

24-hour e-update report



E-update subject: Hello Luton Street Champions

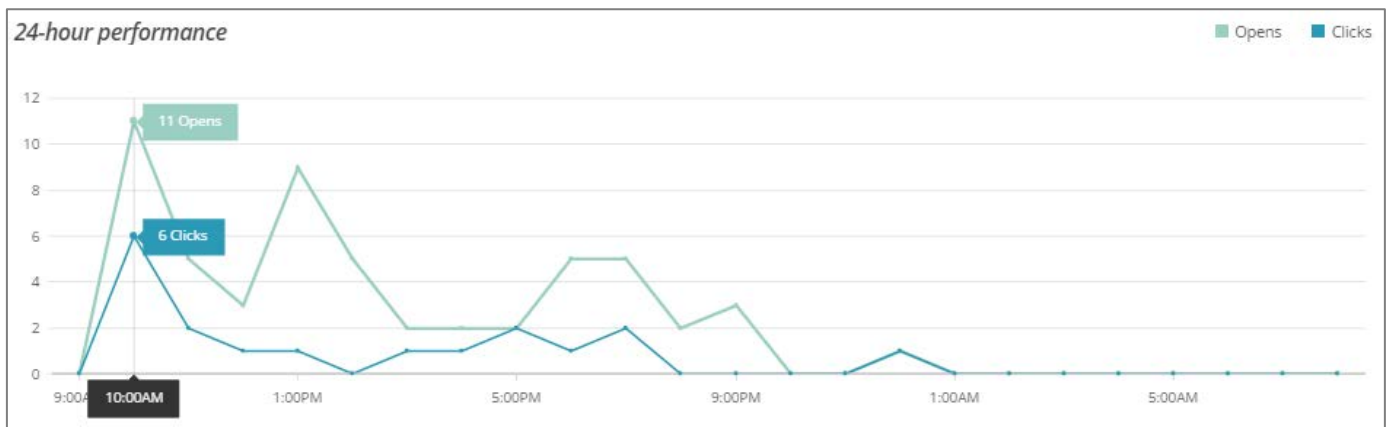
Date sent: Thursday 3 November 2016

Time sent: 9.28am

List size: 88

A 'holding' e-update was sent to those who had registered their interest in becoming a Luton Street Champion. This report shows the statistics from the first 24-hours. There have been no bounces (undeliverable emails) and no unsubscribes so far.

- **Delivered - 100%:** 88 emails sent
- **Unique open rate - 59.1%:** 52 unique opens
- **Total opens - 146.59%:** 129 - not all unique - email has been opened up to ten times by some users
- **Click rate - 28.41%:** 25 clicks on MyAccount link
- **Total clicks - 40.91%:** 36 clicks - not all unique



MyAccount sign-ups since e-update

- **3** portal registrations (not activated)
- **9** portal registrations (activated)
* 35.23% or 31 people on database registered for portal and activated in total
- **5** Report It registrations
* 32.95% or 29 people on database registered for Report It in total

Industry averages (government)

- **Open rate*:** 22.3% (our open rate so far is **2.65 times** industry average)
- **Click rate:** 3.5% (our click rate so far is **8.03 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.