtn Spa - New - Contact Us	<a href="http://www.redmountainspa.com/_contact.html">http://www.redmountainspa.com/_contact.html</a>	17.510

# Red Mountain Spa

## Email Blast Statistics

Report Date 06/06/08

Email Sent from 01/14/08 to 05/29/08

### Summary

<b>Booked</b>	<b>Cancelled</b>	<b>Net</b>	
326	42	<b>284</b>	<b>Reservations</b>
1,343	175	<b>1,168</b>	<b>Nights Booked</b>
\$ 278.92	\$ 284.77	\$ <b>278.04</b>	<b>Average Rate</b>
\$ 374,591.17	\$ 49,835.98	\$ <b>324,755.19</b>	<b>Total Room Revenue</b>

Date of First Email	# Sent	# Failed	Success Count	Open Count	Open %	Average Delay in Opening Hours	Email Days
01/14/08 - Monday (144 days ago)	440,213	67	440,146	65,293	14.83%	71.20	2.97

### Click Through Details

Count	% of Open	Link	URL	
118	0.18%	RedMtn - 0508 (Omniture) - CNT Survey	<a href="http://www.concierge.com/cntraveler/surveys/readerschoice?chebs=rms_email_0">http://www.concierge.com/cntraveler/surveys/readerschoice?chebs=rms_email_0</a>	17.479
106	0.16%	Red MOUNTAIN Spa -Specials Packages	<a href="http://www.redmountainspa.com/_specials_packages/15pcwindow.html">http://www.redmountainspa.com/_specials_packages/15pcwindow.html</a>	17.712
99	0.15%	RedMtn - 0108 (Omniture) - Calendar of Events	<a href="http://www.redmountainspa.com/_calendar_events.html?chebs=rms_email_0108_">http://www.redmountainspa.com/_calendar_events.html?chebs=rms_email_0108_</a>	17.391
99	0.15%	Red Mountain Spa - www.drpeeke.com	<a href="http://www.drpeeke.com?chebs=rms_email_0308_da_peeker_peekeweb">http://www.drpeeke.com?chebs=rms_email_0308_da_peeker_peekeweb</a>	17.195
97	0.15%	Red Mtn - Dec 2007 - Fitness Boot Camp 2008	<a href="http://www.redmountainspa.com/_specials_packages/FitnessBootCamp2008.html">http://www.redmountainspa.com/_specials_packages/FitnessBootCamp2008.html</a>	17.387
87	0.13%	RedMtn - 0108 (Omniture) - January 2008 Peeke Article	<a href="http://www.redmountainspa.com/_health_education_fitness/articles/Jan08Peeke.ht">http://www.redmountainspa.com/_health_education_fitness/articles/Jan08Peeke.ht</a>	17.401
82	0.13%	Red Mtn Spa - Mar05 TAMP - Reservations Email Addy	mailto:reservations@redmtn.com	17.314
75	0.11%	RedMtn - 0408 (Omniture) - Recipe April 2008	<a href="http://www.redmountainspa.com/_healthy_cuisine/recipe/04_2008.php?chebs=rm">http://www.redmountainspa.com/_healthy_cuisine/recipe/04_2008.php?chebs=rm</a>	17.474
73	0.11%	RedMtn - 0208 (Omniture) - 10 Steps To Wellness 2008	<a href="http://www.redmountainspa.com/_specials_packages/10StepsToWellness2008.ht">http://www.redmountainspa.com/_specials_packages/10StepsToWellness2008.ht</a>	17.418
71	0.11%	RedMtn - 0408 (Omniture) - Summer Spa Savings 2008	<a href="http://www.redmountainspa.com/_specials_packages/SummerSpaSavings2008.ht">http://www.redmountainspa.com/_specials_packages/SummerSpaSavings2008.ht</a>	17.463
53	0.08%	RedMtn - 0108 (Omniture) - Recipe January 2008	<a href="http://www.redmountainspa.com/_healthy_cuisine/recipe/01_2008.php?chebs=rm">http://www.redmountainspa.com/_healthy_cuisine/recipe/01_2008.php?chebs=rm</a>	17.412
51	0.08%	RedMtn - 0108 (Omniture) - Fitness Boot Camp2008	<a href="http://www.redmountainspa.com/_specials_packages/FitnessBootCamp2008.html">http://www.redmountainspa.com/_specials_packages/FitnessBootCamp2008.html</a>	17.407
46	0.07%	Red Mtn - Dec 2007 - Detox 2008	<a href="http://www.redmountainspa.com/_calendar_events/Detox2008.html">http://www.redmountainspa.com/_calendar_events/Detox2008.html</a>	17.384
44	0.07%	RedMtn - 0108 (Omniture) - Sleep Couples 2008	<a href="http://www.redmountainspa.com/_specials_packages/Sleep_Couples2008.html?c">http://www.redmountainspa.com/_specials_packages/Sleep_Couples2008.html?c</a>	17.403
43	0.07%	Red Mountain Spa - Retreats@drpeeke.com	mailto:Retreats@drpeeke.com	17.196
42	0.06%	RedMtn - 0108 (Omniture) - Honey Of A New Year	<a href="http://www.redmountainspa.com/_spa_services/honey_of_a_new_year.html?che">http://www.redmountainspa.com/_spa_services/honey_of_a_new_year.html?che</a>	17.413
40	0.06%	RedMtn - 0408 (Omniture) - Villa Spring Value	<a href="http://www.redmountainspa.com/_specials_packages/Villa_Spring_Value.html?che">http://www.redmountainspa.com/_specials_packages/Villa_Spring_Value.html?che</a>	17.462
39	0.06%	RedMtn - 0508 (Omniture) - 10 Steps To Wellness 2008	<a href="http://www.redmountainspa.com/_specials_packages/10StepsToWellness2008.ht">http://www.redmountainspa.com/_specials_packages/10StepsToWellness2008.ht</a>	17.467

# Red Mountain Spa

## Email Blast Statistics

Report Date 06/06/08

Email Sent from 01/14/08 to 05/29/08

### Summary

<b>Booked</b>	<b>Cancelled</b>	<b>Net</b>	
326	42	284	<b>Reservations</b>
1,343	175	1,168	<b>Nights Booked</b>
\$ 278.92	\$ 284.77	\$ 278.04	<b>Average Rate</b>
\$ 374,591.17	\$ 49,835.98	\$ 324,755.19	<b>Total Room Revenue</b>

Date of First Email	# Sent	# Failed	Success Count	Open Count	Open %	Average Delay in Opening Hours	Email Days
01/14/08 - Monday (144 days ago)	440,213	67	440,146	65,293	14.83%	71.20	2.97

### Click Through Details

Count	% of Open	Link	URL	
39	0.06%	RedMtn - 0108 (Omniture) - Detox 2008	http://www.redmountainspa.com/_calendar_events/Detox2008.html?chebs=rms_e	17.410
38	0.06%	RedMtn - 0408 (Omniture) - The Gateway Zion	http://www.redmountainspa.com/_outdoors_area_recreation/adventure/the_gatewa	17.478
37	0.06%	RedMtn - 0208 (Omniture) - Nordic Walking	http://www.redmountainspa.com/_health_education_fitness/articles/nordic_walking	17.434
37	0.06%	RedMtn - 0108 (Omniture) - Peeke Weeke Package 2008	http://www.redmountainspa.com/_specials_packages/PeekeWeekePackage2008.	17.400
36	0.06%	RedMtn - 0308 (Omniture) - 10 Steps To Wellness 2008	http://www.redmountainspa.com/_specials_packages/10StepsToWellness2008.ht	17.445
35	0.05%	RedMtn - 0308 (Omniture) - Recipe of the Month March 2008	http://www.redmountainspa.com/_healthy_cuisine/recipe/03_2008.php?chebs=rm	17.451
34	0.05%	RedMtn - 0208 (Omniture) - Fitness Boot Camp 2008	http://www.redmountainspa.com/_specials_packages/FitnessBootCamp2008.html	17.427
33	0.05%	RedMtn - 0208 (Omniture) - Age Well	http://www.redmountainspa.com/_spa_services/age_well.html?chebs=rms_email	17.433
33	0.05%	Red Mtn - Dec 2007 - Weight Loss 2008	http://www.redmountainspa.com/_specials_packages/ReEnergizingWeightLoss20	17.385
32	0.05%	RedMtn - 0508 (Omniture) - Recipe 05 2008	http://www.redmountainspa.com/_healthy_cuisine/recipe/05_2008.php?chebs=rm	17.481
32	0.05%	RedMtn - 0108 (Omniture) - Contact Us	http://www.redmountainspa.com/_contact.html?chebs=rems_email_0108_da_cont	17.393
31	0.05%	RedMtn - 0308 (Omniture) - Villa Spring Value	http://www.redmountainspa.com/_specials_packages/Villa_Spring_Value.html?che	17.444
31	0.05%	Red Mtn - Dec 2007 - Hershey Presenters	http://www.redmountainspa.com/hersheypresenters.html	17.382
30	0.05%	RedMtn - 0108 (Omniture) - Red Rock Romance 2008	http://www.redmountainspa.com/_specials_packages/RedRockRomance2008.ht	17.399
29	0.04%	RedMtn - 0208 (Omniture) - Peeke Wake Up	http://www.redmountainspa.com/_health_education_fitness/articles/Jan08Peeke_w	17.421
28	0.04%	RedMtn - 0208 (Omniture) - Detox 2008	http://www.redmountainspa.com/_calendar_events/Detox2008.html?chebs=rms_e	17.429
27	0.04%	RedMtn - 0108 (Omniture) - ReEnergizing Weight Loss 2008	http://www.redmountainspa.com/_specials_packages/ReEnergizingWeightLoss20	17.405
26	0.04%	RedMtn - 0508 (Omniture) - Villa Summer Value 2008	http://www.redmountainspa.com/_specials_packages/VillaSummerValue2008.html	17.466

# Red Mountain Spa

## Email Blast Statistics

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### Summary

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326	42	284	<b>Reservations</b>
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Date of First Email	# Sent	# Failed	Success Count	Open Count	Open %	Average Delay in Opening Hours	Email Days
01/14/08 - Monday (144 days ago)	440,213	67	440,146	65,293	14.83%	71.20	2.97

### Click Through Details

Count	% of Open	Link	URL	
24	0.04%	RedMtn - 0408 (Omniture) - Readers Choice Survey	http://www.concierge.com/cntraveler/surveys/readerschoice?chebs=rms_email_0	17.468
23	0.04%	RedMtn - 0208 (Omniture) - Amenities 2008	http://www.redmountainspa.com/_specials_packages/Amenities2008.html?chebs=	17.417
23	0.04%	Red Mountain Spa - Emotional Fitness	http://www.redmountainspa.com/emotionalfitness.html	17.178
22	0.03%	RedMtn - 0508 (Omniture) - Yoga Retreat	http://www.redmountainspa.com/_health_education_fitness/articles/yoga_retreat.ht	17.483
22	0.03%	RedMtn - 0408 (Omniture) - Connie Triplett Bio	http://www.redmountainspa.com/ConnieTriplettBio.html?chebs=rms_email_0408_d	17.469
22	0.03%	Red Mtn - Dec 2007 - Life Compass 2008	http://www.redmountainspa.com/_specials_packages/LifeCompass2008.html	17.383
21	0.03%	RedMtn - 0208 (Omniture) - Biking Program	http://www.redmountainspa.com/_outdoors_area_recreation/biking_program.html#	17.435
21	0.03%	RedMtn - 0108 (Omniture) - Amenities 2008	http://www.redmountainspa.com/_specials_packages/Amenities2008.html?chebs=	17.398
19	0.03%	Red Mtn Spa - People May 2008	http://www.redmountainspa.com/_specials_packages/PeopleMay2008.html	17.456
19	0.03%	RedMtn - 0308 (Omniture) - Amenities 2008	http://www.redmountainspa.com/_specials_packages/Amenities2008.html?chebs=	17.443
19	0.03%	RedMtn - 0208 (Omniture) - Newtritionist	http://www.redmountainspa.com/_health_education_fitness/articles/newtritionist.ht	17.436
18	0.03%	RedMtn - 0408 (Omniture) - Peeke Weeke Package 2008	http://www.redmountainspa.com/_specials_packages/PeekeWeekePackage2008.	17.470
18	0.03%	RedMtn - 0408 (Omniture) - 10 Steps To Wellness 2008	http://www.redmountainspa.com/_specials_packages/10StepsToWellness2008.ht	17.464
18	0.03%	RedMtn - Presenter Wolfe	http://www.redmountainspa.com/wolfepresenters.html	17.439
16	0.02%	RedMtn - 0508 (Omniture) - Nutrition Lessons	http://www.redmountainspa.com/_health_education_fitness/articles/nutrition_lesson	17.484
16	0.02%	RedMtn - 0208 (Omniture) - Presenters Morgenstern	http://www.redmountainspa.com/morgenstern.presentershtml.html?chebs=rms_em	17.422
15	0.02%	RedMtn - 0308 (Omniture) - Awards & Accolades	http://www.redmountainspa.com/_our_resort/awards_accolades.html?chebs=rms_	17.442
15	0.02%	RedMtn - 0108 (Omniture) -15PCWindow	http://www.redmountainspa.com/_specials_packages/15pcwindow.html?chebs=r	17.394

# Red Mountain Spa

## Email Blast Statistics

Report Date 06/06/08

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### Summary

<b>Booked</b>	<b>Cancelled</b>	<b>Net</b>	
326	42	<b>284</b>	<b>Reservations</b>
1,343	175	<b>1,168</b>	<b>Nights Booked</b>
\$ 278.92	\$ 284.77	\$ <b>278.04</b>	<b>Average Rate</b>
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Date of First Email	# Sent	# Failed	Success Count	Open Count	Open %	Average Delay in Opening Hours	Email Days
01/14/08 - Monday (144 days ago)	440,213	67	440,146	65,293	14.83%	71.20	2.97

### Click Through Details

Count	% of Open	Link	URL	
14	0.02%	RedMtn - 0408 (Omniture) - Amenities 2008	http://www.redmountainspa.com/_specials_packages/Amenities2008.html?chebs=	17.461
14	0.02%	RedMtn - 0308 (Omniture) - Theory Of Aging	http://www.redmountainspa.com/_spa_services/theory_of_aging.html?chebs=rms	17.452
14	0.02%	RedMtn - 0308 (Omniture) - March 08 Fountain Youth	http://www.redmountainspa.com/_health_education_fitness/articles/Mar08_Fountai	17.449
14	0.02%	Red Mountain Spa - Thanks & Giving	http://www.redmountainspa.com/berrynovpresenters.html	17.189
13	0.02%	RedMtn - 0508 (Omniture) - Burns Bites	http://www.redmountainspa.com/_spa_services/burns_bites.html?chebs=rms_em	17.482
13	0.02%	RedMtn - 0408 (Omniture) - Back On Track	http://www.redmountainspa.com/_health_education_fitness/articles/back_on_track.	17.476
13	0.02%	RedMtn - 0308 (Omniture) - Star Walk	http://www.redmountainspa.com/_outdoors_area_recreation/adventure/star_walk.h	17.455
13	0.02%	RedMtn - 0308 (Omniture) - Good Nutrition	http://www.redmountainspa.com/_health_education_fitness/articles/good_nutrition.h	17.453
13	0.02%	RedMtn - 0208 (Omniture) - Awarda & Accolades	http://www.redmountainspa.com/_our_resort/awards_accolades.html?chebs=rms_	17.416
12	0.02%	RedMtn - 0408 (Omniture) - Canyon View Yoga	http://www.redmountainspa.com/_health_education_fitness/articles/canyon_view_	17.477
12	0.02%	RedMtn - 0208 (Omniture) - Presenters Calyco 2	http://www.redmountainspa.com/calycoc2presenters.html?chebs=rms_email_0208	17.428
12	0.02%	RedMtn - 0108 (Omniture) - Presenter Kalu	http://www.redmountainspa.com/kalu.presentershtml.html?chebs=rms_email_0108	17.411
12	0.02%	RedMtn - 0108 (Omniture) - Pam Peeke Bio	http://www.redmountainspa.com/PamPeekeBio.html?chebs=rms_email_0108_da	17.402
11	0.02%	Red Mountain Spa - Peeke Weeke Package 2008	http://www.redmountainspa.com/_specials_packages/PeekeWeekePackage2008.	17.197
10	0.02%	RedMtn - 0408 (Omniture) - Awards & Accolades	http://www.redmountainspa.com/_our_resort/awards_accolades.html?chebs=rms_	17.460
10	0.02%	RedMtn - 0208 (Omniture) - Presenters Morgenstern 2	http://www.redmountainspa.com/morgenstern.presentershtml.html?chebs=rms_em	17.431
10	0.02%	RedMtn - 0108 (Omniture) - Eat Well Feel Well Culinary 2008	http://www.redmountainspa.com/_specials_packages/EatWellFeelWellCulinary200	17.404
10	0.02%	Red Mtn Spa Newsletter - Eat Well Feel Well Culinary 2008	http://www.redmountainspa.com/_specials_packages/EatWellFeelWellCulinary200	17.296

# Red Mountain Spa

## Email Blast Statistics

Report Date 06/06/08

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01/14/08 - Monday (144 days ago)	440,213	67	440,146	65,293	14.83%	71.20	2.97

### Click Through Details

Count	% of Open	Link	URL	
9	0.01%	RedMtn - 0508 (Omniture) - Carol Tuttle Experience Presenter	http://www.redmountainspa.com/caroltuttleexperiencepresenters.html?chebs=rms_	17.480
9	0.01%	RedMtn - 0208 (Omniture) - Couples Sleep 2008	http://www.redmountainspa.com/_specials_packages/Sleep_Couples2008.html?c	17.424
9	0.01%	RedMtn - 0108 (Omniture) - Awards & Accolades	http://www.redmountainspa.com/_our_resort/awards_accolades.html?chebs=rms_	17.397
8	0.01%	RedMtn - 0508 (Omniture) - Amenities 2008	http://www.redmountainspa.com/_specials_packages/Amenities2008.html?chebs=	17.465
8	0.01%	RedMtn - 0308 (Omniture) - Personal Training Trends	http://www.redmountainspa.com/_health_education_fitness/articles/personal_trainin	17.454
8	0.01%	RedMtn - Presenter Russert	http://www.redmountainspa.com/russertpresenters.html	17.438
8	0.01%	RedMtn - 0108 (Omniture) - Life Compass 2008	http://www.redmountainspa.com/_specials_packages/LifeCompass2008.html?che	17.409
7	0.01%	RedMtn - 0408 (Omniture) - Sleep 2008	http://www.redmountainspa.com/_specials_packages/Sleep_2008.html?chebs=rm	17.473
7	0.01%	Red Mtn Spa - Sleep 2008	http://www.redmountainspa.com/_specials_packages/Sleep_2008.html	17.457
7	0.01%	RedMtn - 0308 (Omniture) - Brett Hansen Bio	http://www.redmountainspa.com/BrettHansenBio.html?chebs=rms_email_0308_da	17.446
7	0.01%	RedMtn - 0208 (Omniture) - Eat Well Feel Well Culinary 2008	http://www.redmountainspa.com/_specials_packages/EatWellFeelWellCulinary200	17.426
7	0.01%	RedMtn - 0208 (Omniture) - Peeke Weeke Package 2008	http://www.redmountainspa.com/_specials_packages/PeekeWeekePackage2008.	17.419
7	0.01%	Red Mountain Spa - Calyco Cooper	http://www.redmountainspa.com/calycocooper.html	17.177
6	0.01%	RedMtn - Presenter Jones	http://www.redmountainspa.com/jonespresenter.html	17.437
6	0.01%	RedMtn - 0108 (Omniture) - Calyco Cooper	http://www.redmountainspa.com/calycocooper.html?chebs=rms_email_0108_da_	17.408
5	0.01%	RedMtn - 0208 (Omniture) - Pam Peeke Bio	http://www.redmountainspa.com/PamPeekeBio.html?chebs=rms_email_0208_da_	17.420
5	0.01%	RedMtn - 0108 (Omniture) - Presenter Kabbat	http://www.redmountainspa.com/kabbat.presenters.html?chebs=rms_email_0108_	17.406
4	0.01%	RedMtn - 0408 (Omniture) - Catch Your ZZZZZ's	http://www.redmountainspa.com/_health_education_fitness/articles/Apr08_ZZZZZ.	17.472

# Red Mountain Spa

## Email Blast Statistics

Report Date 06/06/08

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### Summary

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### Click Through Details

Count	% of Open	Link	URL	
4	0.01%	RedMtn - 0308 (Omniture) - Pam Peeke Bio	http://www.redmountainspa.com/PamPeekeBio.html?chebs=rms_email_0308_da_	17.448
4	0.01%	Red Mtn Newsletter	http://www.redmountainspa.com/dave_romanelli_0408-lo.pdf	17.392
3	0.00%	RedMtn - 0308 (Omniture) - PeekeWeekePackage2008	http://www.redmountainspa.com/_specials_packages/PeekeWeekePackage2008.	17.447
3	0.00%	RedMtn - 0208 (Omniture) - Presenters Kalu	http://www.redmountainspa.com/kalu.presentershtml.html?chebs=rms_email_0208	17.425
3	0.00%	Red Mountain Spa - Last Minute Getaway Special 07	http://www.redmountainspa.com/_specials_packages/LastMinuteGetawaySpecial	17.187
2	0.00%	Red Mtn Spa - New - Map & Directions	http://www.redmountainspa.com/_map_directions.html	17.514
2	0.00%	Red Mtn Spa - New - Our Resort	http://www.redmountainspa.com/_our_resort.html	17.502
2	0.00%	RedMtn - 0308 (Omniture) - Presenter Wolfe Omniture	http://www.redmountainspa.com/wolfepresenters.html?chebs=rms_email_0308_da	17.450
1	0.00%	Red Mtn - Dec 2007 - Winter Skin Care	http://www.redmountainspa.com/_spa_services/winter_skin_care.html	17.389
1	0.00%	Red Mtn - Dec 2007 - Recipe 12-2007	http://www.redmountainspa.com/_healthy_cuisine/recipe/12_2007.php	17.388
1	0.00%	Red Mtn Spa - Mar05 TAMP - The Wave	http://www.redmountainspa.com/_outdoors_area_recreation/adventure/the_wave.	17.333

8,510 Total Clicks on this blast

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

Property Id: 00017