

GETTING STARTED WITH YOUR NEWSLETTER

~ NEWSLETTER STATISTICS TRACKING TEMPLATE ~



Newsletter Statistics Tracking for COMPANY NAME

NOTE: Black Text is part of the template or contains formulas | Blue Text should be replaced with your data

of Sends:

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Increase
2015	100	120	140	160	180	200	220	240	260	280	300	320	220
2016	340	360	380	400	420	440	460	480	500	520	540	560	220
2017	580	600	620	640	660	680	700	720	740	760	780	800	220

Mailing List Increase (percentages):

	Dec-Jan	Jan-Feb	Feb-Mar	Mar-Apr	Apr-May	May-Jun	Jun-Jul	Jul-Aug	Aug-Sep	Sep-Oct	Oct-Nov	Nov-Dec
2015		20.00%	16.67%	14.29%	12.50%	11.11%	10.00%	9.09%	8.33%	7.69%	7.14%	6.67%
2016	6.25%	5.88%	5.56%	5.26%	5.00%	4.76%	4.55%	4.35%	4.17%	4.00%	3.85%	3.70%
2017	3.57%	3.45%	3.33%	3.23%	3.13%	3.03%	2.94%	2.86%	2.78%	2.70%	2.63%	2.56%

Open Rates:

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Average
2015	44%	38%	35%	35%	34%	30%	27%	28%	25%	26%	30%	26%	32%
2016	44%	38%	35%	35%	34%	30%	27%	28%	25%	26%	30%	26%	32%
2017	44%	38%	35%	35%	34%	30%	27%	28%	25%	26%	30%	26%	32%

of Opens:

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Average
2015	44	46	49	56	61	60	59	67	65	73	90	83	63
2016	150	137	133	140	143	132	124	134	125	135	162	146	138
2017	255	228	217	224	224	204	189	202	185	198	234	208	214

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NOTE: Charts will automatically update in accordance with data entered

