

North Georgia Walk to Emmaus Communications Report – May 2021

The April Loveletter was emailed out on April 14, 2021. I also emailed a Remembering the Saints communication, one regarding the King's Retreat Workday and I posted a video on Facebook regarding Tuesdays with Gwen.

All articles for the May Loveletter will be due by Sunday, May 9, 2021 at 8:00 pm. Please email your articles to loveletter@ngwte.org. The Loveletter for May will go out no later than Friday, May 14, 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.

The Bounces for the Loveletter continue to decline. Ginny and I are working diligently to come up with a process for getting both Ministry Manager and Constant Contact up to date. It appears that most of these are invalid emails. Each month, I delete the 'Recommend for Removal' emails from Constant Contact. This month the number I deleted 25 contacts and unsubscribed them from the Loveletter.

Steve set up the website to include a 'captcha' box which will hopefully help weed out spam, which is working well. For the time being, Steve also set up the a 'New Sign-ups' distribution list in Constant Contact where website signups will reside until I either move to Loveletter or delete as Spam. There were no new signups this month.

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

De Colores!

Tara Thompson
Communications Chair

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Open and Click rates for the latest issue:

	April 2021	Mar 2021	Feb 2021	Jan 2021	Dec 2020	Nov 2020
Open Rate Desktop 61%, Mobile 39%	1945↓ (31.5%)	2004↑ (32.4%)	1681↓ (27%)	1888↑ (30.1%)	1856↑ (29.6%)	1697 ↓ (27%)
Sent	6221 ↓	6227↓	6436 ↓	6516↓	7885 ↑	7866 ↑
Bounces *	42↓	50↓	207 ↓	251↓↓	1612↑	1604 ↑
Successful Deliveries	6179↑	6177↓	6229 ↓	6265↓	6273↓	6292 ↑
Clicks (Amazon)	5↓	16↑	6↓	8↓	13↑	9
Clicks (Facebook)	3↓	10↑	9↓	10↓	11↑	9
Clicks (Ministry Mgr)	7↓	24↑	n/a	n/a	11=	11
Clicks (Kindful-donate)	7↓	28↑	9↑	0↓	11↑	9
Clicks (Signup Genius)	8↓	16↓	26↓	27↑	15↑	11
Clicks (NGWTE website)	3↓	n/a	n/a	7	n/a	n/a
Clicks (Youtube)	1					
Did Not Open	4234↑	4173↓	4548↑	4377↓	4417↓	4565 ↑ (72.9%)
Unsubscribed	7↑	3↓	6=	6=	6↑	5 ↓
Spam Reports	0=	0=	0↓	1↑	0=	0↓
Mailbox full	2↓	5↓	12↓	13↓	14↑	14↑
Vacation / Auto Reply	0↓	5↑	4↑	3↓	4	4↓
Blocked (by ISP)	1↓	0↓	2=	2=	2↓	4↓
Other (Non standard ISP Code)	14↓	27↓	165↓	190↓	213↓	215↑
Recommend for Removal (ISP didn't respond)	25↑	13↓	24↓	43↓	1379↑	1367↑
Non-Existent	6↑	2=	2↓	4↑	1↓	12↓
Suspended (emails that bounce multiple times)	10↑	9↓	13↓	14↓	1340↑	1318↑
Undeliverable (ISP didn't respond)	9↑	2↓	9↓	25↓	38↑	37↑