

Email Insights Report

Period start date: Friday, July 20, 2018 Period end date: Friday, August 3, 2018

Executive Summary

Overall, the program is performing very well relative to last period. With the increase in the amount delivered, the unique opened and unique clicked overall fell respectively due to the engagement decrease at Microsoft while other mailbox providers such as Gmail, Yahoo, AOL, and Other performed at similar levels period over period. Recommendations to improve Microsoft domains are included in the deliverability scorecard section.

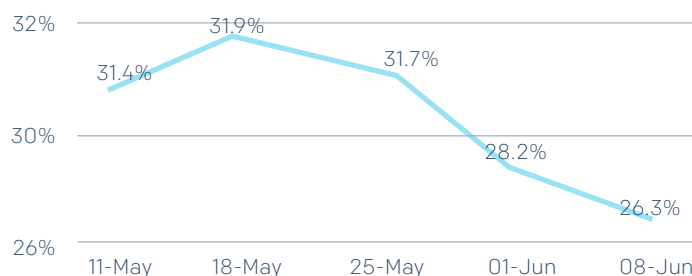
EMAIL WIN OF THE WEEK

4.8%
Increase in Delivery Rate

Email Deliverability Summary

Block Rate	✓
Bounce Rate	✓
Inbox Provider Health	✓
Sunset Policy	⚠

OPEN RATES OVER TIME



Change in Top KPIs

Delivered	18,082,009	(+4.8%)	
Unique Opened	4,644,980	(-9.6%)	✗
Unique Clicked	293,436	(-1.5%)	⚠

Every other week, a SendGrid deliverability consultant takes an in-depth look at the performance and health of your email program and puts together a report with customized recommendations on how to improve results. This report contains delivery and engagement metrics from your actual email sent through SendGrid. Check out our [Email Insights Report user guide](#) to learn more. If you have further questions, please reach out to your dedicated CSM if you have one or proservices@sendgrid.com.

[Submit Feedback](#)

Email Marketing Summary

Sent	18,472,705	(+4.2%)	
Delivered	18,082,009	(+4.8%)	
Opened	5,938,233	(-12.4%)	✗
Unique Opened	4,644,980	(-4.5%)	⚠
Clicked	354,901	(-1.6%)	⚠
Unique Clicked	293,436	(-3.2%)	⚠

ENGAGEMENT DATA POINTS

Most engaged device: 81.20% on desktop
 Best day to send: Mondays
 Best time to send: 11 am GMT

*This report is brought to you by our Delivery team. With over 50 years of combined experience in email, our consultants partner closely with the email community to bring you the latest industry news and expertise. To learn more about our offerings, visit our [Expert Services page](#).

Email Marketing Scorecard

Period start date: Friday, July 20, 2018 Period end date: Friday, August 3, 2018

DELIVERED

18,082,009	(+4.8%)
Last Period	98.7%
This Period	97.9%

UNIQUE OPENED

4,644,980	(-9.6%)	⊗
Last Period	28.24%	
This Period	26.28%	

UNIQUE CLICKED

293,436	(-1.5%)	⚠
Last Period	1.82%	
This Period	1.72%	



Consultant Notes

Unique opens decrease: Unique opens are down -9.6% week over week with the Unique Open % falling to 28.24% from 26.28% week over week.

- *Possible reasons:* There are two high volume subject lines that performed below average.
- *Recommendations:* (1) Consider adding [personalized attributes](#) to the subject line such as the recipients' name, location, or product preference, and (2) Ensure that your subject lines align closely to email content.

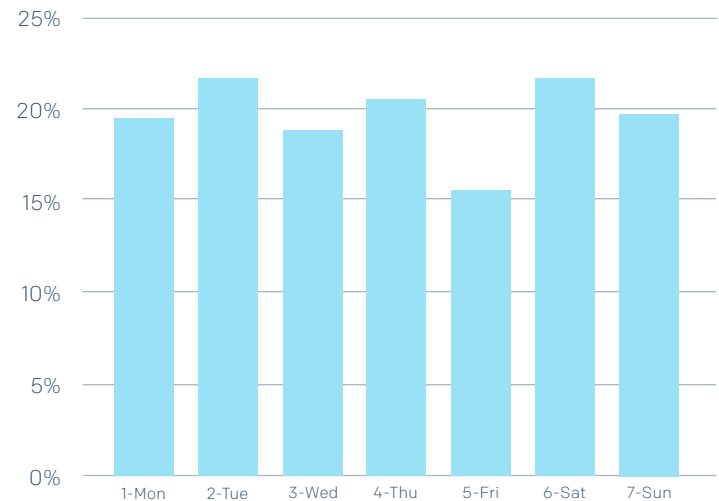
Delivery % decreased: Deliveries are up +4.8% week over week and resulted in the delivered percent decreasing to 97.21% from 98.7% week over week.

- *Possible reasons:* The additional volume of 289,312 likely caused user fatigue with the additional frequency. It's also possible that an additional segment was used that drove lower engagement.
- *Recommendations:* (1) Perform an analysis on the campaign that increased frequency (i.e., did this campaign add or take from your overall email marketing funnel?) (2) Evaluate the additional segment in regards to days since last engagement. If the segmentation has a high value, consider applying a [sunset policy](#) or emailing this group of users less frequently.

DEVICE USAGE



UNIQUE OPEN PERCENT BY DAY OF WEEK



BEST TIME TO SEND

Day	Best Hour
By Opens - GMT	
1-Mon	11 AM
2-Tue	08 PM
3-Wed	05 PM
4-Thu	11 AM
5-Fri	05 PM
6-Sat	10 AM
7-Sun	12 PM

Email Marketing Scorecard

Period start date: Friday, July 20, 2018 Period end date: Friday, August 3, 2018

Note: The following charts show your best and worst performing emails organized by subject line. We've made these calculations by weighing your higher volume campaigns more on engagement than lower volume campaigns, thus removing 1:1 transactional campaigns.

Best Performing Emails

These are the playlists everyone needs to make	
507,420 Delivered	23.2% Unique Opened %
0.8% Unique Clicked %	3.6% U. Click-to-Open %

7 Indie artists making a splash in 2018	
483,176 Delivered	22.0% Unique Opened %
3.4% Unique Clicked %	15.2% U. Click-to-Open %

The best of the 80s: 25 songs that defined...	
199,657 Delivered	43.7% Unique Opened %
1.5% Unique Clicked %	3.4% U. Click-to-Open %

Perfect date night jams	
351,316 Delivered	26.4% Unique Opened %
1.2% Unique Clicked %	4.6% U. Click-to-Open %

16 Power couples in pop	
342,009 Delivered	27.8% Unique Opened %
1.2% Unique Clicked %	4.3% U. Click-to-Open %

Worst Performing Emails

The 5 music festivals we're most excited about	
113 Delivered	3.5% Unique Opened %
0.0% Unique Clicked %	0.0% U. Click-to-Open %

App updates!	
141 Delivered	2.1% Unique Opened %
0.7% Unique Clicked %	33.3% U. Click-to-Open %

Check out our Android app	
101 Delivered	4.6% Unique Opened %
0.0% Unique Clicked %	0.0% U. Click-to-Open %

No more FOMO: Stay connected to your favorite...	
126 Delivered	4.0% Unique Opened %
1.6% Unique Clicked %	40.0% U. Click-to-Open %

Punk is alive and well	
107 Delivered	3.6% Unique Opened %
0.0% Unique Clicked %	0.0% U. Click-to-Open %

Email Deliverability Scorecard

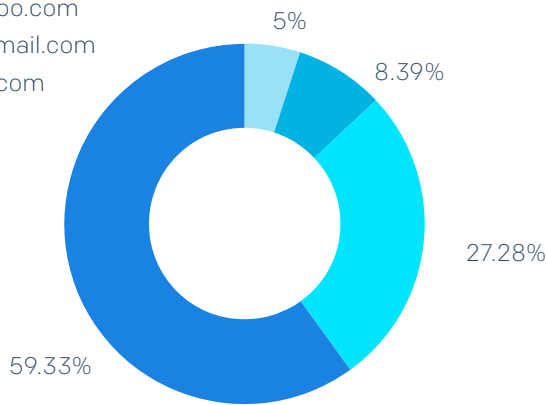
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Domain Health

All	✓
Gmail	✓
Microsoft	✗
Yahoo	✓
AOL	✓
Other	✓

Top Inbox Providers

- gmail.com
- yahoo.com
- hotmail.com
- aol.com



EMAIL DELIVERABILITY TIP OF THE WEEK

Domain-based Message Authentication, Reporting, and Conformance, otherwise known as DMARC, is a protocol and best practice for email deliverability. Apple recently advanced their DMARC policy to an enforcement level of quarantine. Any commercial email sent from an @mac.com, @me.com, and @icloud.com email address will be sent to the SPAM folder unless it is being sent by Apple's infrastructure.

[Learn More on the SendGrid Blog](#)



Consultant Notes

Delivery decrease: The amount delivered increased by 4.8%, but the delivered percent decreased by 0.8%. The drop is a result of an increase in blocks at Microsoft, which is displaying a spam indicator for the messages sent in the last 7 days.

- *Possible reasons:* (1) Sending to invalid addresses, which can hurt your sending IP/domain reputation, leading to spam placement and/or blocks. (2) Sending to unengaged recipients – the more you send to unengaged recipients, the more of a chance you have to land in the spam folder.
- *Recommendations:* If you aren't already, you should consider [validating email addresses](#) collected during signup or implementing a sunset policy based on engagement.

Unique opens decrease: The amount of unique openers decreased by 9.6%, which correlates with the drop in unique opens (26.28% from 28.24%). This was likely from Microsoft Microsoft having an open percent of 15.42% in comparison to all domains having 34.9%.

- *Possible reasons:* Microsoft is again driving the majority of this decline. Microsoft fell from 30.1% to 15.42% period over period. Domains include hotmail.com, outlook.com, msn.com, and live.com.
- *Recommendations:* Verify that your [signup process](#) follows best practices, and test a tighter sunset policy.

New feature! SendGrid now supports [dynamic content for transactional templates](#). Our integrated support for handlebars syntax empowers developers to create dynamic, personalized content safely into SendGrid templates.

Improved! SendGrid's [enhanced email activity and storage](#) gives you increased visibility into the delivery flow of each message to expedite the troubleshooting process. You can upgrade your storage available for up to 30 days in the user interface.

Email Deliverability Scorecard

Period start date: Friday, July 20, 2018 Period end date: Friday, August 3, 2018

Note: The following charts show detailed delivery statistics for top mailbox providers, giving you insight into how your email program is performing overall. We'll call out any significant changes in this data in the Consultant Notes section.

Gmail

3,712,019 Unique Opened 10,624,719 Delivered
 -1,277,201 Unique Opened +/- -3,696,557 Delivered +/-

Metric	This Period	Last Period	% Change
Delivered	99.9%	99.9%	-0.0%
Opened	34.9%	34.8%	+0.3%
Clicked	1.27%	1.2%	+2.6%
Bounced	0.1%	0.1%	-10.4%
Blocked	0.0%	0.0%	-9.3%
Spam Reported	0.0%	0.0%	+0.4%
Unsubscribes	0.0%	0.0%	+1.5%

Microsoft

400,981 Unique Opened 2,576,659 Delivered
 16,111 Unique Opened +/- 2,917 Delivered +/-

Metric	This Period	Last Period	% Change
Delivered	99.93%	99.93%	-0.0%
Opened	15.42%	30.1%	+2.1%
Clicked	1.27%	1.2%	+9.6%
Bounced	0.07%	0.1%	+1.5%
Blocked	10.10%	0.0%	+14.5%
Spam Reported	0.00%	0.0%	-28.5%
Unsubscribes	0.00%	0.0%	+1.43%

Yahoo

867,834 Unique Opened 5,627,216 Delivered
 16,368 Unique Opened +/- -9,855 Delivered +/-

Metric	This Period	Last Period	% Change
Delivered	99.9%	99.9%	-0.0%
Opened	34.9%	34.8%	+0.3%
Clicked	1.3%	1.2%	+2.6%
Bounced	0.1%	0.1%	-10.4%
Blocked	0.0%	0.0%	-9.2%
Spam Reported	0.0%	0.0%	+0.4%
Unsubscribes	0.0%	0.0%	+1.5%

AOL

172,200 Unique Opened 795,283 Delivered
 724 Unique Opened +/- 126,411 Delivered +/-

Metric	This Period	Last Period	% Change
Delivered	99.9%	99.9%	-0.0%
Opened	34.9%	34.8%	+0.3%
Clicked	1.3%	1.2%	+2.6%
Bounced	0.1%	0.1%	-10.4%
Blocked	0.0%	0.0%	-9.2%
Spam Reported	0.0%	0.0%	+0.4%
Unsubscribes	0.0%	0.0%	+1.5%

Other

16,111 Unique Opened 2,576,659 Delivered
 2,917 Unique Opened +/- 400,981 Delivered +/-

Metric	This Period	Last Period	% Change
Delivered	99.9%	99.9%	-0.0%
Opened	34.9%	34.8%	+0.3%
Clicked	1.3%	1.2%	+2.6%
Bounced	0.1%	0.1%	-10.4%
Blocked	0.0%	0.0%	-9.2%
Spam Reported	0.0%	0.0%	+0.4%
Unsubscribes	0.0%	0.0%	+1.5%

All

5,938,233 Unique Opened 18,082,009 Delivered
 -56,500 Unique Opened +/- 289,312 Delivered +/-

Metric	This Period	Last Period	% Change
Delivered	99.9%	99.9%	-0.0%
Opened	34.9%	34.8%	+0.3%
Clicked	1.3%	1.2%	+2.6%
Bounced	0.1%	0.1%	-10.4%
Blocked	0.0%	0.0%	-9.2%
Spam Reported	0.0%	0.0%	+0.4%
Unsubscribes	0.0%	0.0%	+1.5%