

## SANGAR NEWSLETTERS

Newsletter is used to drive traffic to Sangar online shop. It is sent to people who have subscribed to newsletter via both online and offline shops. Additionally it is possible to subscribe via Sangar Facebook page.

Regular newsletter is sent once a month. Occasionally second newsletter is sent on special events. Maximum two emails is sent per month.

## EXAMPLES

[http://klient.taevas.ee/sangar/mail/2012\\_09/](http://klient.taevas.ee/sangar/mail/2012_09/)  
[http://klient.taevas.ee/sangar/mail/2012\\_08/](http://klient.taevas.ee/sangar/mail/2012_08/)  
[http://klient.taevas.ee/sangar/mail/2012\\_05\\_epood/](http://klient.taevas.ee/sangar/mail/2012_05_epood/)

## TECHNICAL

Newsletter is sent using Campaign Monitor. HTML is optimized also for iPhone mail client.

## RESULTS

Number of subscribers is around 10500. Open rate is between 20% and 26% Click rate varies more being between 25% and 39% Conversion rate is not measured.

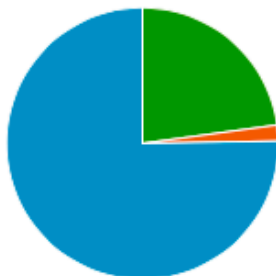
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Sent on 16 Jan 2012 to 10,674 unique subscribers in Clients

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■ **2,437 Unique opens**

3,658 total opens to date

■ **202 Bounced**

1.89% couldn't be delivered

■ **8,035 Not Opened**

Open rates are only estimates

**23.27%** of all recipients opened so far

**39.23%** clicked a link (956 people)

**0.11%** unsubscribed (12 people)

**2** people marked it as spam (0.02%)

**0** shares across Facebook, Twitter & email

#### Most popular links [\(full report\)](#)

Clicks

<a href="http://www.sangar.ee">www.sangar.ee</a>	1,152
<a href="#">Link to web-based version of this email</a>	246
<a href="http://www.facebook.com/...pp_281662275190084">www.facebook.com/...pp_281662275190084</a>	77
<a href="http://www.facebook.com/...pp_19063977681416">www.facebook.com/...pp_19063977681416</a>	12

#### Top countries [\(full report\)](#)

Opens

Estonia	3,396
Finland	63
Sweden	23
United Kingdom	20
Denmark	18