

UW: Open for Business E-Newsletter

Performance Highlights

Inaugural Issue Sent Thursday, March 8, 2007

Mailing

- Total e-newsletters sent: 331 - only one bounce (i.e. undeliverable)

Key Performance Indicators

- Open rate: 41%
The education industry standard is 23%–26%
- Click-through rate: 14%
The education industry standard is 6%–8%

Individual Link Performance: Top 5

1. What Do You Think? Section: **"See the answer": 6.3%**
2. Essential Links Section: **"Hire a UW Engineer": 2.1%**
3. Noteworthy Events: **"Innovations & Discoveries in Medicine": 1.8%**
4. Discoveries & Opportunities Section: **"Hire a Husky": 1.8%**
5. Events: **"Breakfast Lecture: T-Mobile's Robert Dotson": 1.8%**

Comment [EPD1]: This percentage indicates the number of times readers clicked this headline, divided by total number of e-mails successfully sent.

Subscriber Information

- 5 new subscribers
- 0 unsubscribes

Reader Feedback

- Scott Redman, Sellen Construction Co.: "A great idea and very well executed."
- *Seattle Post-Intelligencer* Publisher Roger Oglesby: "Great idea!"
- Michael Bronsdon, Director, Microsoft UC Marketing: "Love the newsletter. Would also like to see some of the business school partnerships highlighted."