

# RK Alumni Connect Newsletter | Summer 2020

Sent On: 8/13/2020 9:26 PM UTC

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From Record Owner? No

From Name: Bradford, Jasmine

From Email: RKEmail@RobinsKaplan.com

Email Template: Alumni Program

Campaign: 2020\_Alumni

Marketing List:

Marketing Team List - Contact Static

Robins Kaplan Alumni Staff - Contact Static

Alumni Marketing Email List - Verified Alumni Contacts with Email Addresses - Contact Dynamic

## OVERALL PERFORMANCE

705 LISTED RECIPIENTS  
- 44 EXCLUDED RECIPIENTS

661 MESSAGES SENT



36.01% INTERACTED

238 Interactions

0.61% BOUNCED

4 Bounces

0.30% UNSUBSCRIBED

2 Unsubscribes

## INTERACTED



16.49% CLICK RATE

123 Unique Clicks  
751 Total Clicks



33.13% OPEN RATE

219 Unique Opens  
868 Total Opens

## DELIVERABILITY



0.15% HARD BOUNCES

0.45% SOFT BOUNCES

