

# 24-hour Think Luton business e-update report



The February edition of the Think Luton business e-update was sent to a combined database of those who were already subscribed to a business list (436) and those on the residents' list who had opted for business updates (1,040). This report shows the statistics 24 hours after sending the e-update.

**Subject:** The development and transformation of Luton - February 2017 e-update

**Date sent:** Weds 22 February 2017

**Time sent:** 1.15pm

**List size:** 1,474 after unsubscribes and duplicates removed

- **Delivered:** 1,460 / 99.1%
- **Unique open rate\*:** 38.3% / 559 opens
- **Total opens:** 201.25% / 1,125 - not all unique - email has been 'opened' up to 18 times by some users\*\*
- **Unique click rate:** 10.5% / 154 unique clicks
  - Click rate per unique open - 27.5%
- **Total clicks:** 288
- **Bounce rate\*\*\*:** 0.96% / 14 bounces
  - Soft bounces: 0.48% / 7
  - Hard bounces: 0.48% / 7

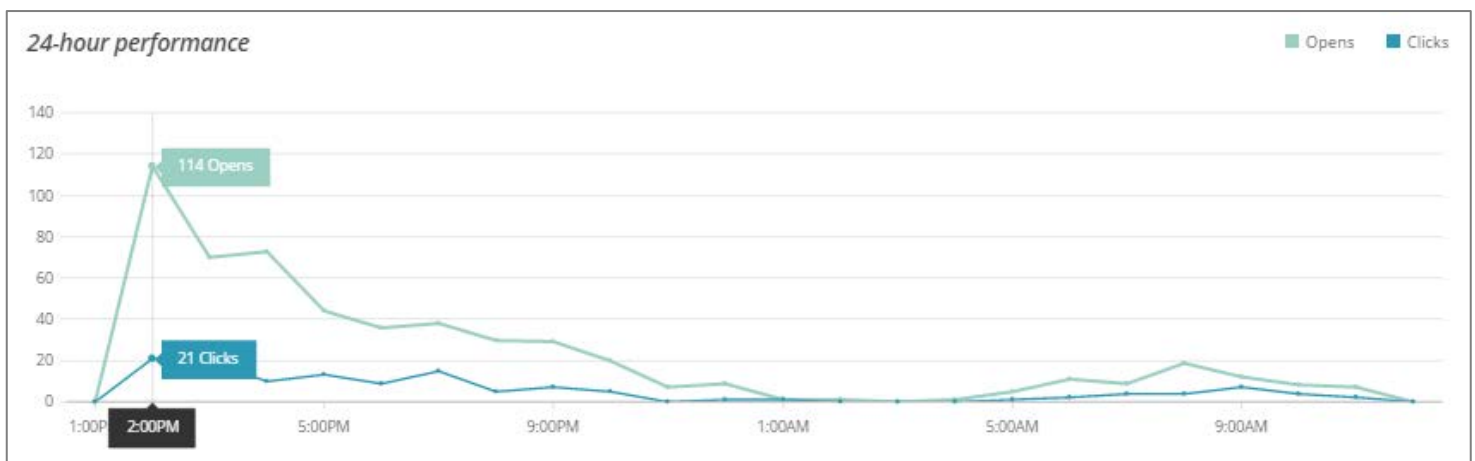
We anticipated that bounce rates would be higher than usual, as we combined lists and some email addresses and domain names may have been out of date or invalid. This has proven not to be the case, and these rates are similar to industry averages (see below).

- Dec 2016 bounces: 11 total bounces (2.5% of 433 sent), 8 soft, 3 hard

- **Unsubscribes:** 13 - 0.89%
  - No longer interested - 5
  - Did not sign up - 3
  - Inappropriate content - 0
  - Spam - 0
  - Other - 1
  - Unspecified 4

This number is higher than the last e-update and the industry average, but is not a worrying figure given that this is the first time some users have received the Think Luton e-update.

- Dec 2016 unsubscribes: 1 unspecified (0.23% of 422 delivered)



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

## Industry (government) and list averages

	Average	E-update comparison
<b>Open rate - 38.3%</b>		
Industry average	26.33%	1.45x
List average	27.70	1.38x
<b>Click rate - 10.5%</b>		
Industry average	3.62	2.90x
List average	8.10	1.30x
<b>Bounce rate - 0.48% / 0.48%</b>		
Industry average - soft	0.48	1.00x
Industry average - hard	0.39	1.23x
<b>Unsubscribes - 0.89%</b>		
Industry average	0.13	0.15x

## Clicks per link

Link	Total clicks	Unique clicks
New plans for Century Park	130 (45%)	112 (44%)
£300 million Napier Gateway development to transform Luton	86 (30%)	73 (29%)
2016 record breaking year for LLA	19 (7%)	18 (7%)
Luton town centre visitor numbers up against national average	18 (6%)	15 (6%)
Bedfordshire announces contractor for STEM building	16 (6%)	16 (6%)
Culture Quarter launch	12 (4%)	9 (4%)
Automatic enrolment - What happens if I don't comply?	3 (1%)	3 (1%)
Apprenticeship funding: how it will work	3 (1%)	3 (1%)
www.lutonbid.org	3 (1%)	3 (1%)
LinkedIn/Luton Economic Development team	0 (0%)	0 (0%)
Twitter/ThinkLuton	0 (0%)	0 (0%)
University of Bedfordshire Business School	0 (0%)	0 (0%)
www.fsb.org.uk	0 (0%)	0 (0%)
www.thinkluton.co.uk	0 (0%)	0 (0%)
Post-referendum: where do we stand?	0 (0%)	0 (0%)
Bedfordshire Chamber of Commerce	0 (0%)	0 (0%)
Apprenticeship funding: how it will work	0 (0%)	0 (0%)
www.luton.gov.uk/business	0 (0%)	0 (0%)
RG Carter Construction	0 (0%)	0 (0%)

\* 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.

\*\* It can appear that a user has opened an email multiple times when in fact, subscribers who have a 'preview pane' feature enabled in their email client can record multiple opens inadvertently when clicking the email or scrolling.

\*\*\* A hard bounce means the email address/domain name does not exist or the email server has completely blocked delivery. A soft bounce means the user's mailbox is full; the email server is down/offline or the email message is too large. A hard bounce is removed from the list; a soft bounce is only removed when it has soft bounced up to 15 times.