



Analysis of Cancon Newsletter 6/2015 after approx. 24 hours

Sent: 3.9.2015 14:10

111 Total opened

of recipients 35.02 % opened the message

206 Not opened

of recipients 64.98 % didn't open the message

13 Invalid or out-of-office replies

of sent messages, 3.94 % recipient's e-mails turned out to be invalid

Basic statistics

330 Total mail items sent
of which **96.06 %** were delivered.

35.02% Opening rate
Of recipients **111** opened the message.
Opened by mobile **14.41 %**

317 Actual recipients
The number of actual recipients (ie invalid and out-of-office responses removed)

40.54% CTR - Click-Through Rate
45 of all recipients who opened the newsletter and clicked at least one link.

Link statistics

45 People clicked
(**43.8%**) messages with at least one link.

81 Total clicks,
.produced by **45** people

0.73 Clicks / Person
The average number of clicks / person of those who opened the newsletter

66 Not clicked
59.46 % of the recipients opened the newsletter but didn't open any link.

19 Most popular link ([30 years against cancer: \(Read more »\)](http://www.eu2015lu.eu/en/agenda/2015/09/15-europe-contre-cancer-ceremonie/index.html))
Of recipients who opened the newsletter **17.21%** clicked on this link <http://www.eu2015lu.eu/en/agenda/2015/09/15-europe-contre-cancer-ceremonie/index.html>

5 of most popular link
received a total of 56 clicks. **1. 30 years against cancer: (Read - 42.22% (19))**
2. Cancon meetings : (Read more ») - 33.33% (15)
3. EPAAC Guide: (Read more ») - 22.22% (10)
4. call for experts: (Read more ») - 17.78% (8)
5. Cancon FB: (Read more ») - 9.43% (4)

Statistics with respect to time

88.29% Opened the newsletter within 1. days.
Total people who opened the newsletter **98**.

11.71% Opened the newsletter within 2. days.
Total people who opened the newsletter **13**.

0% Opened the newsletter within 3. days.
Total people who opened the newsletter **0**.

100% of recipients who opened the newsletter
in the first 4 days. Total openers **111**.