

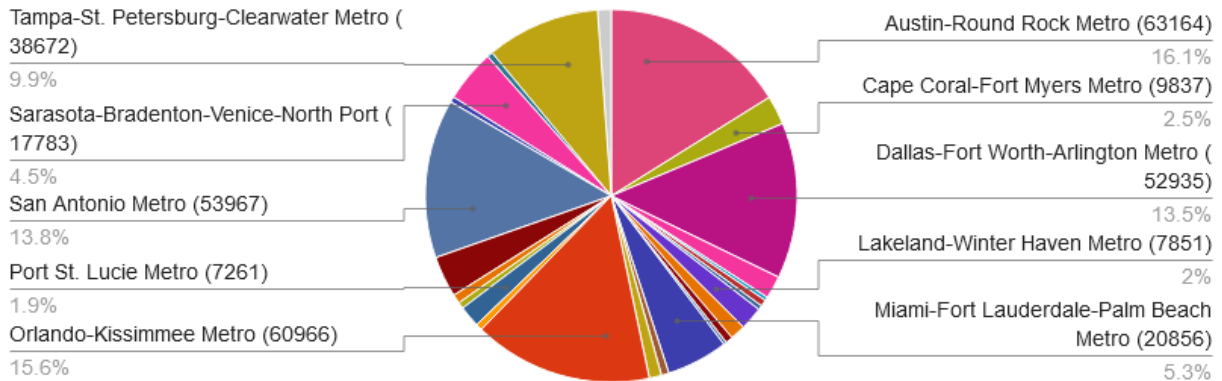
Builder Metrics Dashboard

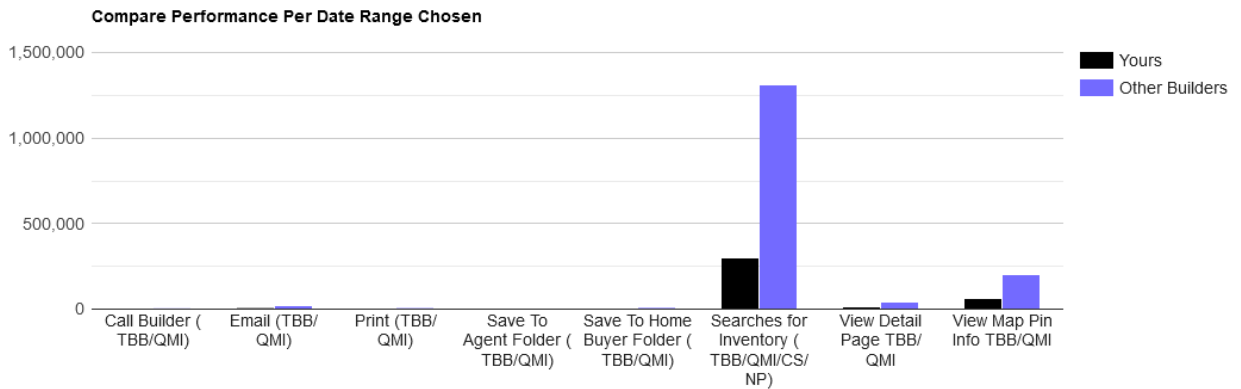
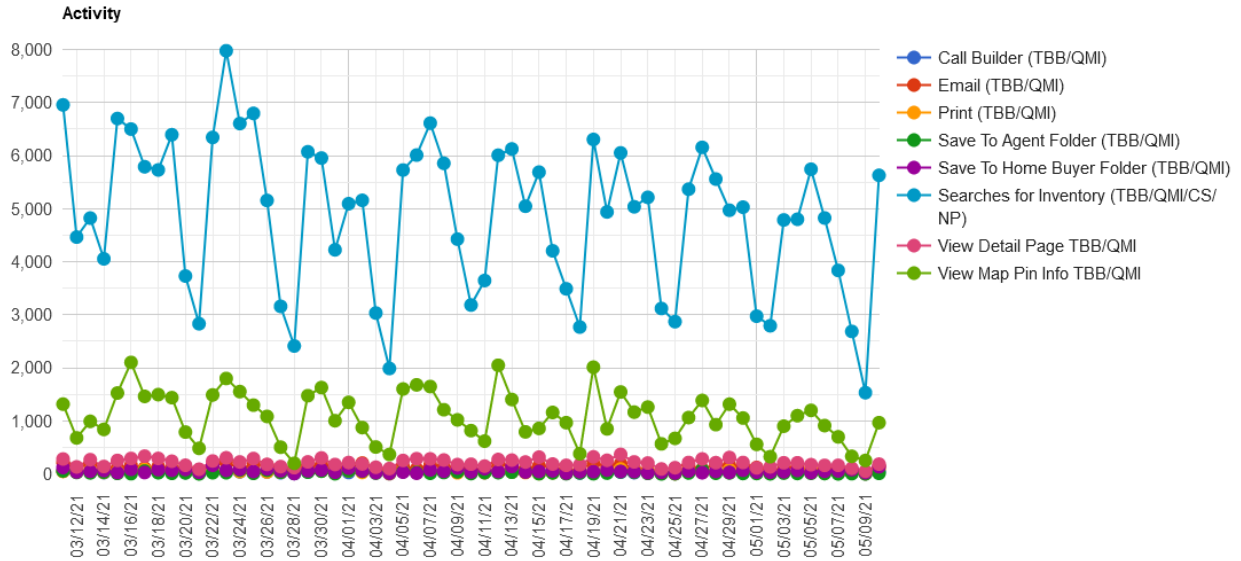
Newsletters

	Today (5/9/2021)	Yesterday (5/8/2021)	This Month (4/10/2021-5/9/2021)	Last Month (3/10/2021-4/9/2021)
Total Number of Mail Recipients	22,080 ↓	22,088	502,793 ↑	496,882
Total Number of Mails Sent	5,242 ↓	22,088	485,923 ↓	496,849
Total Number of Mails Delivered	4,967 ↓	21,082	462,369 ↓	474,084
Total Number of Opens	61 ↓	3,276	98,090 ↓	105,418
Total Number of Mails Opened	50 ↓	2,191	62,179 ↓	66,289
Total Number of Clicks	9 ↓	281	9,979 ↓	10,984
Total Number of Mails Clicked	6 ↓	183	5,661 ↓	6,225
Total Number of Failures	270 ↓	1,102	25,788 ↑	25,055
Total Number of Mails Failed	266 ↓	1,060	24,835 ↑	23,990
Total Number of Complaints	0	0	22 ↓	29

Activity Graph

Activity by Metro (%)





Amount of activity depends on your subscription level, together with the number of builders, and the total amount of inventory in your region. This graph is for comparative purposes only.