

Hello SongRiddle! This report is brought to you by SendGrid's Professional Services Team.



SendGrid's Professional Services team has over 95 years of combined experience in the email industry. This report is built using their knowledge of the ever-changing email landscape. Check out the Expert Insights Playbook for additional resources curated by the team.

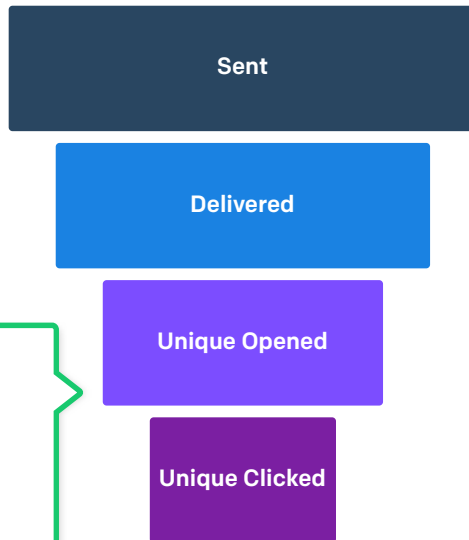
[How to Use Expert Insights](#)

YOUR EMAIL PROGRAM AT A GLANCE

# Email Funnel



There are a number of factors that influence the success of your email program. The Expert Insights Report analyzes each layer of the email funnel to determine leakage points (e.g., blocked emails) and opportunities to improve deliverability and engagement. These insights are based on SendGrid's Professional Services Team's deep expertise in the industry.



**Total Sent:** 895,766 -6.7%

**Total Delivered:** +99.6% 891,931 +0.4%

Bounced: 1,148 0.1%  
Blocked: 3,919 0.4%

**Total Unique Opened:** 15.9% 142,092 -2.2%

Spam Reports: 105 0.01%

**Total Unique Clicked:** 1.2% 10,812 -32.1%

Unsubscribes: 455 0.05%

**WHAT'S THIS?**

**Email Program Overview**

We organize this report around your email funnel, tracking how your email is performing as it makes its way into the inbox.

## Legend

In order to make the report as digestible as possible, everything has been coded with the following grading scale:

### CHANGED SINCE LAST REPORT METRICS

#### Badge Increase/Decrease Indicators

+ = Increase - = Decrease

#### Example

| LAST PERIOD | THIS PERIOD | % CHANGE BADGE   |
|-------------|-------------|--|
| 5%          | 10%         | <span style="border: 1px solid gray; padding: 2px;">+100%</span> |

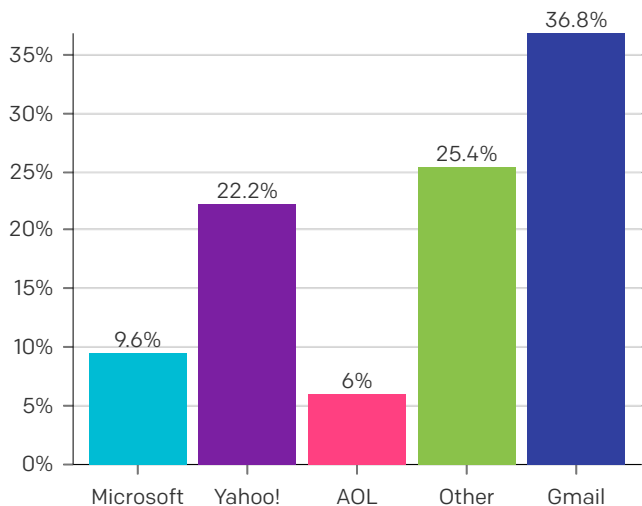
### COLOR INDICATORS

Neutral
No Changes Needed
Changes Suggested
Changes Strongly Recommended

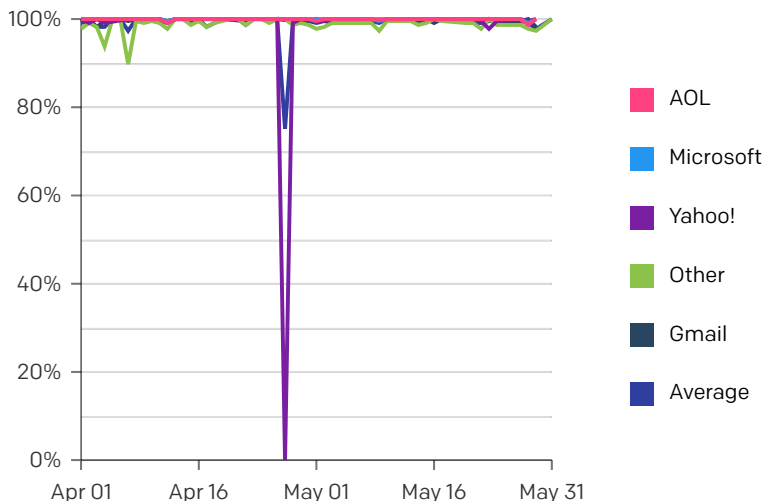
# Email Performance by Mailbox Service Provider



Email Volume Distribution by Mailbox Service Provider



Delivery Rate by Mailbox Service Provider



| MAILBOX PROVIDER | VOLUME  | % OF TOTAL VOLUME          | DELIVERED<br><i>RECOMMENDED 98%+</i>  | UNIQUE OPENS                         | UNIQUE CLICKS                       |
|------------------|---------|----------------------------|---------------------------------------|--------------------------------------|-------------------------------------|
| Gmail            | 329,624 | 36.8<br><span>-3.6%</span> | 99.7% (328,752)<br><span>0%</span>    | 14.4% (47,350)<br><span>+0.9%</span> | 0.8% (2,762)<br><span>-32.7%</span> |
| Other            | 227,279 | 25.4<br><span>+3.2%</span> | 98.8% (224,618)<br><span>+1.5%</span> | 20.8% (46,720)<br><span>-0.1%</span> | 1.6% (3,694)<br><span>-24.9%</span> |
| Yahoo!           | 198,740 | 22.2<br><span>+0.5%</span> | 99.9% (198,470)<br><span>+0.2%</span> | 12.7% (25,108)<br><span>-9.3%</span> | 1.2% (2,409)<br><span>-39%</span>   |
| Microsoft        | 86,383  | 9.6<br><span>+3%</span>    | 100% (86,374)<br><span>0%</span>      | 16.7% (14,384)<br><span>-4.9%</span> | 1.2% (1,009)<br><span>-39.1%</span> |
| AOL              | 53,740  | 6<br><span>+3%</span>      | 100% (53,717)<br><span>0%</span>      | 15.9% (8,530)<br><span>-10.3%</span> | 1.7% (938)<br><span>-34.3%</span>   |
| Average          | N/A     | N/A                        | 99.6%                                 | 15.9%                                | 1.2%                                |

## Need additional help?

SendGrid's team of Email Consultants have over 95 years of combined email experience. If you're having any email issues or would like advice on how to optimize engagement, talk to one of our consultants today!

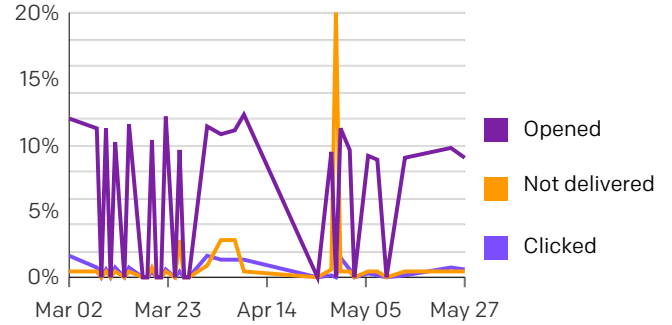
[Contact an Email Consultant](#)

# Email performance by category

Compare the performance of each of your email categories over time to see if you're trending in the right direction. We calculate not delivered email by combining your bounced and blocked emails.

## WEEKLY NEWSLETTER

|                         | 31 DAY TOTAL    | AVG.              | DIFFERENCE |
|-------------------------|-----------------|-------------------|------------|
| <b>Emails Sent</b>      | 395,721         | 1,196,354         | -66.9%     |
| <b>Emails Delivered</b> | 99.5% (393,933) | 99.1% (1,186,126) | +0.4%      |
| <b>Unique Opens</b>     | 9.3% (36,482)   | 10.4% (123,924)   | -11.4%     |
| <b>Unique Clicks</b>    | 0.4% (1,672)    | 0.7% (8,861)      | -43.2%     |



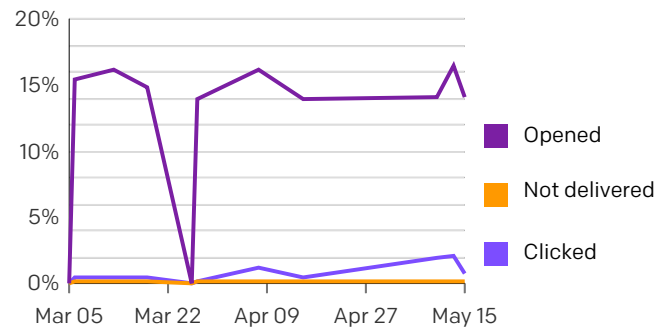
## FAN CLUB

**WHAT'S THIS?**

**Actionable data by categories**

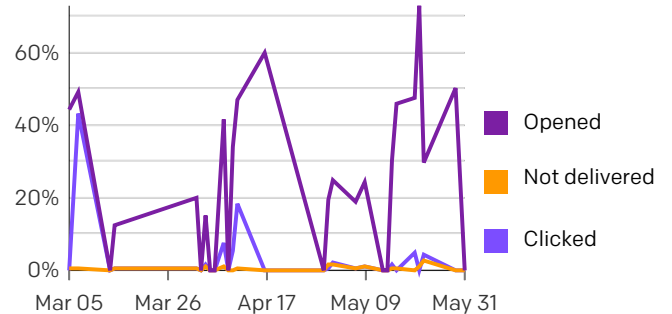
To get the most out of Expert Insights, we recommend that customers use categories to separate their email data. Categories help organize your email analytics by enabling you to tag emails you send by topics you define. We recommend using 3-5 categories so we can provide more detailed email analytics in your Expert Insights report.

|                         | DIFFERENCE |
|-------------------------|------------|
| <b>Emails Sent</b>      | -88.1%     |
| <b>Emails Delivered</b> | -0%        |
| <b>Unique Opens</b>     | -1%        |
| <b>Unique Clicks</b>    | +78.1%     |



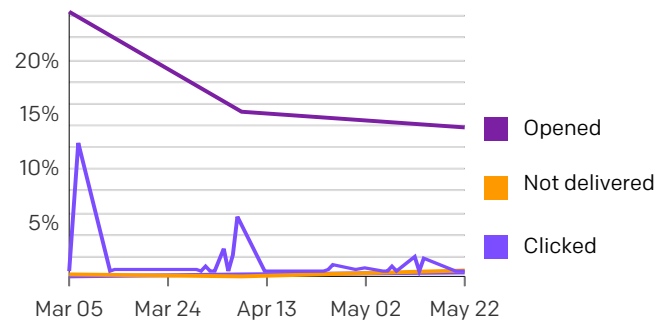
## PRODUCT NEWS

|                         | 31 DAY TOTAL    | AVG.            | DIFFERENCE |
|-------------------------|-----------------|-----------------|------------|
| <b>Emails Sent</b>      | 197,585         | 605,392         | -67.4%     |
| <b>Emails Delivered</b> | 99.4% (196,489) | 99.4% (601,754) | 0%         |
| <b>Unique Opens</b>     | 29.4% (57,692)  | 19.9% (119,470) | +47.9%     |
| <b>Unique Clicks</b>    | 1.5% (2,953)    | 1.2% (7,121)    | +27%       |



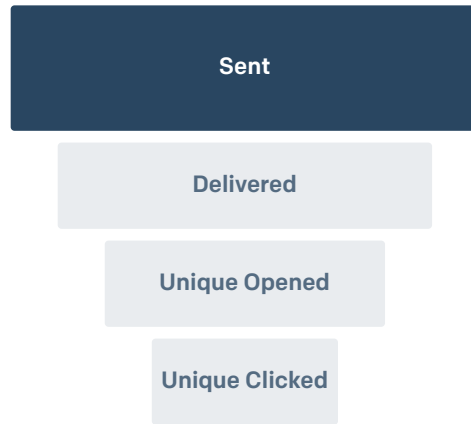
## PROMOS

|                         | 31 DAY TOTAL   | AVG.            | DIFFERENCE |
|-------------------------|----------------|-----------------|------------|
| <b>Emails Sent</b>      | 42,688         | 938,308         | -95.5%     |
| <b>Emails Delivered</b> | 99.2% (42,343) | 99.5% (933,710) | -0.3%      |
| <b>Unique Opens</b>     | 13.8% (5,860)  | 14.7% (137,247) | -5.8%      |
| <b>Unique Clicks</b>    | 0.5% (195)     | 0.4% (3,296)    | +30.4%     |



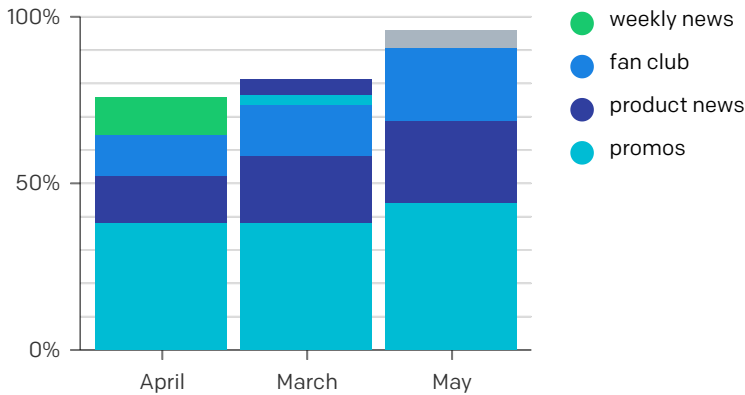
# What is your sending behavior?

This section analyzes the volume of emails sent during this reporting period. The volume of email sent on any given day influences deliverability metrics and can give insight into why certain deliverability metrics may be higher or lower than in previous periods.

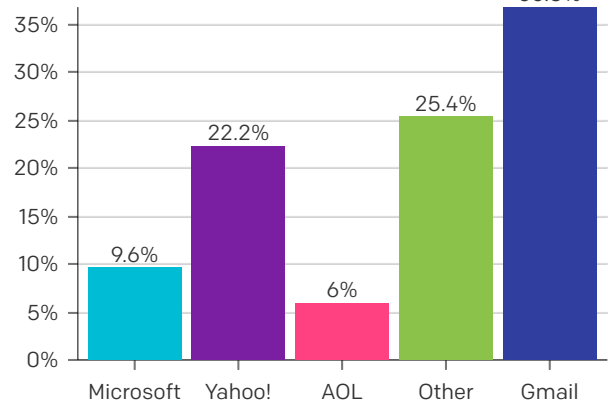


Total Sent: 895,766 -6.7%

## Email Volume by Category (last 90 days)

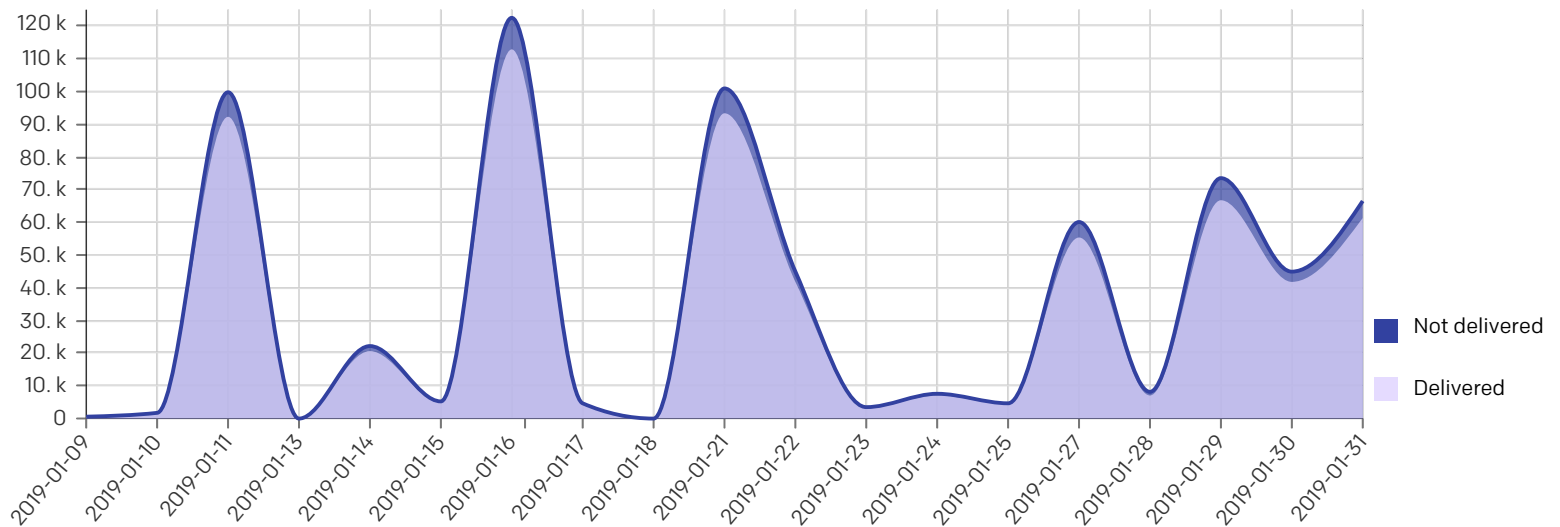


## Email Volume Distribution by Mailbox Service Provider



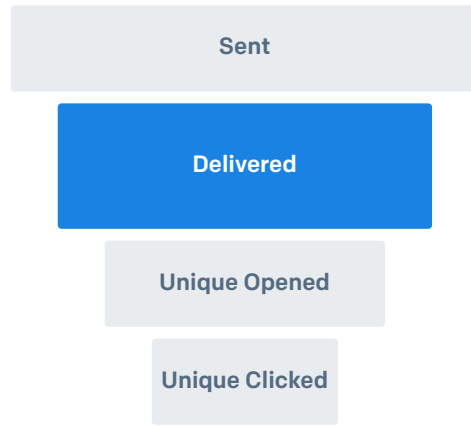
## Is your email volume impacting deliverability?

Sending volume spikes can cause mailbox service providers to block your email. We calculate leakage by combining your bounced and blocked emails.



# Are your emails getting delivered?

This section analyzes the factors that contribute to your sender reputation. Typically, an email is not delivered to a recipient's inbox because it is either bounced or blocked by the mailbox service provider. High bounce rates are commonly caused by misspelled or nonexistent email addresses. High block rates occur when the recipient email address is valid but something else about this message caused the message to be undeliverable, which can be as simple as a mailbox being full or more urgent like being blacklisted.



**Total Delivered:** +99.6% 891,931 +0.4%

Bounced: 1,148 0.1%  
Blocked: 3,919 0.4%

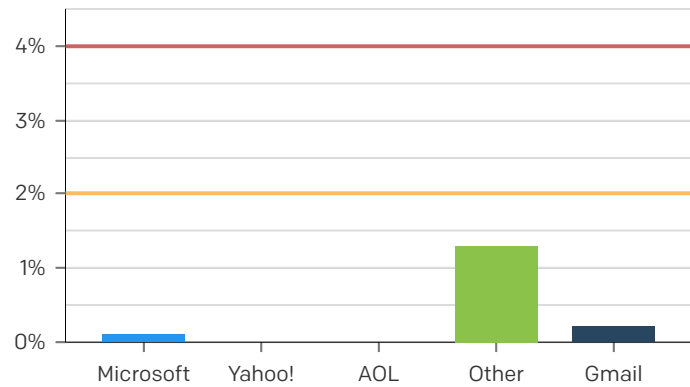
Recommended Delivery Rate: 98%+

## 3,835 emails did not reach the inbox -52.8%

### Why didn't your emails reach the inbox?

Bounces and blocks are the primary reasons behind an email not being delivered to a recipient's inbox.

### Blocked: Are your emails getting blocked by mailbox service providers?



### Bounced: Are you sending to valid email addresses?

Hard bounces occur when you send to non-existent email addresses.

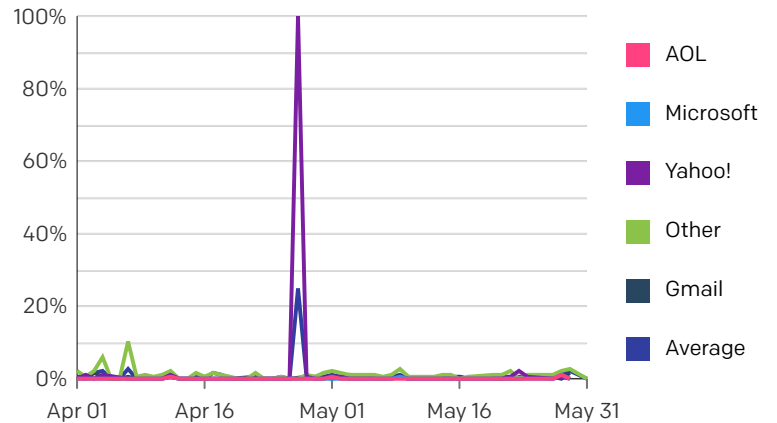
| 31 DAY BOUNCE RATE | 90 DAY BOUNCE RATE | DIFFERENCE |
|--------------------|--------------------|------------|
| 0.1%               | 0.1%               | +1.7%      |

[Learn more](#) about what contributes to bounce rates.

| MAILBOX SERVICE PROVIDER | EMAIL VOLUME | % OF EMAILS BLOCKED   |
|--------------------------|--------------|---|
| Gmail                    | 329,624      | 0.2% <span style="border: 1px solid orange; padding: 2px;">+5.7%</span> |
| Other                    | 227,279      | 1.3% <span style="border: 1px solid green; padding: 2px;">-51.3%</span> |
| Yahoo!                   | 198,740      | 0% <span style="border: 1px solid green; padding: 2px;">-100%</span>    |
| Microsoft                | 86,383       | 0.1% <span style="border: 1px solid red; padding: 2px;">+54.2%</span>   |
| AOL                      | 53,740       | 0% <span style="border: 1px solid green; padding: 2px;">-100%</span>    |

[Learn more](#) about what contributes to block rates.

### Not delivered (bounce + blocks) by Mailbox Service Provider



# Are your emails making it into the inbox?

## Are your emails hitting spam traps?

Spam traps are usually email addresses that are created not for communication, but rather to identify senders who are sending to purchased or rented email addresses.

| TYPE OF SPAM TRAP | HIT IN LAST 31 DAYS  |
|-------------------|----------------------|
| Pristine          | 4 <span>0%</span>    |
| Recycled          | 13 <span>-13%</span> |
| Typo              | 7 <span>-36%</span>  |

| SUBJECT LINES THAT HIT MOST TRAPS  | HIT IN LAST 31 DAYS |
|------------------------------------|---------------------|
| Welcome!                           | 130                 |
| Welcome to the Fan Club            | 45                  |
| Concert Deals: 25% off Select Gear | 22                  |
| Get to know SongRiddle             | 2                   |
| Shipping Is On Us Today! ✨         | 23                  |

| FROM ADDRESSES THAT HIT MOST TRAPS | HIT IN LAST 31 DAYS |
|------------------------------------|---------------------|
| hello@songriddle.com               | 16                  |

[Learn more](#) about spam traps.



## Are your emails blacklisted?

### BLACKLIST

|          |                 |
|----------|-----------------|
| SORBS    | <span>NO</span> |
| Spamhaus | <span>NO</span> |
| SpamCop  | <span>NO</span> |

[Learn more](#) about blacklists.

## IP Health (by delivered rate)

| IP ADDRESS  | HEALTHY          |
|-------------|------------------|
| 192.168.1.1 | <span>YES</span> |
| 192.168.0.1 | <span>YES</span> |

[Learn more](#) about IP health.

### WHAT'S THIS?

#### Expert Insights exclusive education resource

Our email experts have curated actionable recommendations to help Expert Insights customers optimize their email delivery and engagement. This is a proprietary resource exclusive to Expert Insights customers.

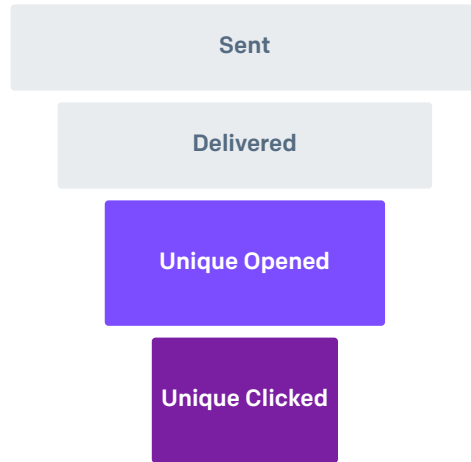
#### We'll keep this resource up-to-date with the latest news and best practices from our:

- Active partnership with mailbox providers like Gmail and Yahoo,
- Participation in industry organizations like M3AAWG and the Email Experience Council, and
- Working with hundreds of clients such as eBay, Airbnb, Spotify, and Booking.com.

Click on 'Learn More' to see a sample course.

# Are recipients engaging with your emails?

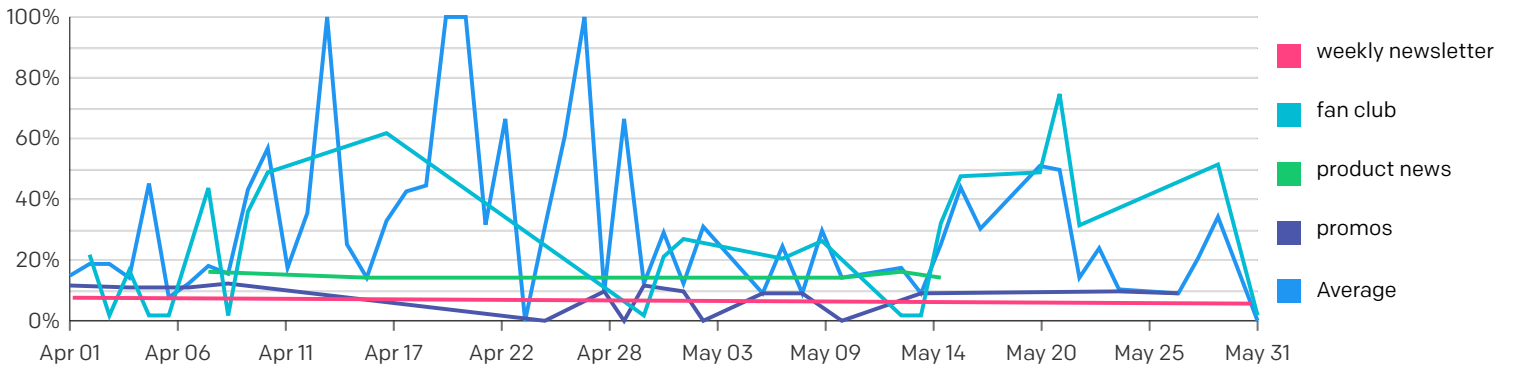
This section analyzes how engaged recipients are with your email by looking at their open and click rate. Opens and clicks are influenced by a wide variety of factors, most of which are based on how relevant the content is to your recipient at that time. This section will pull out patterns and insights that will help you create strategies to better engage with your recipients.



**Total Unique Opened:** 15.9% 142,092 -2.2%  
 Spam Reports: 105 0.01%

**Total Unique Clicked:** 1.2% 10,812 -32.1%  
 Unsubscribes: 455 0.05%

## Unique Open Rates Over Time by Category



## Unique Opens and Clicks by Category

| CATEGORY     | EMAIL VOLUME<br>(% OF TOTAL EMAILS) | UNIQUE OPEN RATE   | UNIQUE CLICK RATE  |
|--------------|-------------------------------------|--|--|
| weekly news  | 395,721 (44.2%)                     | 9.3% <span style="border: 1px solid orange; padding: 2px;">-16.2%</span> | 0.4% <span style="border: 1px solid orange; padding: 2px;">-64.7%</span> |
| fan club     | 221,204 (24.7%)                     | 14.9% <span style="border: 1px solid orange; padding: 2px;">-1.8%</span> | 1.6% <span style="border: 1px solid green; padding: 2px;">+94.5%</span>  |
| product news | 197,585 (22.1%)                     | 29.4% <span style="border: 1px solid green; padding: 2px;">+64.5%</span> | 1.5% <span style="border: 1px solid green; padding: 2px;">+8.1%</span>   |
| partner      | 19,571 (2.2%)                       | 11.4% <span style="border: 1px solid red; padding: 2px;">-51.4%</span>   | 0.5% <span style="border: 1px solid red; padding: 2px;">-88.8%</span>    |

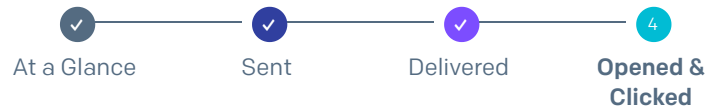
It looks like your open rates are decreasing.

[Learn more](#)

It looks like your click rates are decreasing.

[Learn more](#)

# Are recipients engaging with your emails?

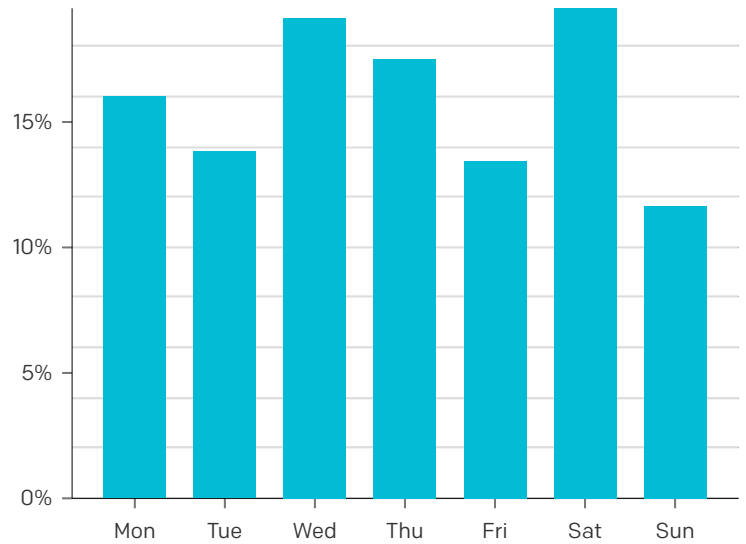


## Best Time to Send (By Unique Open Rate)

6 Month Average: **Thu at 05:32 PM GMT**  
 Taking **603 minutes** to open

| CATEGORY     | DAY  | TIME (GMT) | AVG TIME TO OPEN (MIN) |
|--------------|------|------------|------------------------|
| weekly news  | Wed. | 11:31 AM   | 636                    |
| fan club     | Thu. | 06:29 PM   | 627                    |
| product news | Thu. | 04:15 PM   | 791                    |
| promos       | Thu. | 09:16 PM   | 501                    |

## Best Day to Send (By 90-Day Unique Open % Avg.)



**WHAT'S THIS?**

### Optimize your sending

Give your emails the best chance of being opened and clicked by sending your messages when your recipients are most likely to engage with them.

Why

CAT

## Most unsubscribes and spam complaints?

| CATEGORY          | EMAIL VOLUME (% OF TOTAL EMAILS) | UNSUBSCRIBES              | SPAM COMPLAINTS           |
|-------------------|----------------------------------|---------------------------|---------------------------|
| weekly newsletter | 197,585 (22.1%)                  | 304 (0.15%) <b>+12.5%</b> | 46 (0.02%) <b>+134.3%</b> |
| fan club          | 395,721 (44.2%)                  | 59 (0.01%) <b>+14.4%</b>  | 19 (0%) <b>+0.9%</b>      |
| product news      | 221,204 (24.7%)                  | 42 (0.02%) <b>+8.3%</b>   | 20 (0.01%) <b>+34.1%</b>  |
| promos            | 42,688 (4.8%)                    | 39 (0.09%) <b>+208.7%</b> | 14 (0.03%) <b>+417.1%</b> |

It looks like your unsubscribe rates are increasing.

[Learn more](#)

It looks like your spam rates are increasing.

[Learn more](#)

## Which subject lines are causing the most unsubscribes and spam complaints?

| SUBJECT LINE                                       | EMAIL VOLUME (% OF TOTAL EMAILS) | UNSUBSCRIBES          | SPAM COMPLAINTS     |
|--|----------------------------------|-----------------------|---------------------|
| Try Premium for ONLY \$5                           | 159,466 (17.8%)                  | 270 (0.17%) <b>0%</b> | 32(0.02%) <b>0%</b> |
| YESSSS to taking up to \$40 off your next concert! | 42,685 (4.8%)                    | 39 (0.09%) <b>0%</b>  | 14(0.03%) <b>0%</b> |
| More sales just for you                            | 13,808 (1.5%)                    | 21 (0.15%) <b>0%</b>  | 6(0.04%) <b>0%</b>  |
| Going...going...ALMOST GONE!                       | 73,745 (8.2%)                    | 16 (0.02%) <b>0%</b>  | 8(0.01%) <b>0%</b>  |



### Top Performing Subject Lines by Category

To calculate your subject line performance, we're weighing the volume of email with that subject line against its performance.

#### Weekly Newsletter

| SUBJECT LINE  | DELIVERED       | UNIQUE OPENED | UNIQUE CLICKED |
|---|-----------------|---------------|----------------|
| Thanks for an incredible year!                      | 100,860 (99.6%) | 7,340 (7.3%)  | 624 (0.6%)     |
| Good news for people who love good news...          | 100,706 (99.6%) | 7,794 (7.7%)  | 751 (0.7%)     |
| It's never too early to prepare for festival season | 98,663 (99.5%)  | 7,079 (7.2%)  | 262 (0.3%)     |
| Concert Ticket Hunting Tips                         | 60,935 (99.7%)  | 6,644 (10.9%) | 184 (0.3%)     |

#### Fan Club

| SUBJECT LINE                     | DELIVERED  | UNIQUE OPENED | UNIQUE CLICKED |
|----------------------------------|------------|---------------|----------------|
| Step 1 - R                       |            | 3,329 (14.4%) | 399 (1.7%)     |
| \$5.                             |            | 3,895 (22.3%) | 248 (1.4%)     |
| Come Se                          |            | 305 (27.9%)   | 144 (13.2%)    |
| Fans, don't miss these concerts! | 502 (100%) | 99 (19.7%)    | 1 (0.2%)       |

**WHAT'S THIS?**

**Understand what's working in your email program**

In the Top and Bottom Performing Subject Lines by Category charts, we highlight your top and bottom performing campaigns so that you can identify the best practices for your audience and apply them throughout your email program.

#### Product News

| SUBJECT LINE                                     | DELIVERED      | UNIQUE OPENED | UNIQUE CLICKED |
|--|----------------|---------------|----------------|
| New year, new SongRiddle: Meet our new brand     | 27,116 (99.8%) | 8,881 (32.8%) | 155 (0.6%)     |
| You asked, we listened: Usability improvements   | 15,063 (99.9%) | 5,578 (37%)   | 73 (0.5%)      |
| Q&A with our product development team            | 17,439 (99.5%) | 3,895 (22.3%) | 248 (1.4%)     |
| We noticed you haven't upgraded to the latest... | 17,439 (99.5%) | 3,895 (22.3%) | 248 (1.4%)     |

#### Promos

| SUBJECT LINE                           | DELIVERED      | UNIQUE OPENED | UNIQUE CLICKED |
|--|----------------|---------------|----------------|
| Upgrade to SongRiddle VIP and save     | 27,116 (99.8%) | 8,881 (32.8%) | 155 (0.6%)     |
| The 5 best things about SongRiddle VIP | 15,063 (99.9%) | 5,578 (37%)   | 73 (0.5%)      |
| 20% Off Sale                           | 17,439 (99.5%) | 3,895 (22.3%) | 248 (1.4%)     |
| Start off the year right               | 17,439 (99.5%) | 3,895 (22.3%) | 248 (1.4%)     |

# Are recipients engaging with your emails?

[Learn more](#) about crafting deliverable and engaging subject lines.

## Bottom Performing Subject Lines by Category

To calculate your subject line performance, we're weighing the volume of email with that subject line against its performance.

### Weekly Newsletter

| SUBJECT LINE                                   | DELIVERED       | UNIQUE OPENED | UNIQUE CLICKED |
|--|-----------------|---------------|----------------|
| Open season                                    | 100,706 (99.6%) | 7,340 (7.3%)  | 624 (0.6%)     |
| The best tours in 2019                         | 1,092 (98.6%)   | 305 (27.9%)   | 144 (13.2%)    |
| Get to know our team                           | 502 (100%)      | 99 (19.7%)    | 1 (0.2%)       |
| Friends don't let friends go to concerts alone | 60,935 (99.7%)  | 6,644 (10.9%) | 184 (0.3%)     |

### Fan Club

| SUBJECT LINE   | DELIVERED       | UNIQUE OPENED | UNIQUE CLICKED |
|--|-----------------|---------------|----------------|
| Join to Fan Club Facebook page                           | 100,706 (99.6%) | 7,340 (7.3%)  | 624 (0.6%)     |
| Don't miss out on these deals! Exclusive to the Fan Club | 1,092 (9)       | 305 (27)      | 144 (13.2%)    |
| Our best kept secrets                                    | 502 (100%)      | 99 (19.7%)    | 1 (0.2%)       |
| Thank you for joining the Fan Club                       | 60,935 (99.7%)  | 6,644 (10.9%) | 184 (0.3%)     |

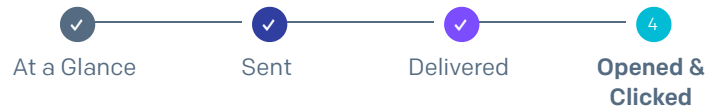
### Product News

| SUBJECT LINE                      | DELIVERED       | UNIQUE OPENED | UNIQUE CLICKED |
|-----------------------------------|-----------------|---------------|----------------|
| Get to know SongRiddle            | 100,706 (99.6%) | 7,340 (7.3%)  | 624 (0.6%)     |
| Download our app and get rewarded | 1,092 (98.6%)   | 305 (27.9%)   | 144 (13.2%)    |
| Hooray, app upgrades!             | 15,063 (99.9%)  | 5,578 (37%)   | 73 (0.5%)      |
| Web experience improvements       | 27,116 (99.8%)  | 8,881 (32.8%) | 155 (0.6%)     |

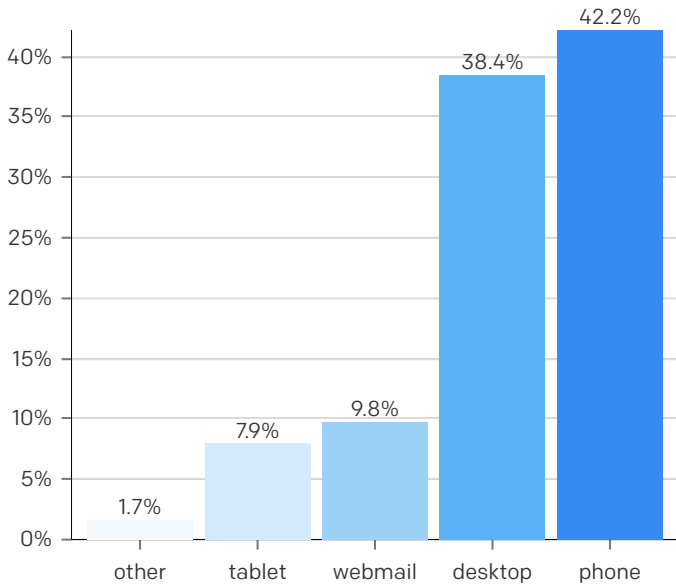
### Promos

| SUBJECT LINE                         | DELIVERED      | UNIQUE OPENED | UNIQUE CLICKED |
|--------------------------------------|----------------|---------------|----------------|
| Exclusive Invite into SongRiddle VIP | 100,706        | 7,340 (10%)   | 624 (0.6%)     |
| Spend your summer on the beach       | 1,092 (98.6%)  | 305 (27.9%)   | 144 (13.2%)    |
| Even more perks                      | 15,063 (99.9%) | 5,578 (37%)   | 73 (0.5%)      |
| Try (and love) SongRiddle VIP        | 27,116 (99.8%) | 8,881 (32.8%) | 155 (0.6%)     |

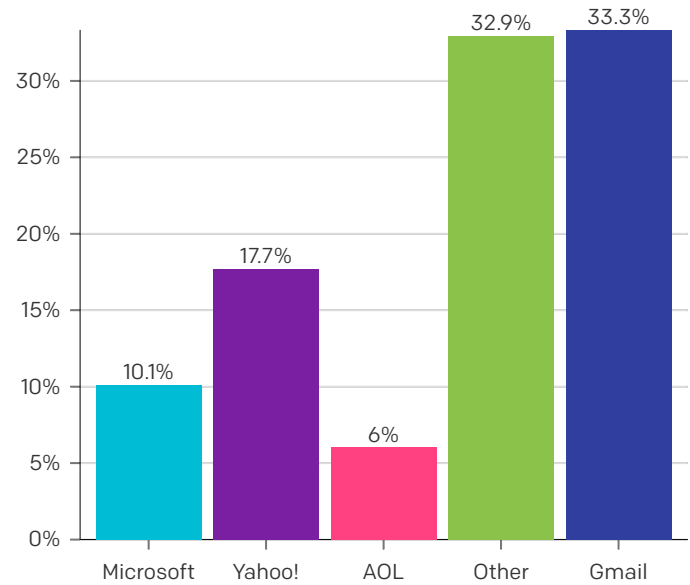
# Are recipients engaging with your emails?



Unique Opens by Device



Unique Opens by Mailbox Service Provider



## Email Deliverability Tip of the Month

As a sender, you need to constantly please mailbox provider filters as well as human recipients. Filters of mailbox providers like Gmail or Microsoft see billions of messages daily. Their algorithms decide which senders deserve to be in front of their users, acting cautiously to ensure users don't get frustrated by unwanted mail.

First, research and abide by email laws for your recipients' resident countries. Second, look at your sending variables: your recipient groups, authentication and domain alignment, subject, content, timing, and personalization. Would any of these variables appear as evidence to a filter that a user doesn't want your message?

## How is the Expert Insights report working for you?

Let us know how we can improve your experience with Expert Insights.

[Provide Feedback](#)

## Need additional help?

SendGrid's team of Email Consultants have over 95 years of combined email experience. If you're having any email issues or would like advice on how to optimize engagement, talk to one of our consultants today!

[Contact an Email Consultant](#)