

## **North Georgia Walk to Emmaus Communications Report – August 2021**

The June Loveletter was emailed out on June 15, 2021. I also emailed 6 Remembering the Saints communications in June and July. Everything that was sent via email was also posted on the Facebook Group Page.

All articles for the August Loveletter are due by Sunday, August 8, 2021 at 8:00 pm. Please email your articles to [loveletter@ngwte.org](mailto:loveletter@ngwte.org). The Loveletter for August will go out no later than Monday, August 16, 2021.

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 held at 9 for the last 2 months. Ginny and I continue to work on streamlining the process of updating Constant Contact from Ministry Manager. After each Loveletter is mailed, I delete the 'Recommend for Removal' emails from Constant Contact. This month, there is only 1 recommended contact for removal.

The captcha box that Steve set up on the website has almost eliminated spam subscriptions. I check the 'New Sign-ups' distribution list before any communications go out to see if we have any new subscribers. I either move to Loveletter or delete as Spam. There were 2 new signups this month and I'm in the process of verifying their information.

De Colores!

Tara Thompson  
Communications Chair

# North Georgia Walk to Emmaus

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Open and Click rates for the latest issue:

	June / July 2021	May 2021	April 2021	Mar 2021	Feb 2021	Jan 2021	Dec 2020
Open Rate Desktop 57%, Mobile 43%	1753↓	1866↓ (30.7%)	1945↓ (31.5%)	2004↑ (32.4%)	1681↓ (27%)	1888↑ (30.1%)	1856↑ (29.6%)
Sent	6042↓	6084↓	6221 ↓	6227↓	6436 ↓	6516↓	7885↑
Bounces *	9=	9↓↓	42↓	50↓	207 ↓	251↓↓	1612↑
Successful Deliveries	6033↓	6075↓	6179↑	6177↓	6229 ↓	6265↓	6273↓
Clicks (Amazon)	17	43	5↓	16↑	6↓	8↓	13↑
Clicks (Facebook)	9	19	3↓	10↑	9↓	10↓	11↑
Clicks (Ministry Mgr)	n/a	n/a	7↓	24↑	n/a	n/a	11=
Clicks (Kindful- donate)	21	57	7↓	28↑	9↑	0↓	11↑
Clicks (Signup Genius)	11	26	8↓	16↓	26↓	27↑	15↑
Clicks (NGWTE website)	n/a	n/a	3↓	n/a	n/a	7	n/a
Clicks (Youtube)	n/a	27	1				
Did Not Open	4280↑	4209↓	4234↑	4173↓	4548↑	4377↓	4417↓
Unsubscribed	8↑	5↓	7↑	3↓	6=	6=	6↑
Spam Reports	2↑	1↑	0=	0=	0↓	1↑	0=
Mailbox full	1↓	2=	2↓	5↓	12↓	13↓	14↑
Vacation / Auto Reply	3↑	0	0↓	5↑	4↑	3↓	4
Blocked (by ISP)	1↑	0↓	1↓	0↓	2=	2=	2↓
Other (Non standard ISP Code)	3↑	0↓	14↓	27↓	165↓	190↓	213↓
Recommend for Removal (ISP didn't respond)	1↓	4↓	25↑	13↓	24↓	43↓	1379↑
Non-Existent	0=	0=	6↑	2=	2↓	4↑	1↓
Suspended (emails that bounce multiple times)	1↓	4↓	10↑	9↓	13↓	14↓	1340↑
Undeliverable (ISP didn't respond)	0↓	2↓	9↑	2↓	9↓	25↓	38↑