

Item #11i:
Village Trustee Yaeger
Constant Contact Tracking Report



The Village of Long Grove
 Email Tracking Report
 5/18/2016

Comparative Metrics

	Sent	Bounces	Opens	Clicks	Forwards
Overall	95440	6.2% (5942)	59.9% (53641)	34.1% (18274)	0.0% (25)
Last 3 months	17522	7.8% (1375)	54.3% (8761)	18.0% (1581)	0.0% (1)

Emails

Date Sent	Email Name	Sent	Bounces	Spam Reports	Opt-outs	Opens	Desktop	Mobile	Clicks	Forwards
5/16/2016	Lake County Chair Lawlor Route 53 Update 5/16/2016	1255	7.6% (95)	0	0.2% (1)	54.7% (635)	49.6%	50.4%	0	0.2% (1)
5/4/2016	2016 Road Paving Program	1255	8.1% (102)	0	0.3% (2)	57.7% (665)	46.3%	53.7%	5.7% (38)	0
5/4/2016	ROBERT PARKER COFFIN ROAD COVERED BRIDGE - TEMPORARY CLOSURE 5-6-2016	1256	8.0% (101)	1	0.1% (1)	58.2% (672)	45.4%	54.6%	4.8% (32)	0
5/3/2016	May 2016	1254	7.9% (99)	1	0.3% (2)	54.6% (631)	55.4%	44.6%	50.7% (320)	0
4/25/2016	NEW COMMUNICATION TOOL: OPEN VILLAGE HALL SURVEY	1251	7.8% (97)	0	0.4% (2)	48.0% (554)	45.8%	54.2%	0.7% (4)	0
4/10/2016	Village of Long Grove Comprehensive Plan Workshop - Tomorrow Night	1216	7.5% (91)	0	0.4% (2)	50.2% (565)	43.8%	56.2%	2.7% (15)	0
4/8/2016	ELECTRIC AGGREGATION PROGRAM - IMPORTANT INFORMATION	1251	7.8% (98)	0	0.3% (2)	53.2% (613)	50.4%	49.6%	0	0
4/8/2016	NEW COMMUNICATION TOOL: OPEN VILLAGE HALL	1251	7.8% (98)	0	0	49.5% (571)	50.4%	49.6%	1.2% (7)	0
3/31/2016	April 2016	1249	8.2% (103)	1	0.2% (1)	56.6% (649)	48.7%	51.3%	53.2% (345)	0
3/25/2016	Village of Long Grove Comprehensive Plan Workshop	1253	8.1% (102)	1	0.7% (4)	52.6% (606)	50.0%	50.0%	2.6% (16)	0

Key For Table

Sent	The total emails sent, including bounces.
Bounces	Emails sent, but not received by your contacts.
Bounced percent	Number of bounced emails divided by the number sent.
Spam Reports	Number of complaints received from an email.
Opt-outs	Contacts who unsubscribed from your list.
Opt-out percent	Number of opt-outs divided by the number sent.
Opens	Emails your contacts received and viewed.
Opened percent	Number of opened emails divided by the number of emails delivered (delivered = emails sent minus emails bounced).
Desktop/Mobile Opened percent	The percent of your contacts who viewed this campaign on computers vs. mobile devices.
Clicks	Contacts who clicked on a link within your email.
Click-through percent	Number of clicks divided by the number opened.
Forwards	Number of times the email was forwarded using the Forward Email to a Friend link.
Forward Email to a Friend percent	Number of forwarded emails divided by the number opened.
Overall	Totals since using Constant Contact.
Last 3 months	Totals for the last three months.

Email Statistics

