

Brendan Mackenzie on Strategies for Success

"University of Vermont Continuing and Distance Education" <learn@uvm.edu> 2 groups

Sent to 5,908 recipients on May 25, 2016 8:15 am



6.7
Mailing
Score

— this mailing
— community avg

Opens
19%
1,098 opens

Clicks
10%
107 unique clicks

Delivery
100%
5,891 delivered
21 bounced

Opt-outs
9
0% of recipients

Shares
0

OPENS BY DEVICE

70.4% Desktop

29.6% Mobile

OPENS BY CLIENT

Aol. 0.1% AOL

Apple 15.7% AppleMail

Gmail 10.7% Gmail

Outlook 23.0% Outlook

Outlook.com 0.7% Outlook.com

Yahoo! 1.6% Yahoo! Mail

Unknown 48.0% Unknown

CLICK ANALYSIS

The visualization shows a grid of email content with green dots indicating clicks. The top row features the University of Vermont logo and a large image of a building. Below this is a section titled "Alumni Advice: Brendan Mackenzie on Creating Strategies for Success" with a paragraph of text and a link. The bottom section is a grid of nine smaller images, each with a green dot indicating a click. The images are: CAPUS, John Dewey Kitchen, Health Care Migration, CMT BAR, Digital Marketing, Cybersecurity, BioEnergy, and a partially visible image of a person.

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