

Monthly Email Metrics Review Report

Report Overview

Month: _____

Prepared by: _____

Key Metrics Summary

Total Emails Sent

Open Rate

_____ %

Click Rate

_____ %

Bounce Rate

_____ %

Unsubscribe Rate

_____ %

Campaign Performance

Campaign Name	Date Sent	Recipients	Open Rate	Click Rate	Bounce Rate	Unsubscribe Rate
_____	_____	_____	_____ %	_____ %	_____ %	_____ %
_____	_____	_____	_____ %	_____ %	_____ %	_____ %
_____	_____	_____	_____ %	_____ %	_____ %	_____ %

Top Performing Links

Link URL	Clicks	Unique Clicks	Associated Campaign
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Notes & Observations

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