

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

- _____

- _____

- _____