

ELKE AUTO NEWSLETTERS

Newsletter is used to keep Elke Auto in top of the mind and inform clients about current campaigns. It is sent to Elke Auto customers. It is also possible to subscribe via website.

Regular newsletter is sent once a month. Occasionally second newsletter is sent on special events. Additional email is sent on clients birthday and car birthday (when car was first registered). Maximum four emails is sent per month. Most of the time only one.

EXAMPLES

<http://kampania.elkeauto.ee/mail/newsletter-2012-08/>

<http://kampania.elkeauto.ee/mail/newsletter-2012-05/>

<http://kampania.elkeauto.ee/mail/newsletter-2012-01/>

BIRTHDAY EMAILS

<http://kampania.elkeauto.ee/mail/birthday-2012/>

<http://kampania.elkeauto.ee/sunnipaev/mail/3year-ee.html>

TECHNICAL

Newsletter and human birthday mail is sent using Campaign Monitor. Car birthday email is sent via Sendgrid using custom Ruby script.

RESULTS

Number of subscribers is around 8900. Open rate is between 28% and 41% Click rate is between 37% and 57%

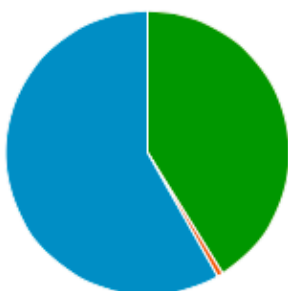
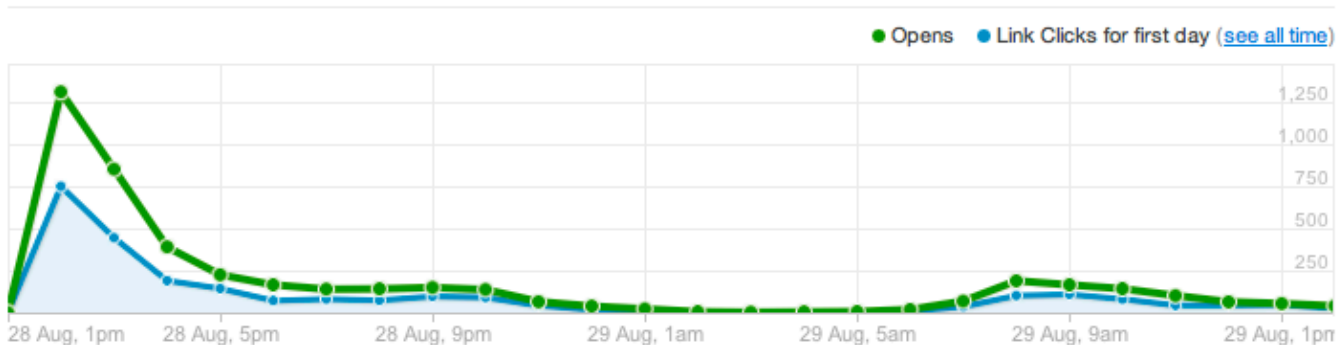
Elke Auto uudiskiri - august 2012 - EE

Sent on 28 Aug 2012 to 8,370 unique subscribers across [2 lists](#)

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■ **3,442 Unique opens**

5,532 total opens to date

■ **56 Bounced**

0.67% couldn't be delivered

■ **4,872 Not Opened**

Open rates are [only estimates](#)

41.4% of all recipients [opened so far](#)

57.18% [clicked a link](#) (1,968 people)

0.12% [unsubscribed](#) (10 people)

0 people marked it as spam (0%)

2 [shares](#) across Facebook, Twitter & email