

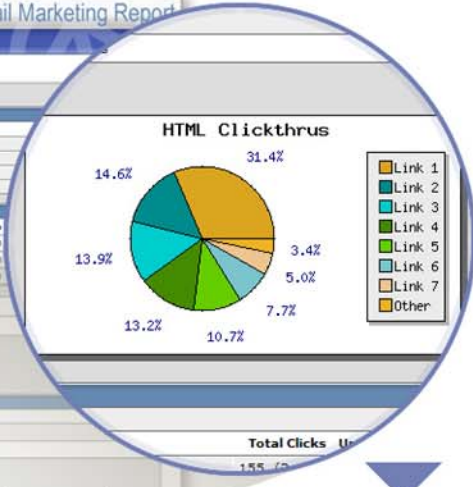
FACT SHEET: EMAIL MARKETING STATISTICS

One of the tremendous advantages email has over direct mail is the ability to get immediate feedback on your campaign. For all campaigns sent by the Enilon Group, you are provided access to online, real-time statistics that are invaluable not only in measuring the effectiveness of your campaign but in learning critical information about your recipients – knowledge that should be leveraged in future marketing and sales efforts, both online and offline. The diagram below shows a select view of some of the many campaign statistics you will have at the click of your mouse.

Delivery Statistics show at a glance: total number of emails sent, opened, emails where the recipient clicked on links, unsubscribed and bounced. Each category can be expanded to show the specific recipients that make up each number.

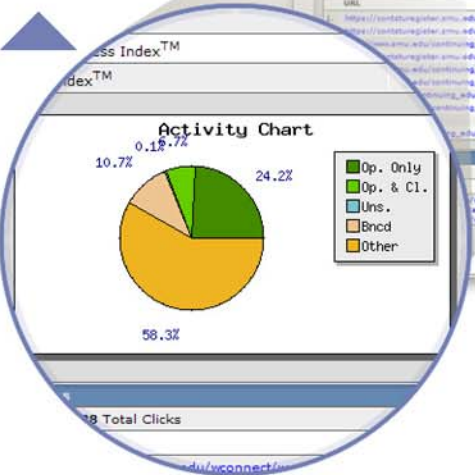
Category	Total	%
Sent	5,554	-
Total Opened	2,225	-
Unique Opened	1,717	34.6 %
Unique Clicked	371	7.5 %
Unsubscribed	5	0.1 %
Bounced	594	10.7 %
Hard Bounced	594	10.7 %
Soft Bounced	0	0.0 %
Delivered	4,960	89.3%

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The HTML ClickThru pie chart clearly shows which links in your email received the most clicks.

The Activity pie chart shows the open activity taken by each of your campaign's recipients.



HTML ClickThru Statistics show the total number of clicks and unique clicks for each individual link in your email. In addition, you can drill down to the individual recipients that clicked on each link and, if your list contains any category values, view a breakdown by category.

URL	Total Clicks	Unique Clicks	Breakdown
https://enilongroup.com/.../enilongroup.com/.../enilongroup.com/...	155 (3.13%)	138 (2.78%)	Breakdown
https://enilongroup.com/.../enilongroup.com/.../enilongroup.com/...	66 (1.33%)	64 (1.29%)	Breakdown
https://enilongroup.com/.../enilongroup.com/.../enilongroup.com/...	70 (1.41%)	61 (1.23%)	Breakdown
https://enilongroup.com/.../enilongroup.com/.../enilongroup.com/...	66 (1.33%)	58 (1.17%)	Breakdown
https://enilongroup.com/.../enilongroup.com/.../enilongroup.com/...	49 (0.99%)	47 (0.95%)	Breakdown
https://enilongroup.com/.../enilongroup.com/.../enilongroup.com/...	42 (0.85%)	34 (0.69%)	Breakdown
https://enilongroup.com/.../enilongroup.com/.../enilongroup.com/...	23 (0.46%)	22 (0.44%)	Breakdown
https://enilongroup.com/.../enilongroup.com/.../enilongroup.com/...	8 (0.16%)	7 (0.14%)	Breakdown
https://enilongroup.com/.../enilongroup.com/.../enilongroup.com/...	6 (0.12%)	5 (0.10%)	Breakdown
https://enilongroup.com/.../enilongroup.com/.../enilongroup.com/...	3 (0.06%)	3 (0.06%)	Breakdown