



*January – June 2011*  
**Email Marketing Metrics Report**  
**Australia**



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## About the author

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Vision6 is an Australian owned and run company, founded in 2001 by friends and colleagues Evan Fortune and Mathew Myers.

Together they identified that marketing professionals needed an easier way to create, send and track email messages; and to integrate e-messaging into the marketing mix. As a result the duo formed Vision6.

Today we have grown to become a team of more than 30 developers and professionals and are passionate about all things e-messaging.

We empower thousands of businesses to achieve great marketing results with our e-messaging platform. It brings together a mix of database, email, mobile and social media messaging tools in an easy-to-use system.

We actively contribute to the marketing community by writing whitepapers, providing free training and producing the Email Marketing Metrics Report.

We're also the organisers of Australia's only email marketing summit (EMSA) and are always on the lookout for new ways to make our clients happy.

## Contact Vision6 for a **FREE 30 DAY TRIAL**

**a** ground floor 47 warner street fortitude valley qld 4006 australia  
**e** [contact\\_us@vision6.com.au](mailto:contact_us@vision6.com.au) **p** +61 7 3257 3906 **f** +61 7 3257 3907  
**w** [www.vision6.com.au/free-trial](http://www.vision6.com.au/free-trial)

## Overview

This report is the tenth in a series of reports produced by Vision6 every six months on the Australian email marketing landscape.

### This report aims to:

1. Help marketers gauge and improve their email marketing results by providing comparative benchmarks.
2. Uncover trends, provide observations and identify factors that could have the biggest impact on the success of your email campaigns.

### Data Source

This report includes data from over 225 million messages which were distributed via 95,000 sends by predominantly Australian based companies during the first six months of 2011.

We have excluded campaigns with less than five email addresses to minimise data distortion. We also excluded all emails sent by our stand alone resellers and corporate networks.

### WHAT WOULD YOU LIKE TO SEE IN FUTURE REPORTS?

We are always looking at ways to improve the Email Marketing Report Australia. So, if you have any new statistics you'd like to see in this report contact us at [contact\\_us@vision6.com.au](mailto:contact_us@vision6.com.au).

## What is included in this report?

To make this data as useful as possible to professionals implementing email marketing, we have focused on a number of key metrics that are both informative and useful, including:

Open Rate	General, Industry, Send Volume Categories
Click Through Rate	General, Industry, Send Volume Categories, Relative to Open
Industry	Open, CTRs, Send Volume Categories
Domain	Open, CTRs, Industry
By Day	Open, CTRs
By Hour	Open
Bounce & Deliverability	General, Industry
Email Clients	Used to open

Although we cannot promise to include everything, we will do our best to include your suggestions where possible.

(In this report we've introduced some new data segments as you will see on the next page.)

## Key Findings Summary

New data segments  
start Jan - Jun 2011

Measurement	Jan - Jun 2008	Jul - Dec 2008	Jan - Jun 2009	Jul - Dec 2009	Jan - Jun 2010	Jul - Dec 2010	Jan - Jun 2011
Overall Open Rate	20.99%	22.52%	23.73%	25.16%	23.48%	22.34%	22.47
Open Rate By Send Volume	5-499: 34.66% 500-999: 31.38% 1,000+: 20.16%	5-499: 34.36% 500-999: 31.04% 1,000+: 21.95%	5-499: 34.62% 500-999: 31.68% 1,000+: 23.22%	5-499: 34.96% 500-999: 31.49% 1,000+: 24.74%	5-499: 34.24% 500-999: 30.30% 1,000+: 22.98%	5-499: 34.27% 500-999: 30.56% 1,000+: 21.73%	5-499: 34.34% 500-999: 30.24% 1,000-4,999: 23.62% 5,000-9,999: 23.10% 10,000+: 20.96%
Top 3 Industries with Highest Open Rates	Govt./Defence Accounting Manufacturing Ops.	Govt./Defence Accounting Call Centre/Cust Serv	Govt./Defence Primary Industry Accounting	Govt./Defence Mining/Oil/Gas Primary Industry	Mining/Oil/Gas Legal Govt./Defence	Mining/Oil/Gas Govt./Defence Transport/ Logistics	Legal Govt./Defence Mining/Oil/Gas
Overall Click Through Rate	4.45%	4.81%	4.59%	5.46%	4.77%	4.67%	4.57%
Click Through Rate By Send Volume	5-499: 8.8% 500-999: 7.4% 1,000+: 4.2%	5-499: 8.82% 500-999: 7.34% 1,000+: 4.63%	5-499: 8.87% 500-999: 7.86% 1,000+: 4.39%	5-499: 8.86% 500-999: 7.74% 1,000+: 5.32%	5-499: 8.54% 500-999: 7.70% 1,000+: 4.59%	5-499: 8.26% 500-999: 6.60% 1,000+: 4.51%	5-499: 8.12% 500-999: 6.71% 1,000-4,999: 4.10% 5,000-9,999: 4.28% 10,000+: 4.50%
Top 3 Industries with Highest Click Through Rates	Govt./Defence Manufacturing Ops. Engineering	Call Centre/Cust Serv Govt./Defence Primary Industry	Call Centre/Cust Serv Mining/Oil/Gas Primary Industry	Mining/Oil/Gas Call Centre/Cust Serv Accounting	Call Centre/Cust Serv Mining/Oil/Gas Govt./Defence	Transport/ Logistics Call Centre/Cust Serv Govt./Defence	Mining/Oil/Gas Education Govt./Defence
CTR Relative to Open Rates	21.22%	21.37%	19.34%	21.72%	20.34%	20.92%	20.33%
Overall Bounce Rates	10.34%	8.90%	7.22%	6.29%	5.75%	5.77%	5.51%
Bounce Rates by Send Volume	5-499: 7.29% 500-999: 8.09% 1,000+: 10.52%	5-499: 7.25% 500-999: 7.68% 1,000+: 8.98%	5-499: 6.82% 500-999: 6.94% 1,000+: 7.24%	5-499: 6.52% 500-999: 6.77% 1,000+: 6.27%	5-499: 6.10% 500-999: 6.19% 1,000+: 5.73%	5-499: 5.89% 500-999: 6.19% 1,000+: 5.75%	5-499: 5.91% 500-999: 5.89% 1,000-4,999: 5.60% 5,000-9,999: 6.29% 10,000+: 5.28%
Top 3 Industries with Lowest Bounce Rates	Community & Sport Legal Science & Technology	Legal Call Centre/Cust Serv Mining/Oil/Gas	Legal Call Centre/Cust Serv Mining/Oil/Gas	Legal Accounting Call Centre/Cust Serv	Accounting Call Centre/Cust Serv Legal	Administration Call Centre/Cust Serv Transport/ Logistics	Call Centre/Cust Serv Legal Retail
Most Popular Day for Sends	Friday	Friday	Wednesday	Wednesday	Thursday	Thursday	Thursday

## Our Observations and Interpretations

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### Summary Findings

1. Improving your open rates
2. Emails are opened quicker than ever before
3. Identify your best day to send emails

#### 1. Improving your open rates

Open rates have remained steady at 22.47% for Jan - Jun 2011, up slightly from 22.34% from Jul - Dec 2010. Whilst emails sent to smaller recipient lists continue to outperform those sent to larger recipient lists, there are some universally applicable tips for improving email open rates.

Improving email open rates is a big topic, but when it comes to the email message itself there are a handful of factors that impact open rates the most.

#### Subject lines

A good subject line clearly and accurately communicates the email's content and value to the reader. It also creates a sense of curiosity and urgency to encourage the reader to open the email. And it does this in as few words as possible. Don't be afraid to try different approaches to your subject lines and challenge some of the commonly held beliefs to identify the best type of subject line for your emails.

#### Send time and day

In determining when best to send your email, consider when it is most relevant to the target audience and likely to be read. This varies for each business and email campaign so it is important to test, measure and optimise to find the ideal send time for you.

#### Frequency

The biggest reason why people unsubscribe from marketing emails is that they come too often. So resist the temptation to send email too often to your database. On the other hand, if you leave too much time between sending emails, people can forget the benefits of your email or even that they subscribed in the first place. So it's important to identify the ideal frequency for sending emails to your database. In addition to testing, consider surveying subscribers to ask for their preference. Or include this as an option for new subscribers to tell you their preference for how often they'd like to receive emails from you.

#### Relevancy and value of content

When someone sees your unread email in their inbox, there are a number of variables contributing to whether or not they open it up. Many of which come from the perceived value of your email based on the recipient's previous experience in reading them. Therefore it's important to ensure your emails remain relevant to subscribers and continually offer something of value.

## Our Observations and Interpretations (cont.)

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### *2. Emails are opened quicker than ever before*

A continuing trend is the decreasing amount of time it is taking people to open emails from when they are sent. For Jan - Jun 2011, 28.6% of recipients that opened an email did so in the first hour. This is up from 25.2 in Jul - Dec 2010 (a change of 13.5%).

This trend is most likely attributed to the increasing use of mobile devices to read emails. More than ever before, email users have constant and immediate access to their emails no matter where they are.

As a result, it's now more important than ever to consider the intricacies of designing emails for mobile devices and to test email designs for rendering on mobile devices.

### *3. Identify your best day to send emails*

Once again there has been variation in the best performing day to send emails with respect to open and click rates. This has been relatively consistent since first reporting on this metric, supporting the notion that there is no universal best day to send email.

When determining the best day to send your email, it's most important to focus on your target audience. Consider when your message is most relevant and likely to be read. Identify the ideal day to send your emails by testing and measuring performance, including metrics most important to your business objectives such as revenue and conversion rates.

In determining the best time of day to send your email, it is recommended to apply the same logic as above. It's also helpful to consider other variables such as the media consumption habits of different generations throughout the day.

## Unique Open Rates

### What

This chart displays the total number of unique emails opened for the first time (as opposed to being opened multiple times by the same recipient) as a percentage of the total number of emails sent.

### Findings

Unique Open Rates for Jan - Jun 2011 were slightly higher than the seconds half of 2010.



### GET YOUR EMAIL OPENED

Coming up with the right subject line to get your email opened can be tricky. If you would like to learn how to write the perfect subject line visit our blog:

[www.vision6.com.au/blog/writing-good-email-subject-lines](http://www.vision6.com.au/blog/writing-good-email-subject-lines)

## Unique Open Rates by Send Volumes

### What

To remove any bias associated with large sends we have broken the Send Volumes into three categories based on the number of contacts:

- 5 - 499
- 500 - 999
- 1,000 - 4,999
- 5,000 - 9,999
- 10,000+

### Findings

Unique open rates have remained very much the same since the last metrics report. The trend of larger databases (5,000+) achieving lower open rates continues.

### Interpretation

The continued downward trend in open rates of large databases seems to indicate that taking a less targeted approach to email has a negative effect on open rates.



Jul - Dec 2010	Jan - Jun 2011
5 - 499: 34.28%	5 - 499: 34.34%
500 - 999: 30.72%	500 - 999: 30.24%
1,000-4,999: 23.45%	1,000-4,999: 23.62%
5,000-9,999: 23.17%	5,000-9,999: 23.10%
10,000+: 21.03%	10,000+: 20.96%

## Unique Open Rates by Industry

### What

This table displays Unique Open Rates for emails sent by key industry sectors for Jul - Dec 2010 and Jan - Jun 2011.

### Findings

In this report 15 industries have experienced decreasing open rates while only 12 industries have experienced increasing open rates.

The industries with the highest Unique Open Rates for Jul - Dec 2010 were Govt./Defence (30.69%) followed by Mining/Oil/Gas (28.47%).

The industries that have most improved since the last report are Administration (+4.51%) and Legal (+4.28%).

The industry with the biggest decrease in Unique Open Rates was Transport and Logistics (-7.50%).

Jul - Dec 2010: Left Column

Jan - Jun 2011: Right Column

Open Rates Increase: 

Open Rates Decrease: 

Industry	Open Rate Jul - Dec 2010 (%)	Open Rate Jan - Jun 2011 (%)	% Change Jul - Dec 2010 to Jan - Jun 2011
Government/Defence	29.75	30.69	+0.94
Mining/Oil/Gas	34.10	28.47	-5.63
Primary Industry	26.64	23.47	-3.17
Accounting	26.47	25.54	-0.71
Call Centre/Customer Service	28.92	25.51	-3.41
Banking and Financial Services	28.94	25.66	-3.28
Insurance and Superannuation	27.94	27.67	-0.27
Administration	19.25	23.76	+4.51
Manufacturing/Operations	25.04	25.78	+0.74
Trades and Services	28.39	23.30	-5.09
Transport and Logistics	29.38	21.88	-7.50
Advertising/Media/Entertainment	20.71	20.72	+0.01
Real Estate and Property	25.04	24.40	-0.64
Education and Training	22.73	25.68	+2.95
Engineering	25.84	25.73	-0.11
Legal	28.69	32.97	+4.28
Retail and Consumer Products	24.95	24.70	-0.25
Consulting and Corporate Strategy	20.17	18.56	-1.16
Other	22.40	24.47	+2.07
Hospitality and Tourism	20.20	19.70	-0.50
Community and Sport	22.48	22.79	+0.31
Human Resources and Recruitment	18.97	18.49	-0.48
Health care and medical	20.03	23.86	+3.83
IT and Telecommunications	22.73	22.74	+0.01
Construction	23.27	22.12	-1.15
Science and Technology	18.08	18.14	+0.06
Sales and Marketing	13.31	15.59	+2.28

## Unique Click Through Rates

### What

This chart displays the total number of 'unique link' clicks as a percentage of the total number of emails sent.

### Findings

Unique CTRs across all industries, domains and send volumes were lower than the second half of 2010 by 0.10%.



Jul - Dec 2010:	4.67%	<span style="color: blue;">■</span>
Jan - Jun 2011:	4.57%	<span style="color: green;">■</span>

### FURTHER INFORMATION

For further information about how email design can help you to improve your click through rates check out our "The A-Z of Email Design" whitepaper.

This may be downloaded for free from:  
[www.vision6.com.au/resources/whitepapers/](http://www.vision6.com.au/resources/whitepapers/)

## Unique Click Through Rates by Send Volumes

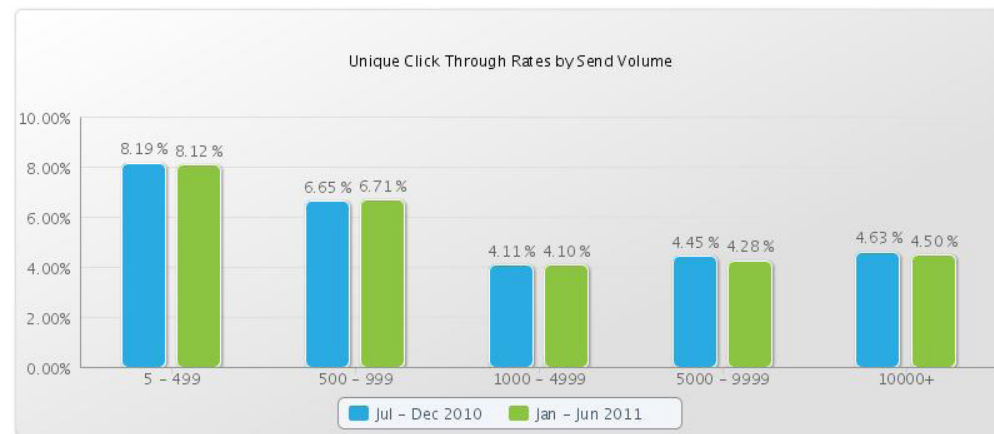
### What

This chart displays unique link clicks as a percentage of the total number of emails sent, whereby send volumes are broken into five categories based on the number of contacts:

- 5 - 499
- 500 - 999
- 1,000 - 4,999
- 5,000 - 9,999
- 10,000+

### Findings

Unique CTRs were mostly unchanged.



Jul - Dec 2010	Jan - Jun 2011
5 - 499: 8.19%	5 - 499: 8.12%
500 - 999: 6.65%	500 - 999: 6.71%
1,000-4,999: 4.11%	1,000-4,999: 4.10%
5,000-9,999: 4.45%	5,000-9,999: 4.28%
10,000+: 4.63%	10,000+: 4.50%

## Unique Click Through Rates by Industry

### What

This table displays the Unique Click Through Rates experienced by each industry for Jul - Dec 2010 and Jan - Jun 2011.

### Findings

Reflecting the general downward trend of Open Rates and CTR's over the last two years more industries are seeing a decrease in CTR (15) than those seeing a rise (11).

The industry showing the greatest improvement was Administration (+2.12%).

The industry with the biggest decrease in CTR was in Transport and Logistics (-7.14%) however this appears to be seasonal.

Jul - Dec 2010: Left Column

Jan - Jun 2011: Right Column

CTR Increase:



CTR Decrease:



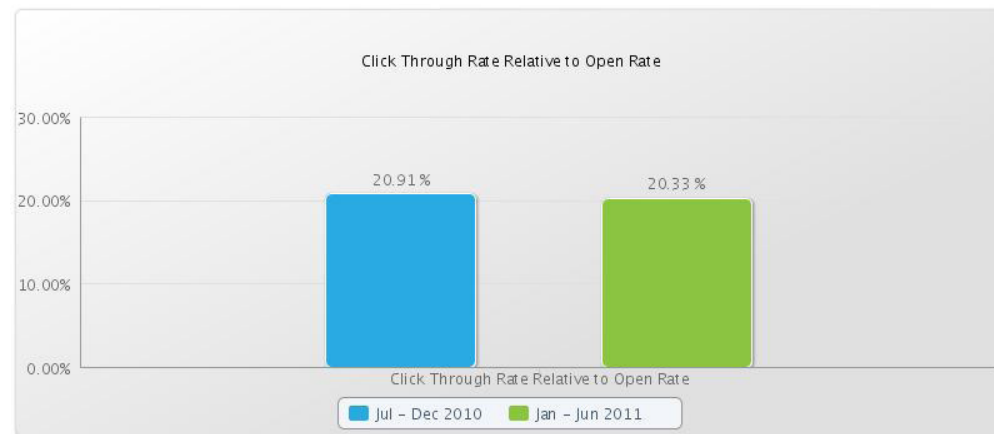
Industry	Unique CTR Jul - Dec 2010 (%)	Unique CTR Jan - Jun 2011 (%)	% Change Jul - Dec 2010 to Jan - Jun 2011
Government/Defence	7.81	7.87	+0.06
Mining/Oil/Gas	9.03	8.80	-0.23
Primary Industry	6.20	4.87	-1.33
Accounting	4.47	3.83	-0.64
Call Centre/Customer Service	9.42	6.88	-2.54
Banking and Financial Services	4.65	4.56	-0.09
Insurance and Superannuation	6.47	7.32	+0.85
Administration	1.78	3.90	+2.12
Manufacturing/Operations	4.37	4.71	+0.34
Trades and Services	3.25	3.06	-0.19
Transport and Logistics	10.23	3.09	-7.14
Advertising/Media/Entertainment	3.82	3.52	-0.30
Real Estate and Property	4.21	3.92	-0.29
Education and Training	6.76	8.46	+1.70
Engineering	6.76	5.37	+1.39
Legal	6.06	7.46	+1.40
Retail and Consumer Products	5.41	5.55	+0.14
Consulting and Corporate Strategy	3.40	3.40	0.00
Other	4.29	4.79	+0.50
Hospitality and Tourism	4.45	3.85	-0.60
Community and Sport	4.48	4.07	-0.41
Human Resources and Recruitment	3.65	3.58	-0.07
Health care and medical	3.37	4.95	-1.58
IT and Telecommunications	2.96	3.36	-0.40
Construction	3.23	3.62	+0.39
Science and Technology	3.48	2.25	-1.23
Sales and Marketing	4.33	4.36	+0.03

## Click Through Rate Relative to Open Rate

### What

This chart displays average unique CTR as a percentage of the total number of unique opened emails.

This figure indicates how responsive the recipients who have opened an email are, giving a direct measure of the effectiveness of the email's links and calls to action.



Jul - Dec 2010: 20.91%

Jan - Jun 2011: 20.33%

## Bounce Rates

### What

This chart displays the total number of bounced emails as a percentage of the total number of emails sent. Bounce rates are often used as a key measure of deliverability and include permanent and temporary bounces.

### Findings

There has been a consistent trend of bounce rates gradually decreasing since the beginning of these reports in 2006 when the average bounce rate was 12.29%. In this half the bounce rates have plateaued and currently sit at 5.51%.

### Key Messages

To minimise bounce rates (increase deliverability) keep a clean database.

Update or delete any permanently bounced addresses.  
Implement double opt-in for new subscribers to confirm the validity of their email addresses.

Use a content analysis tool, such as the one offered by Vision6 to test your emails against Spam Filters.



Jul - Dec 2010:	5.57%	<span style="color: blue;">■</span>
Jan - Jun 2011:	5.51%	<span style="color: green;">■</span>

### FURTHER INFORMATION

Learn how to improve your email deliverability. Download the Vision6 whitepaper “Understanding & Improving Email Deliverability” for free: [www.vision6.com.au/resources/whitepapers](http://www.vision6.com.au/resources/whitepapers)

## Bounce Rates by Send Volumes

### What

This chart displays the total number of bounced messages as a percentage of the total amount of emails sent. Send volumes are broken into three categories based on the number of contacts:

- 5 - 499
- 500 - 999
- 1,000 - 4,999
- 5,000 - 9,999
- 10,000+

### Note

Corrections made to chart 08/03/2012.



Jul - Dec 2010	Jan - Jun 2011
5 - 499: 8.19%	5 - 499: 5.91%
500 - 999: 6.65%	500 - 999: 5.99%
1,000-4,999: 4.11%	1,000-4,999: 5.60%
5,000-9,999: 4.45%	5,000-9,999: 6.29%
10,000+: 4.63%	10,000+: 5.28%

## Bounce Rates by Industry

### What

This table displays Bounce Rates by industry.

### Findings

Call Center/ Customer Service achieved the lowest bounce rate (2.86%).

Transport and Logistics showed the greatest improvement reducing their bounce rate by 3.87%.

Sales and Marketing showed the most improvement lowering bounce rates by (-3.47%).

The worst performing industries were: Trades and Services (11.39%), Construction (11.30%) and Science and Technology (11.39%).

Jul - Dec 2010: Left Column

Jan - Jun 2011: Right Column

Bounce Rate Increase: 

Bounce Rate Decrease: 

Industry	Bounce Rate Jul - Dec 2010 (%)	Bounce Rate Jan - Jun 2011 (%)	% Change Jul - Dec 2010 to Jan - Jun 2011
Government/ Defence	4.57	4.94	+0.37
Mining/Oil/Gas	4.85	5.49	+0.64
Primary Industry	5.22	5.80	+0.58
Accounting	4.89	5.87	+0.98
Call Centre/ Customer Service	2.62	2.86	+0.24
Banking and Financial Services	8.57	8.66	+0.09
Insurance and Superannuation	6.81	6.84	+0.03
Administration	2.34	6.07	+3.75
Manufacturing/ Operations	7.29	7.20	-0.09
Trades and Services	7.09	11.39	+4.30
Transport and Logistics	2.88	5.59	+2.71
Advertising/ Media/ Entertainment	5.58	5.72	+0.14
Real Estate and Property	4.40	5.19	+0.79
Education and Training	8.46	5.92	-2.54
Engineering	4.84	5.38	+0.54
Legal	4.48	3.04	-1.44
Retail and Consumer Products	3.60	3.51	-0.09
Consulting and Corporate Strategy	7.65	9.26	+1.61
Other	7.34	6.68	-0.66
Hospitality and Tourism	4.86	5.65	+0.79
Community and Sport	5.99	7.18	+1.19
Human Resources and Recruitment	8.18	9.28	+1.10
Healthcare and medical	8.24	6.90	-1.34
IT and Telecommunications	8.20	8.10	-0.10
Construction	13.41	11.30	-2.11
Science and Technology	13.48	11.39	-2.09
Sales and Marketing	10.13	6.66	-3.47

## Send Volumes, Open & CTR for the Top 15 Domains

### What

These charts display the top 15 domains by send volume and their associated Open Rates and CTRs.

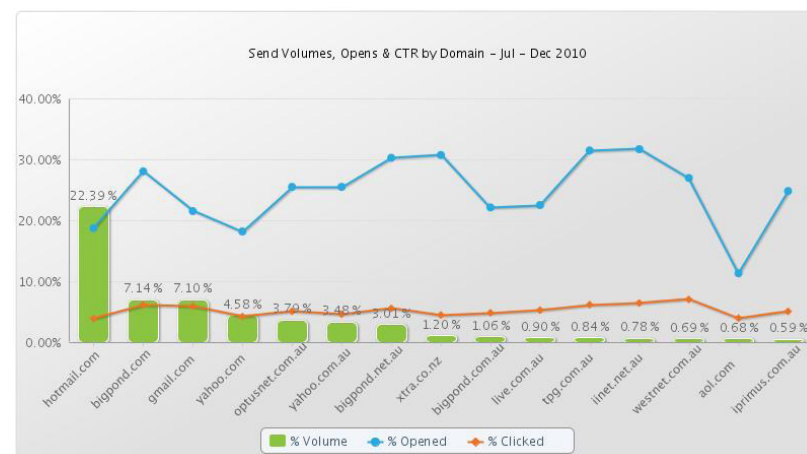
### Findings

The top 15 domains are all web and ISP based accounts. No business or government domain was listed in the top 15.

hotmail.com once again received almost five times as many emails as any other domain (21.37%).

bigpond.net.au (7.51%) and gmail.com (7.40%) remained at the top end of the spectrum.

tpg.com.au and iinet.net.au achieved the highest open rates of any domain with rates of over 30%.



## Open, CTR & Emails Sent by Day

### What

These charts display the average Open Rates and CTRs by day, and the total amount of emails sent on each day for the second half of 2010 and first half of 2011.

### Findings

- All days of the week are seeing quite even open and click-through rates.
- Thursday was the day on which the most emails were sent, despite having fairly average open and click through rates (22.26%). In comparison Monday and Sunday continue to show good CTR rates.

% Volume Jul - Dec 2010



% Volume Jan - Jun 2011



% Opened



% Clicked



## Time Taken to Open Emails

### What

This chart displays the amount of time it takes for recipients to open the email after it has been received.

### Findings

- The number of emails opened within the first 8 hours of delivery has risen from 56.10% in Jul - Dec 2010 to 61.08% in Jan - Jun 2011.
- 90.62% of all emails are opened within the first 72 hours of being received. This number has been increasing since these reports began in 2006.

### Key Message

Generally, most recipients who open your email will do so within the first 24 hours. Therefore, be prepared to receive the majority of responses to your email campaign within the first few days after delivery.

However, some recipients may not open your email for several weeks. Therefore, it is important to keep landing pages and associated campaign media active during this period.



## Email Clients

### What

This chart shows the popularity of the different email clients people use to first open their emails.

For example, emails sent to hotmail.com accounts can be opened on iPhone or in Outlook, not just through Hotmail's web interface.

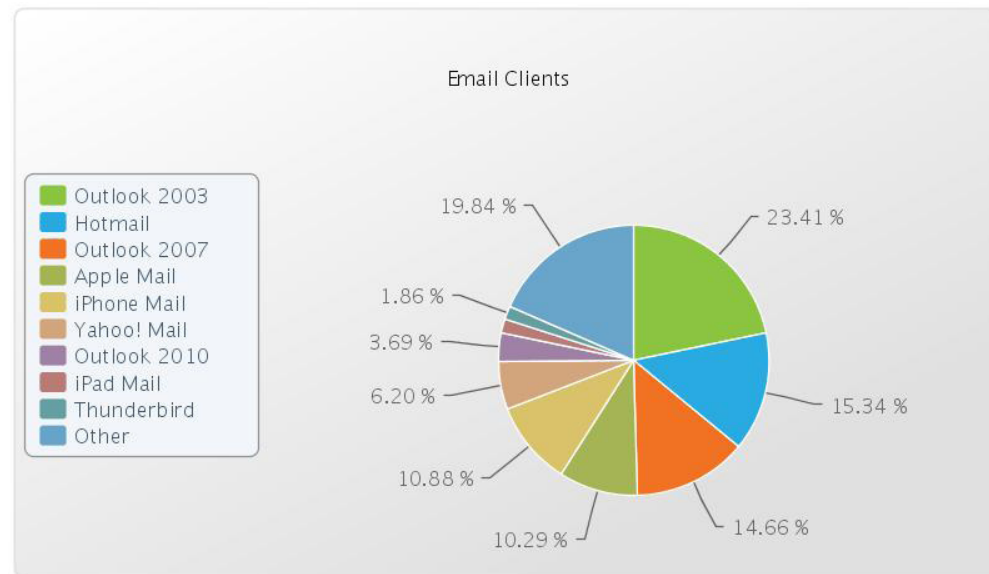
Email clients can be categorised as the following:

- **Desktop application:** Outlook 2003, Outlook 2007, Apple Mail, Outlook 2010 and Thunderbird.
- **Web-based interface:** Hotmail, Yahoo! Mail and Gmail.
- **Mobile device:** iPhone Mail or iPad Mail.

### Findings

The most popular email clients used in Jan - Jun 2011 were Outlook 2003 (23.41%), Other (19.84%), Hotmail (15.34%) and Outlook 2007 (14.66%).

Over 10% of opened email was read on mobile devices (iPhone 10.88% and iPad 1.67%). With the increasing popularity of mobile devices, it is reasonable to expect this figure to rise in the future.



## Glossary & Acronyms

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**CTRs**

Click Through Rates.

**EDM**

Electronic Direct Marketing.

**ISP**

Internet Service Provider, e.g. BigPond.

**Open Rate**

Measures the number of times an email is opened by a recipient as a percentage of the total number of emails sent.

**CTR Relative to Open**

Measures the CTR as a percentage of the total number of unique opened emails.

**Permanent Bounce**

Usually means the email address is incorrect or is no longer in operation – sometimes referred to as a Hard Bounce.

**Temporary Bounce**

Usually means the email address is temporarily unavailable. The most common Temporary Bounce reasons are 'Server Time Expired' (for receiving ISP), 'Delivery Time Expired' (for sending ISP) and 'Mailbox Full' – sometimes referred to as a Soft Bounce.

**Unique CTR**

Measures the first time a link is clicked by a recipient as a percentage of the total number of emails sent.

**Unique Open Rate**

Measures the first time an email is opened by a recipient as a percentage of the total number of emails sent.



[www.vision6.com.au](http://www.vision6.com.au)