



Email Report

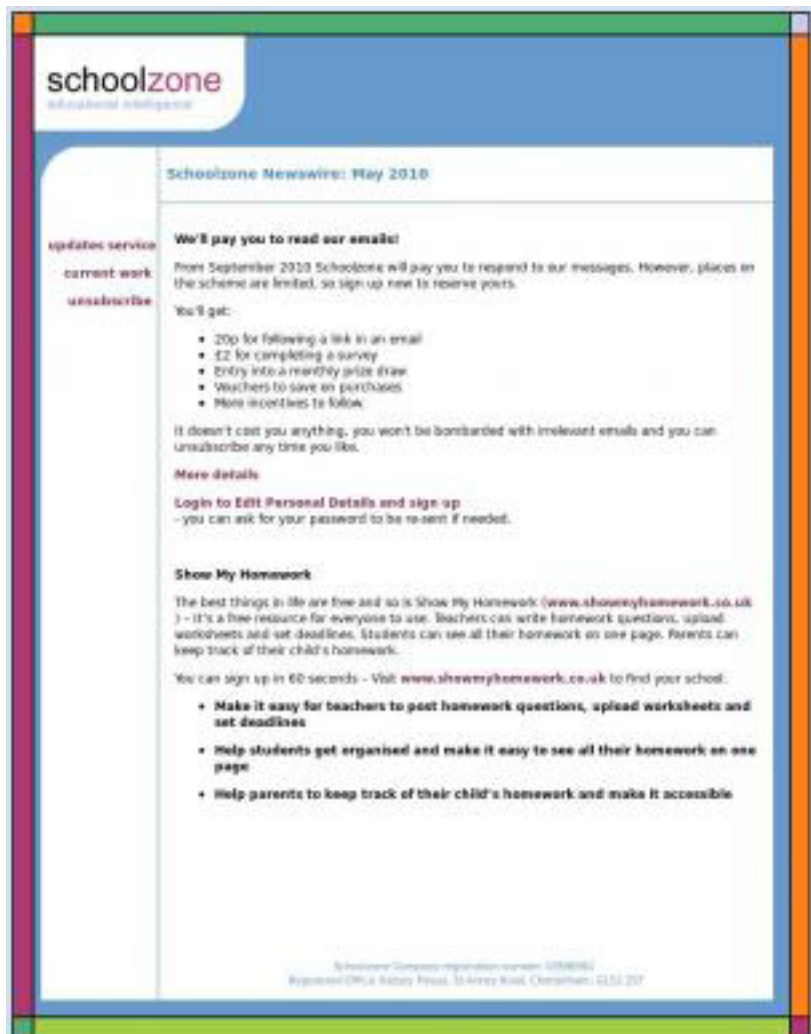
Report Date: 03-06-2010 11:37

Email Name: May2010Secondary

Subject Line: Schoolzone May Newsletter

Sent: 18-05-2010 16:20

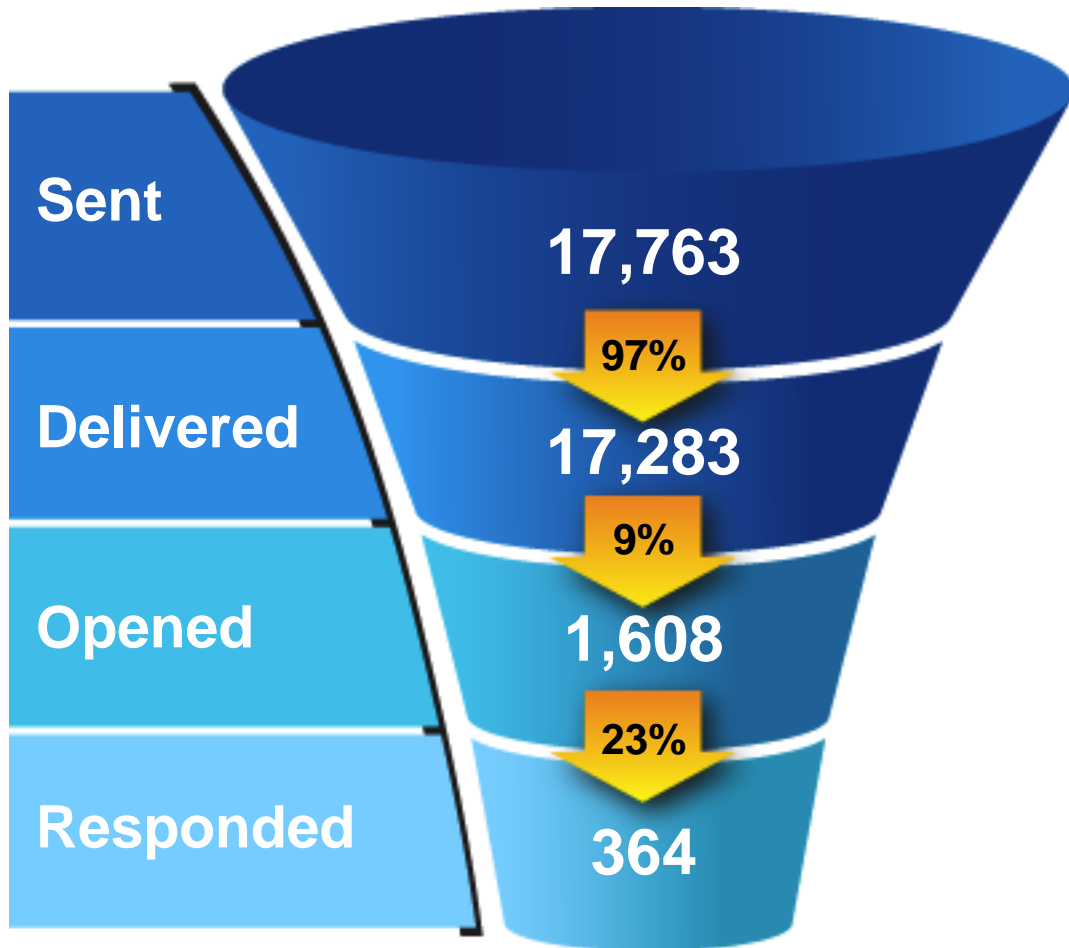
Completed: 18-05-2010 16:22



Email Breakdown Statistics

| Description | Total | Percentage |
|---------------------------------|--------------|-------------------|
| Total Sent | 17,763 | |
| Delivered | 17,283 | 97.30% |
| Hard Bounces | 41 | 8.54% |
| Soft Bounces | 439 | 91.46% |
| Total Bounces | 480 | 2.70% |
| Unique Opens | 1,608 | 9.30% |
| Total Opens | 2,816 | |
| Average number of opens | 1.75 | |
| Respondents | 364 | 2.11% |
| Unique Click Throughs | 503 | 2.91% |
| Average Number of Clicks | 1.80 | |
| Respondents vs Opens | | 22.64% |
| Local Unsubscribes | 0 | 0.00% |
| Global Unsubscribes | 0 | 0.00% |
| Feedback Unsubscribes | 0 | 0.00% |
| Total Unsubscribes | 0 | 0.00% |
| Unsubscribes per Open | | 0.00% |

Funnel Graph



Click Through Breakdown

| Link Url | Clicks |
|---|--------|
| http://www.schoolzone.co.uk/profile/default.asp | 261 |
| http://www.schoolzone.co.uk/profile/schoolzone_bonus_scheme.asp | 175 |
| http://www.showmyhomework.co.uk | 151 |
| http://www.schoolzone.co.uk/profile/unsubscribenewswire.asp?Email=[recipient:\V4 Archived Profiles... | 24 |
| http://www.schoolzone.co.uk/community/current.asp | 19 |
| http://bs.serving-sys.com/BurstingPipe/BannerRedirect.asp?FlightID=1499835&Page=&PluID=0&Pos=8453 | 10 |
| http://www.schoolzone.co.uk/index.asp | 8 |
| http://www.schoolzone.co.uk/updates/news.asp?Action=search | 7 |

* Note: This report shows click throughs in popularity order up to a maximum of 15 links.
Report generated on 03-06-2010 11:37

Heatmap

schoolzone
educational intelligence

1%

Schoolzone Newswire: May 2010

2% **ites service**

1% **ent work**

3% **bscribe**

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We'll pay you to read our emails!

From September 2010 Schoolzone will pay you to respond to our messages. However, places on the scheme are limited, so sign up now to reserve yours.

You'll get:

- 20p for following a link in an email
- £2 for completing a survey
- Entry into a monthly prize draw
- Vouchers to save on purchases
- More incentives to follow.

It doesn't cost you anything, you won't be bombarded with irrelevant emails and you can unsubscribe any time you like.

4% **details**

27% **to Edit Personal Details and sign up**

- you can ask for your password to be re-sent if needed.

Show My Homework

The best things in life are free and so is Show My Homework (40% **showmyhomework.co.uk**) - It's a free resource for everyone to use. Teachers can write homework questions, upload worksheets and set deadlines. Students can see all their homework on one page. Parents can keep track of their child's homework.

You can sign up in 60 seconds - Visit 13% **showmyhomework.co.uk** to find your school.

- **Make it easy for teachers to post homework questions, upload worksheets and set deadlines**
- **Help students get organised and make it easy to see all their homework on one page**
- **Help parents to keep track of their child's homework and make it accessible**

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