**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%

**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.”

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