

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.

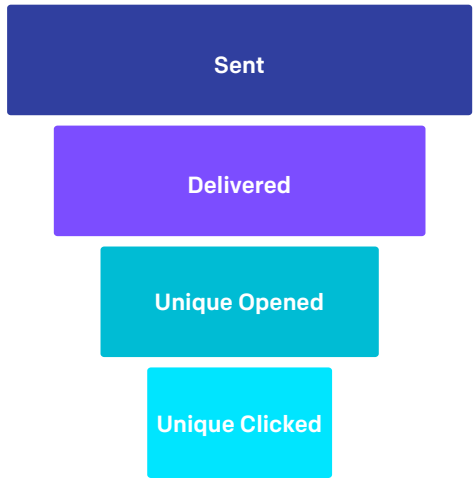
[Expert Insights Playbook](#)

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: 684,996	+ 4.5%
Total Delivered: 679,395	- 3%
Bounced: 1,274 0.2%	
Blocked: 6,677 1%	
Total Unique Opened: 98,025	0%
Spam Reports: 74 0.01%	
Total Unique Clicked: 7,326	0%
Unsubscribes: 296 0.04%	

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%	+ 100%

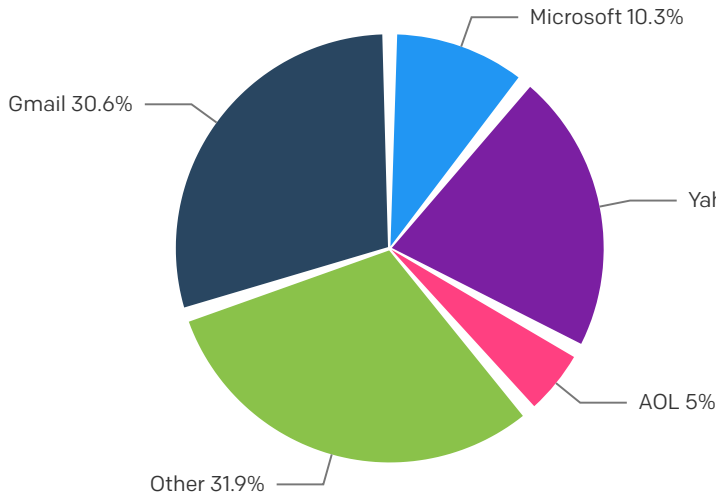
COLORS

Neutral No Changes Needed Changes Suggested
Changes Strongly Recommended

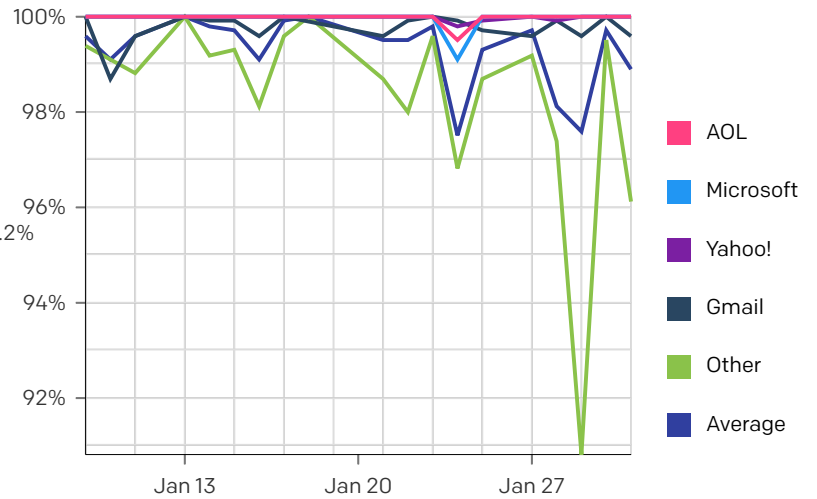
Email Performance by Mailbox Service Provider



Email Volume Distribution by Mailbox Service Provider



Delivery Rate by Mailbox Service Provider



MAILBOX PROVIDER	VOLUME	% OF TOTAL VOLUME	DELIVERED <i>RECOMMENDED 98%+</i>	UNIQUE OPENS	UNIQUE CLICKS
Other	218,340	31.9 0%	97.8% (213,434) 0%	18.1% (38,636) 0%	1.4% (3,048) 0%
Gmail	209,814	30.6 0%	99.7% (209,133) 0%	14.2% (29,642) 0%	0.8% (1,719) 0%
Yahoo!	152,271	22.2 0%	100% (152,262) 0%	10.2% (15,465) 0%	0.9% (1,413) 0%
Microsoft	70,585	10.3 0%	100% (70,582) 0%	12.5% (8,832) 0%	0.8% (588) 0%
AOL	33,986	5 0%	100% (33,984) 0%	16% (5,450) 0%	1.6% (558) 0%
Average	N/A	N/A	90.33%	41.12%	23.54%

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

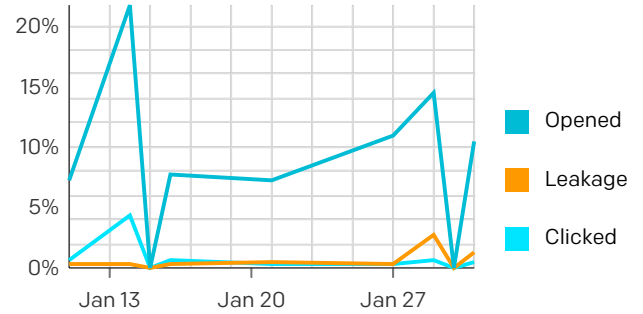


Email performance by category

Compare the performance of each of your email categories over time to see if you're trending in the right direction. We calculate leakage by combining your bounced and blocked emails.

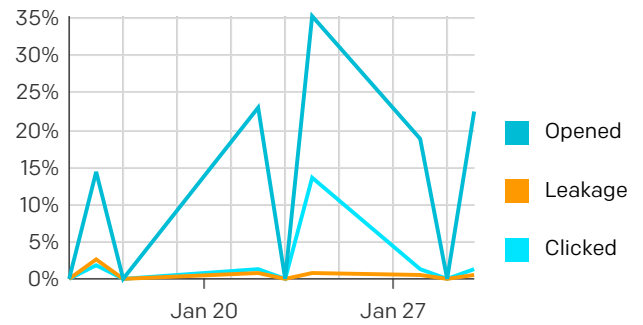
Weekly Newsletter

	31 DAY TOTAL	AVG.	DIFFERENCE
Emails Sent	489,136	1,684,802	-71%
Emails Delivered	99.2% (485,076)	99.2% (1,670,817)	0%
Unique Opens	9.2% (44,730)	9.2% (154,070)	0%
Unique Clicks	0.6% (2,744)	0.6% (9,452)	0%



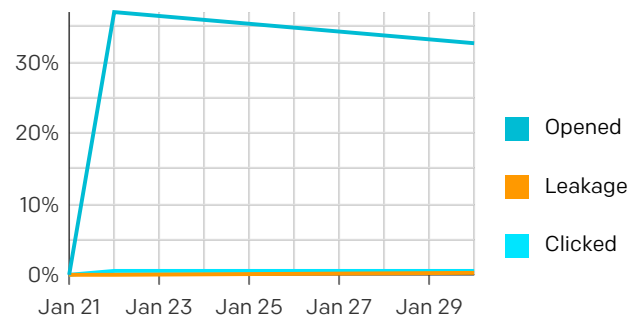
Fan Club

	31 DAY TOTAL	AVG.	DIFFERENCE
Emails Sent	76,099	262,119	-71%
Emails Delivered	98.7% (75,138)	98.7% (258,809)	0%
Unique Opens	20.3% (15,288)	20.3% (52,659)	0%
Unique Clicks	1.7% (1,281)	1.7% (4,412)	0%



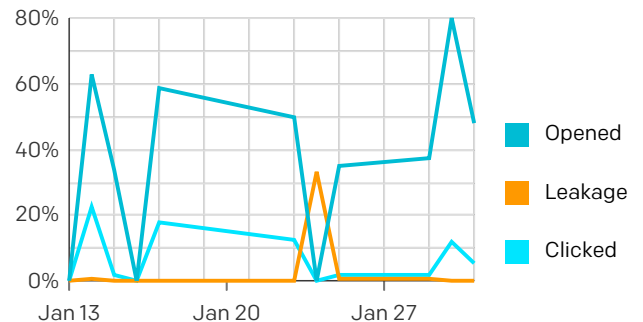
Product News

	31 DAY TOTAL	AVG.	DIFFERENCE
Emails Sent	42,255	436,635	-90.3%
Emails Delivered	99.9% (42,192)	99.9% (435,984)	0%
Unique Opens	34.3% (14,459)	34.3% (149,410)	0%
Unique Clicks	0.5% (228)	0.5% (2,356)	0%



Promos

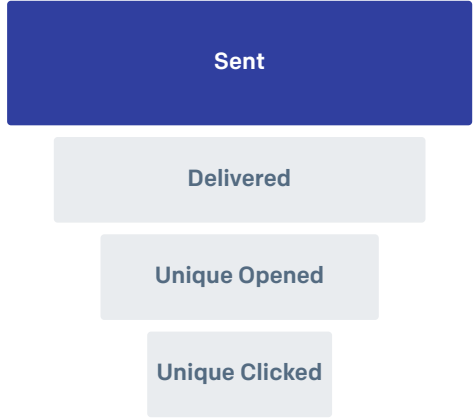
	31 DAY TOTAL	AVG.	DIFFERENCE
Emails Sent	30,035	84,644	-64.5%
Emails Delivered	99.7% (29,957)	99.7% (84,424)	0%
Unique Opens	45.8% (13,731)	45.8% (38,696)	0%
Unique Clicks	7.1% (2,141)	7.1% (6,034)	0%



What is your sending behavior?

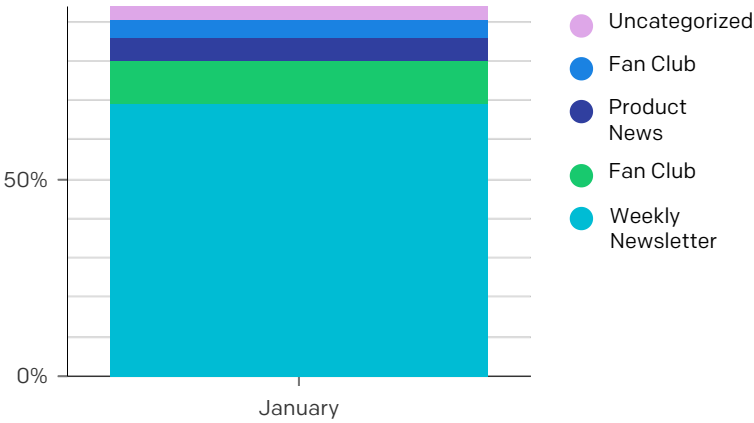


This section analyzes the volume of emails sent during this reporting period. The volume of email sent on any given day influences deliverability metrics and can give insight into why certain deliverability metrics may be higher or lower than in previous periods.

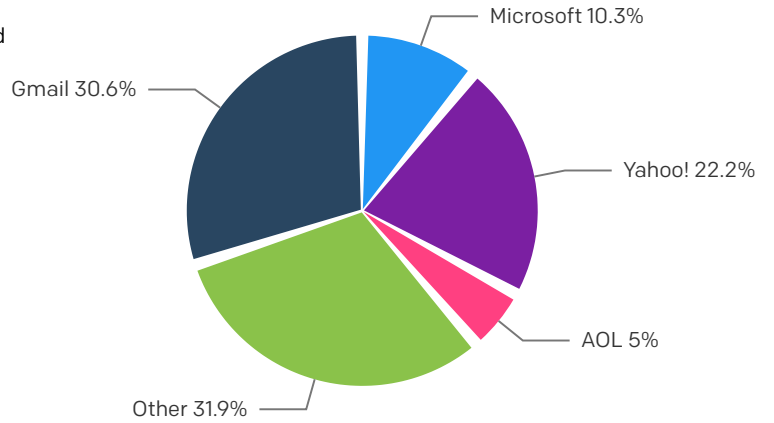


Total Sent: 684,996 **0%**

Email Volume by Category (last 90 days)

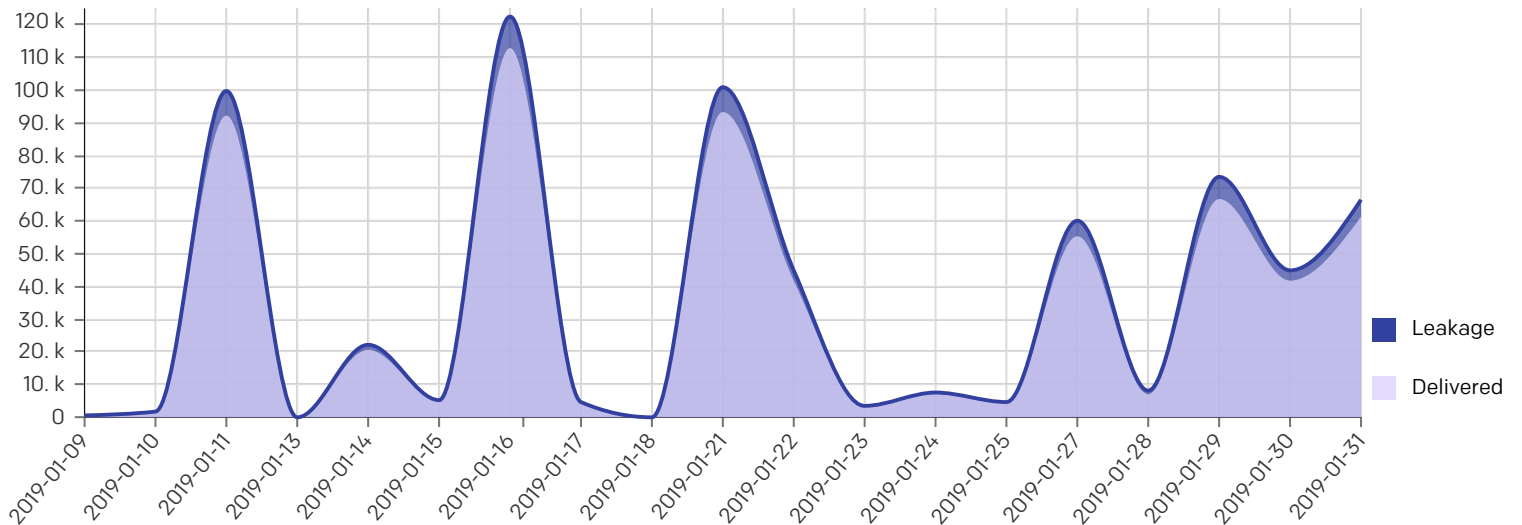


Email Volume Distribution by Mailbox Service Provider

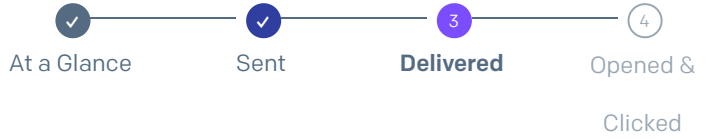


Is your email volume impacting deliverability?

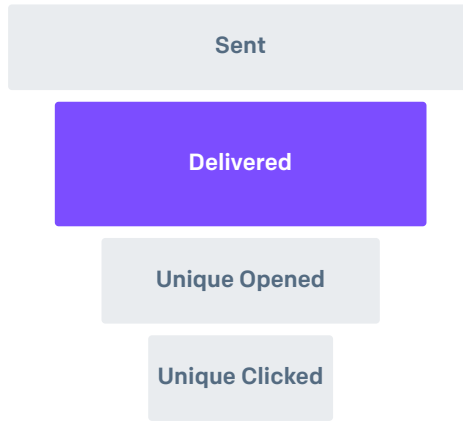
Sending volume spikes can cause mailbox service providers to block your email. We calculate leakage by combining your bounced and blocked emails.



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: +99.2% 679,395 0%

Bounced: 1,274 0.2%
Blocked: 6,677 1%

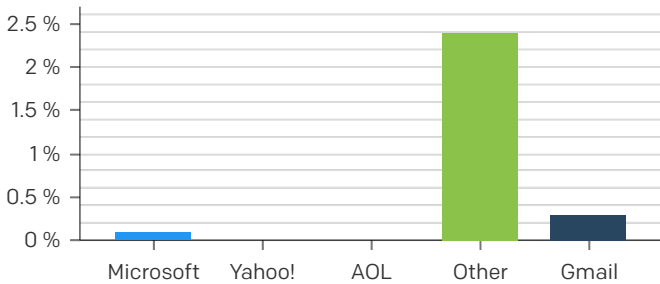
Recommended Delivery Rate: 98%+

5,601 emails did not reach the inbox 0%

Why didn't your emails reach the inbox?

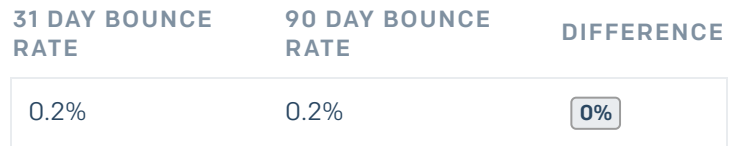
Bounces and blocks are the primary reasons behind an email not being delivered to a recipient's inbox.

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



Bounced: Are you sending to valid email addresses?

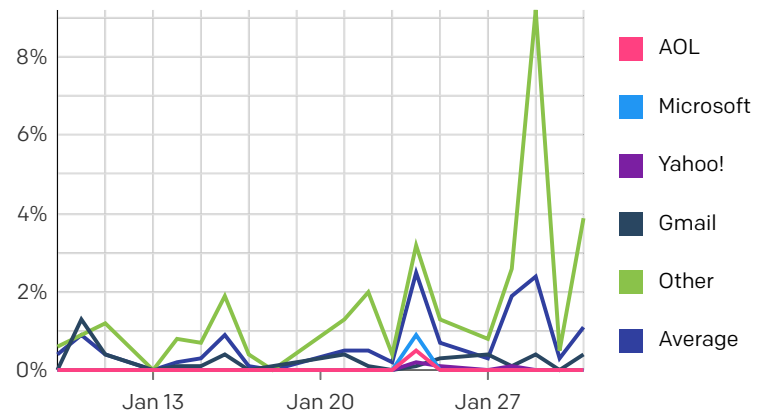
Hard bounces occur when you send to non-existent email addresses.



[Learn more](#) about bounces.

MAILBOX SERVICE PROVIDER	EMAIL VOLUME	% OF EMAILS BLOCKED
Other	218,340	2.7% 0%
Gmail	209,814	0.3% 0%
Yahoo!	152,271	0% 0%
Microsoft	70,585	0.1% 0%
AOL	33,986	0% 0%

Leakage (bounce + blocks) by Mailbox Service Provider



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

DELIVERED

Are your emails making it into the inbox?

Are your emails hitting spam traps?

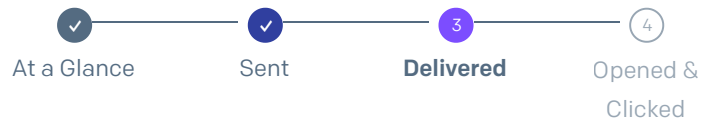
Spam traps are usually email addresses that are created not for communication, but rather to identify senders who are sending to purchased or rented email addresses.

TYPE OF SPAM TRAP	HIT IN LAST 31 DAYS
Pristine	1 0%
Recycled	8 0%
Typo	7 0%

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	NO
Spamhaus	NO
SpamCop	NO

[Learn more](#) about blacklists.

IP Health (by delivered rate)

IP ADDRESS	HEALTHY
167.89.79.227	YES
168.245.26.60	YES

It looks like you have an IP health issue. [Learn More](#)

What's this?

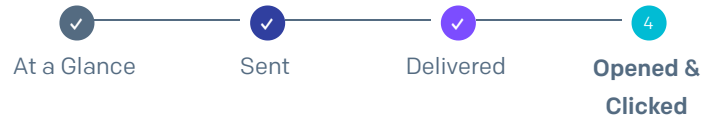
Our email experts have curated actionable recommendations to help Expert Insights customers optimize their email delivery and engagement. This is a proprietary resource exclusive to Expert Insights customers.

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

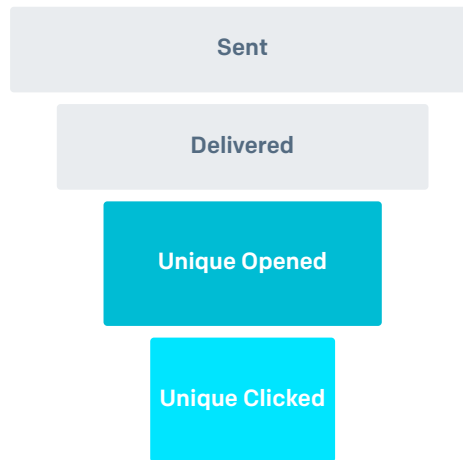
- Active partnership with mailbox providers like Gmail and Yahoo,
- Participation in industry organizations like M3AAWG and the Email Experience Council, and
- Working with hundreds of clients such as eBay, Airbnb, Spotify, and Booking.com.

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.



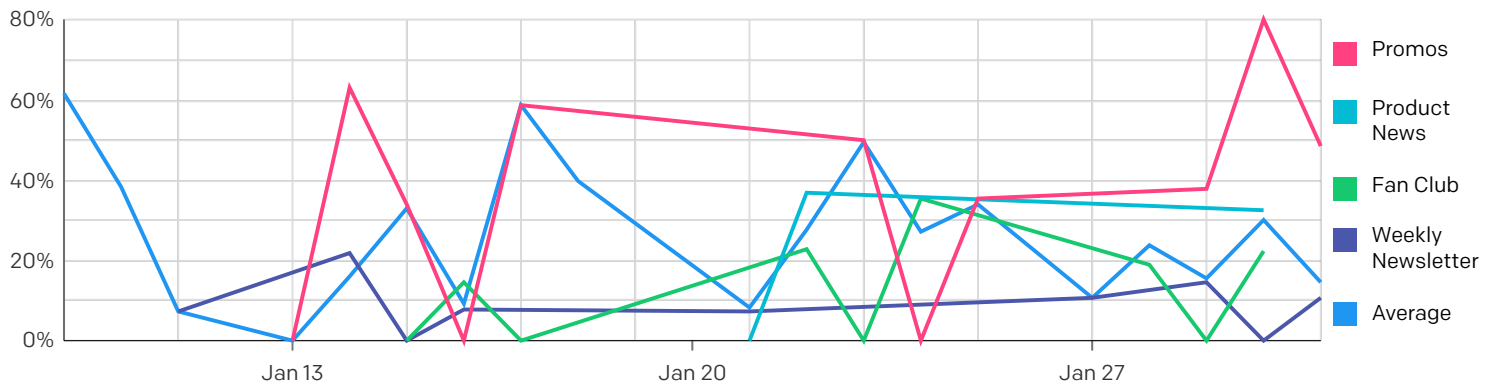
Total Unique Opened: 14.4% 98,025 0%

Spam Reports: 74 0.01%

Total Unique Clicked: 1.1% 7,326 0%

Unsubscribes: 296 0.04%

Unique Open Rates Over Time by Category



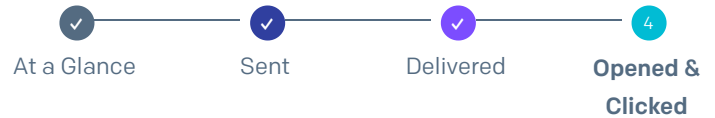
Unique Opens and Clicks by Category

CATEGORY	EMAIL VOLUME (% OF TOTAL EMAILS)	UNIQUE OPEN RATE	UNIQUE CLICK RATE
Weekly Newsletter	489,136 (69.1%)	9.2 % 0%	0.6 % 0%
Fan Club	76,099 (10.8%)	20.3 % 0%	1.7 % 0%
Product News	42,255 (6%)	34.3 % 0%	0.5 % 0%
Promos	30,035 (4.2%)	45.8 % 0%	7.1 % 0%

[Learn more](#) about what impacts your open rates.

[Learn more](#) about what impacts your click rates.

Are recipients engaging with your emails?

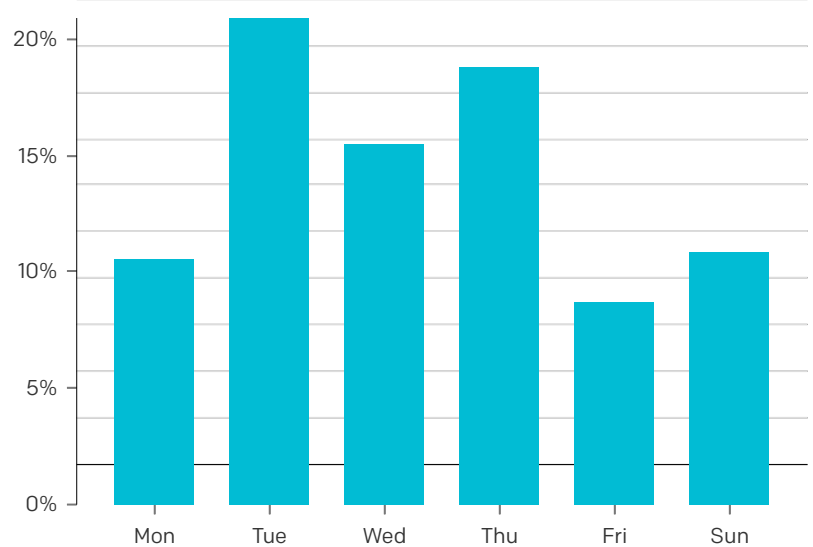


Best Time to Send (By Unique Open Rate)

6 Month Average: **Thu** at **12:36 PM** GMT
 Taking **543 minutes** to open

CATEGORY	DAY	TIME (GMT)	AVG TIME TO OPEN (MIN)
Weekly New...	Wed.	09:20 AM	614
Fan Club	Wed.	09:21 AM	527
Product Ne...	Thu.	12:08 PM	516
Promos	Thu.	05:54 AM	489

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



Which email categories are causing the most unsubscribes and spam complaints?

CATEGORY	EMAIL VOLUME (% OF TOTAL EMAILS)	UNSUBSCRIBES	SPAM COMPLAINTS
Weekly Newsletter	489,136 (69.1%)	98 (0.02%) 0%	46 (0.01%) 0%
Fan Club	42,255 (6%)	123 (0.29%) 0%	19 (0.05%) 0%
Product News	76,099 (10.8%)	69 (0.09%) 0%	4 (0.01%) 0%
Promos	25,430 (3.6%)	2 (0.01%) 0%	4 (0.02%) 0%

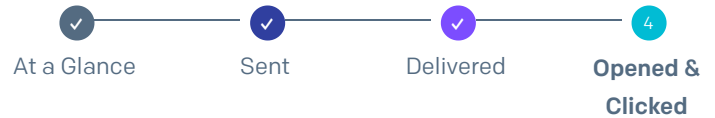
Which subject lines are causing the most unsubscribes and spam complaints?

SUBJECT LINE	EMAIL VOLUME (% OF TOTAL EMAILS)	UNSUBSCRIBES	SPAM COMPLAINTS
Try Premium for ONLY \$5	27,159 (4%)	68 (0.25%) 0%	13(0.05%) 0%
YESSSS to taking up to \$40 off your next concert!	15,083 (2.2%)	55 (0.37%) 0%	6(0.04%) 0%
More sales just for you	99,114 (14.5%)	24 (0.02%) 0%	11(0.01%) 0%
Going...going...ALMOST GONE!	101,149 (14.8%)	18 (0.02%) 0%	13(0.01%) 0%

[Learn more](#) about what impacts your unsubscribe rates.

[Learn more](#) about what impacts your spam rates.

Are recipients engaging with your emails?



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 - Refer a VIP. Step 2 - ????. Step 3 - Profit.	23,182 (97.4%)	3,329 (14.4%)	399 (1.7%)
\$5.	17,439 (99.5%)	3,895 (22.3%)	248 (1.4%)
Come See the Transformation ... On Us	1,092 (98.6%)	305 (27.9%)	144 (13.2%)
Fans, don't miss these concerts!	502 (100%)	99 (19.7%)	1 (0.2%)

Product News

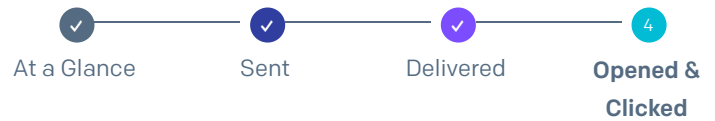
SUBJECT LINE	DELIVERED	UNIQUE OPENED	UNIQUE CLICKED
New year, new SongRiddle: Meet our new brand	27,116 (99.8%)	8,881 (32.8%)	155 (0.6%)
You asked, we listened: Usability improvements	15,063 (99.9%)	5,578 (37%)	73 (0.5%)
Q&A with our product development team	17,439 (99.5%)	3,895 (22.3%)	248 (1.4%)
We 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 (98.6%)	305 (27.9%)	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

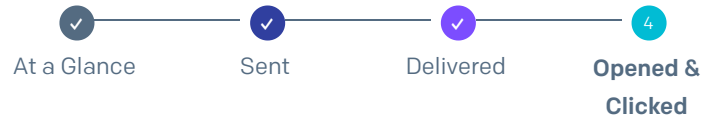
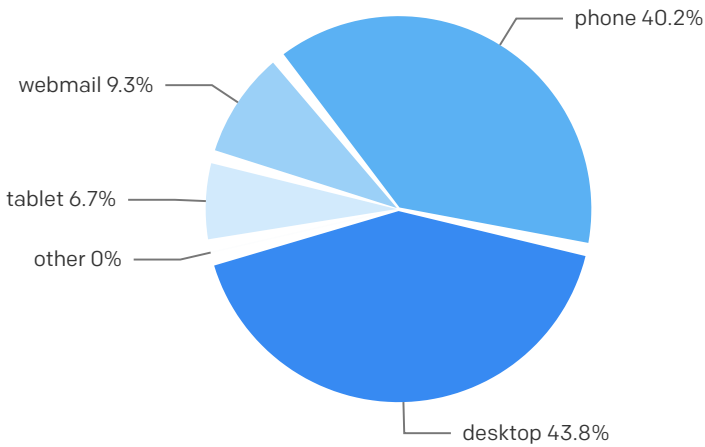
SUBJECT LINE	DELIVERED	UNIQUE OPENED	UNIQUE CLICKED
Get to know SongRiddle	100,706 (99.6%)	7,340 (7.3%)	624 (0.6%)
Download our app and get rewarded	1,092 (98.6%)	305 (27.9%)	144 (13.2%)
Hooray, app upgrades!	15,063 (99.9%)	5,578 (37%)	73 (0.5%)
Web experience improvements	27,116 (99.8%)	8,881 (32.8%)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

Promos

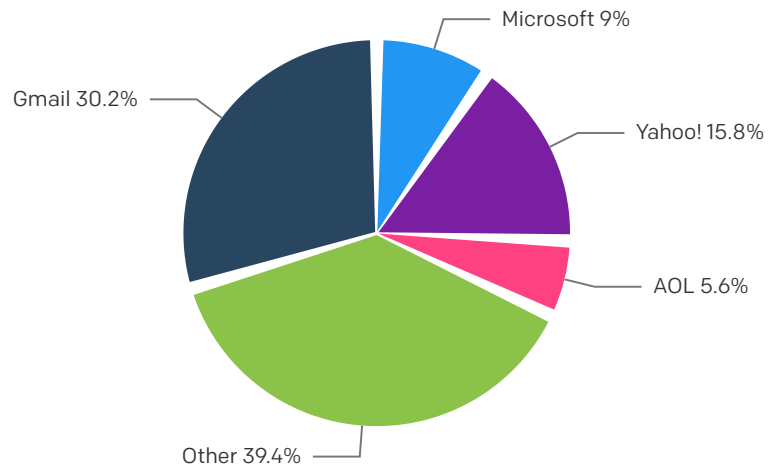
SUBJECT LINE	DELIVERED	UNIQUE OPENED	UNIQUE CLICKED
Exclusive Invite into SongRiddle VIP	100,706 (99.6%)	7,340 (7.3%)	624 (0.6%)
Spend your summer on the beach	1,092 (98.6%)	305 (27.9%)	144 (13.2%)
Even more perks	15,063 (99.9%)	5,578 (37%)	73 (0.5%)
Try (and love) SongRiddle VIP	27,116 (99.8%)	8,881 (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

There's a lot more to sender reputation than spam complaints; however, a recipient marking an email as spam is the strongest negative signal to inbox providers about your email.

Spam complaint rates above 0.2% are considered high, and may result in poor deliverability. At other inbox providers, like Gmail, a spam rate as low as .08% can start to affect your deliverability, which is why you need to keep a close eye on it.

[Learn more in our 2019 Email Deliverability Guide](#)

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!

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