



Report date: 1/1/17 – 12/31/17

Compared to: 1/1/16 – 12/31/16

Duration: 365 days

Your MailChimp report

Open rate

The average open rate per campaign for the list.



39.27%
Open rate

+28.29%
Previous:
30.61%



Source: Whatagraph - Whatagraph newsletter | ...

Click rate

The average click rate per campaign for the list.



5.27%
Click rate

+3.74%
Previous:
5.08%



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Unique opens

The number of unique opens for the list during this period.



20 147
Unique opens

+13.47%
Previous:
17 756



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Unique clicks

The number of unique clicks for the list during this period.



2 100 068
Unique clicks

-6.06%
Previous:
2 235 656



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Unsubscribed

The number of members who have unsubscribed from the list during this period.



4 590
Unsubscribed

+1.19%
Previous:
4 536



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Total revenue

The total revenue for a campaign. Calculated as the sum of all order totals minus shipping and tax totals.



\$0.00
Total revenue

0%
Previous:
\$0.00



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Abuse reports

The number of members that reported your newsletter as spam.



2 703
Abuse reports

-2.38%
Previous:
2 769

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Average subscribe rate

The average number of subscriptions per month for the list.



23
Subscribe rate

+17.08%
Previous:
35

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Average unsubscribe rate

The average number of unsubscriptions per month for the list.



33
Unsubscribe rate

0%
Previous:
42

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Forwarded

Number of times the campaign was forwarded using Forward or a Friend form.



0
Forward count

0%
Previous:
0

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Subscribers

The number of active members in the list.







815
Subscribers

-10.64%
Previous:
912





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Top locations by opens

	Opens
 United States	8 909
 United Kingdom	2 560
 Australia	432
 Italy	355





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Top links clicked

	Clicks
 https://whatagraph.com/blog/articles/we-re-thrilled-to-announce-google-my-business-insights-reports	403
 https://whatagraph.com/blog/articles/how-to-get-way-more-referral-traffic-from-social-media	70
 https://whatagraph.com/pricing	43
 https://app.whatagraph.com/dashboard	6

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Top campaigns


	Sent	Open rate	Click rate	Unsubscribe rate	Orders
 A campaign	883	24.50%	4.19%	1.59%	5
 B campaign	885	22.20%	4.33%	5.54%	10
 C campaign	941	22%	4.37%	5.31%	10
 D campaign	949	20.39%	4.98%	5.27%	10

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Successful deliveries


The number of recipients that didn't hard or soft bounce on the campaign.

Data available only for campaign





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Average order revenue

Data available only for campaign

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Subscribers with most opens

	Opens
 justas@whatagraph.com	11
 roberta@whatagraph.com	9
 tevs@whatagraph.com	5
 info@whatagraph.com	5

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