



✉ Email Performance Report

Overview

8,921 Messages Sent	8,709 (97.6%) Delivered	24.7% (2,151) Open Rate	2.4% (209) Click Rate
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Email	Delivered	Unique Opens	Unique Clicks	Total Opens	Total Clicks	Unsubs	Spam	Hard Bounces	Soft Bounces	Messages Sent
Building PA Podcast_New Episode_Jan 5 2020	1856	333 (17.9%)	26 (1.4%)	900	87	11 (0.6%)	1 (0.1%)	17 (0.9%)	19 (1%)	1892
Building PA Podcast_New Episode_Jan 12 2021	1836	352 (19.2%)	20 (1.1%)	855	73	8 (0.4%)	0 (0%)	6 (0.32%)	23 (1.23%)	1865
Lean Construction - New Podcast Episode Announced	1535	266 (17.3%)	11 (0.7%)	781	37	4 (0.3%)	0 (0%)	1 (0.06%)	29 (1.85%)	1565
Contract Resolution - New Podcast Episode Announced	710	257 (36.2%)	19 (2.7%)	793	66	2 (0.3%)	0 (0%)	0 (0%)	27 (3.66%)	737
Building PA Podcast_Leading During Challenging Times	713	247 (34.6%)	18 (2.5%)	557	63	1 (0.1%)	0 (0%)	0 (0%)	27 (3.65%)	740
Marketing Guidelines For The Construction Industry	713	259 (36.3%)	14 (2%)	582	62	3 (0.4%)	0 (0%)	1 (0.14%)	25 (3.38%)	739
Listen to our two new episodes to kick of April	619	168 (27.1%)	17 (2.7%)	450	73	2 (0.3%)	0 (0%)	4 (0.63%)	15 (2.35%)	638
Is Occupop your next hiring platform?	727	269 (37%)	84 (11.6%)	601	156	3 (0.4%)	0 (0%)	1 (0.13%)	17 (2.28%)	745
Totals	8,709	2,151 (24.7%)	209 (2.4%)	5,519	617	34 (0.39%)	1 (0.01%)	30 (0.34%)	182 (2.04%)	8,921

Engagement

Metric	Count	Percentage
Opens	2,151	24.7%
Clicks	209	2.4%
Unsubscribes	34	0.39%
Unopened	182	2.04%

Top Clicks

Toebe Construction - Andrew Thelen	athelen@toebe-construction.com	80
EATON ELECTRICAL - GARY GATES	ELIZABETHALAVRINC@EATON.COM	79
Peerless-Winsmith - Mike Ilkiwskyj	mike.ilkiwskyj@winsmith.com	79
Spang & Company - Grace Anewalt	ganewalt@spang.com	33
Atlas Marketing - Elizabeth Martin	beth@atlasstories.com	28

Top 5 Domains



Top Domains

gmail	240
friedmanelectric	232
lbh2o	232
SYDIST	210
butz	176
Other	13827

Link Clicks



Top Links

Building PA Podcast Website	83
PJ DICK Website Link	68
Building PA Podcast_website link for _emails	53
https://pages.services/buildingpapodcast.com/podcast-sponsorship-inquiry/?ts...	37
Building PA Podcast LinkedIn	32

Unsubscribes



Unsubscribe Survey Results

No longer wanted emails	13
Did not sign up for emails	12
Believed email was spam	1