

## North Georgia Walk to Emmaus Communications Report – March 2021

The February Loveletter was emailed out on February 13, 2021.

All articles for the March Loveletter will be due by Sunday, March 7, 2021 at 8:00 pm. Please email your articles to [loveletter@ngwte.org](mailto:loveletter@ngwte.org). The Loveletter for March will go out no later than Friday, March 12, 2020.

Please ensure all articles are submitted on time (or early) so that the Loveletter will go out in a timely manner. All articles for publication in the Loveletter will be reviewed and edited as needed.

Open and Click rates for the latest issue:

|   | Feb 2021       | Jan 2021         | Dec 2020         | Nov 2020          | Oct 2020           | Sept 2020         |
|---|----------------|------------------|------------------|-------------------|--------------------|-------------------|
| Open Rate<br>Desktop 51.5%,<br>Mobile 48.5%   | 1681↓<br>(27%) | 1888↑<br>(30.1%) | 1856↑<br>(29.6%) | 1697 ↓<br>(27%)   | 1822 ↑<br>(29.1%)* | 1726 ↑<br>(31.5%) |
| Sent  | 6436 ↓         | 6516↓            | 7885↑            | 7866 ↑            | 6606 ↑*            | 5715 ↓            |
| Bounces *                                     | 207 ↓          | 251↓↓            | 1612↑            | 1604 ↑            |                    | 236 ↓             |
| Successful Deliveries                         | 6229 ↓         | 6265↓            | 6273↓            | 6292 ↑            | 6256 ↑*            | 5479 ↑            |
| Clicks (Amazon)                               | 6↓             | 8↓               | 13↑              | 9                 | 17                 | 18 ↓              |
| Clicks (Board)                                | n/a            | 7                |                  |                   |                    |                   |
| Clicks (Facebook)                             | 9↓             | 10↓              | 11↑              | 9                 | 13                 | 30 ↑              |
| Clicks (Ministry Mgr)                         | n/a            | n/a              | 11=              | 11                | 29                 | 29                |
| Clicks (NGWTE-donate)                         | 9↑             | 0↓               | 11↑              | 9                 | 16                 |                   |
| Clicks (Signup Genius)                        | 26↓            | 27↑              | 15↑              | 11                | 12                 | 22                |
| Did Not Open                                  | 4548↑          | 4377↓            | 4417↓            | 4565 ↑<br>(72.9%) | 4434↑<br>(70.9%)   | 3753 ↑<br>(68.5%) |
| Unsubscribed                                  | 6=             | 6=               | 6↑               | 5 ↓               | 9=                 | 9 =               |
| Spam Reports                                  | 0↓             | 1↑               | 0=               | 0↓                | 1↑                 | 0 ↓               |
| Mailbox full                                  | 12↓            | 13↓              | 14↑              | 14↑               | 1↓                 | 2                 |
| Vacation / Auto Reply                         | 4↑             | 3↓               | 4                | 4↓                | 5↑                 | 3                 |
| Blocked (by ISP)                              | 2=             | 2=               | 2↓               | 4↓                | 12↑                | 4 ↓               |
| Other (Non standard ISP Code)                 | 165↓           | 190↓             | 213↓             | 215↑              | 164↑               | 52 ↓              |
| Recommend for Removal (ISP didn't respond)    | 24↓            | 43↓              | 1379↑            | 1367↑             | 168↓               | 175               |
| <i>Recommend for Removal includes:</i>        |                |                  |                  |                   |                    |                   |
| Non-Existent                                  | 2↓             | 4↑               | 1↓               | 12↓               | 38↓                | 14 ↓              |
| Suspended (emails that bounce multiple times) | 13↓            | 14↓              | 1340↑            | 1318↑             | 114↓               | 152 ↓             |
| Undeliverable (ISP didn't respond)            | 9↓             | 25↓              | 38↑              | 37↑               | 16↑                | 9 ↓               |

## **North Georgia Walk to Emmaus**

### **Communications Report – February 2021**

Page 2

The Bounces for the Loveletter continue to decline. Ginny and I are working diligently to come up with a process for I have discovered that most of them are spam.

Steve set up the website to include a 'captcha' box which will hopefully help weed out spam. There is still the question of being able to just go to the website and sign up. Should it be that easy for anyone to sign up? Do we want the Loveletter to go to anyone or only those who have attended NGWTE or another 4<sup>th</sup> Day Movement? For the time being, Steve also set up the a 'New Signups' distribution list in Constant Contact where website signups will reside until I either move to Loveletter or delete as Spam.

I also posted the Loveletter and Communications to the Facebook webpage.

De Colores!

Tara Thompson  
Communications Chair