

Housing Matters e-update report



E-update subject: New housing strategy, volunteers wanted, tenant's residents association and more.

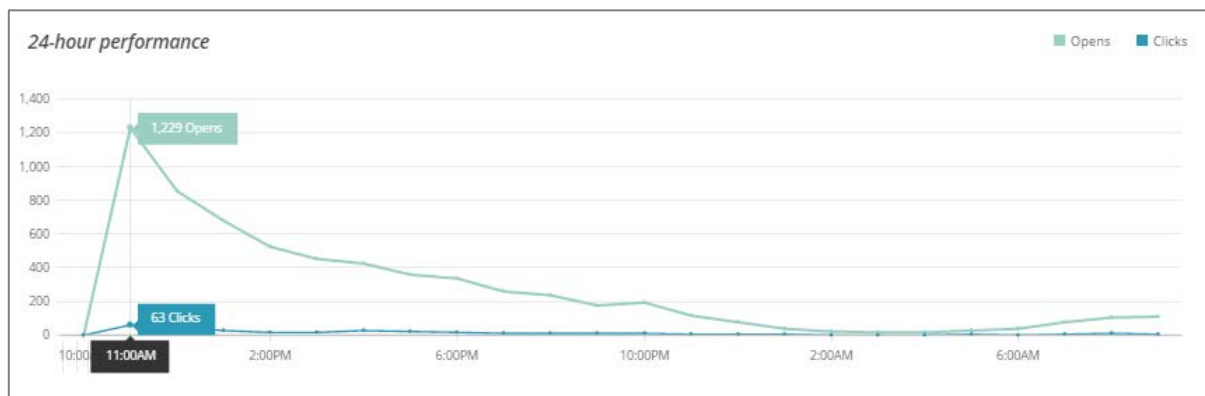
Date sent: Fri 2 Dec 2016

Time sent: 10:18am

List size: 16,397

The first digital was sent to a combined database of those who had registered for Housing Matters using an online [AchieveForm](#) and those who were signed up for housing updates on the main 'residents' database. This report shows the statistics to date.

- **Delivered** - 16,053 / 97.9%
- **Unique open rate** – **47.0%** / 7,548 unique opens
- **Total opens** – **88.49%** / 14,206 - not all unique - email has been opened up to 51 times by some users
- **Click rate** – **3.1%** / 502 clicks (unique)
 - Click rate per unique open - 6.6%
- **Bounces:** 346
- **Unsubscribes:** 364



Graph to show number of opens and clicks in the first 24 hours after update sent

Clicks per link

Link	Total clicks	Unique clicks
Housing	274 (39%)	188 (33%)
New housing strategy	195 (28%)	184 (32%)
Tenant volunteers wanted	141 (20%)	126 (22%)
High Town TRA	53 (8%)	48 (8%)
Telelink	31 (4%)	30 (5%)

Industry averages (government)

- **Open rate***: 22.3% - **2.11 times** industry average
- **Click rate**: 3.5% - **0.89 times** industry average

*An open rate is calculated by dividing the number of email messages opened by the number of email messages delivered. This number is then expressed as a percentage.