Tracking Your Newsletter Readers

By [Sunburnt Technology](#), 24 September 2015
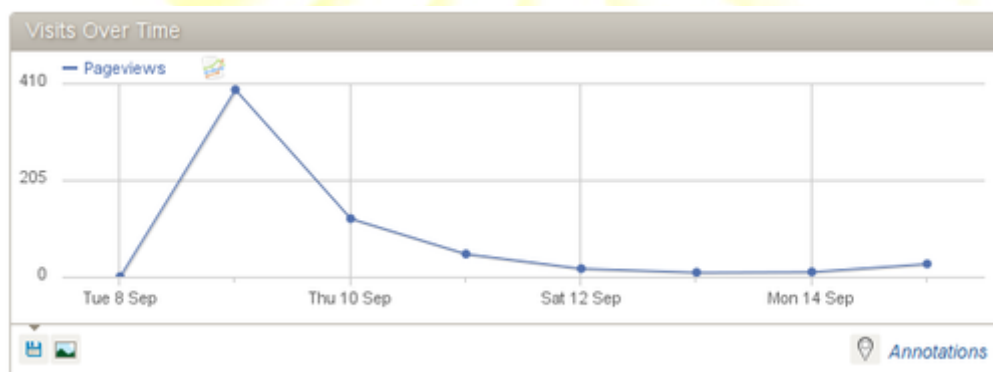
Hi all,

We've added a new feature to our platform recently to give your more insight into the number of people and type of people that read your newsletters. If you take a look at your delivery stats you'll notice a few new columns on this page:
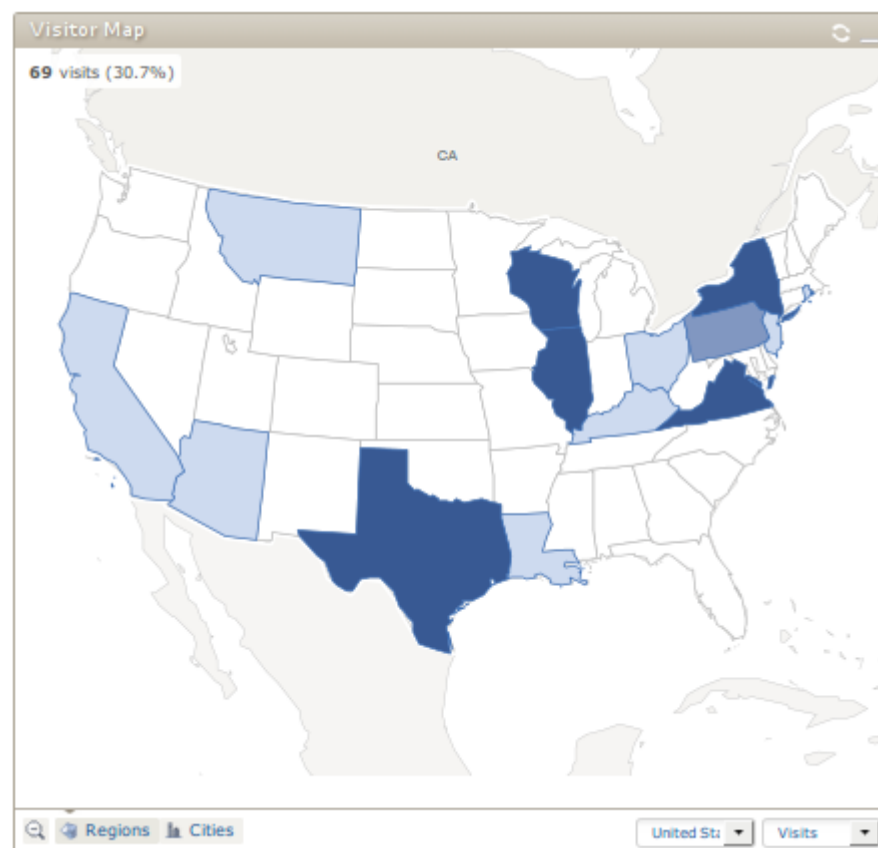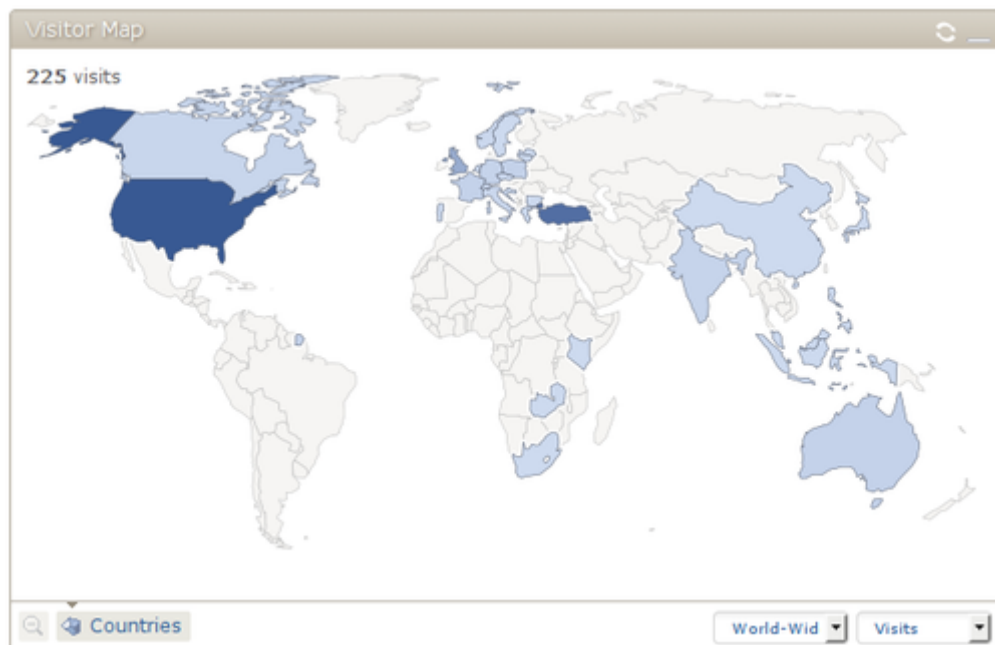
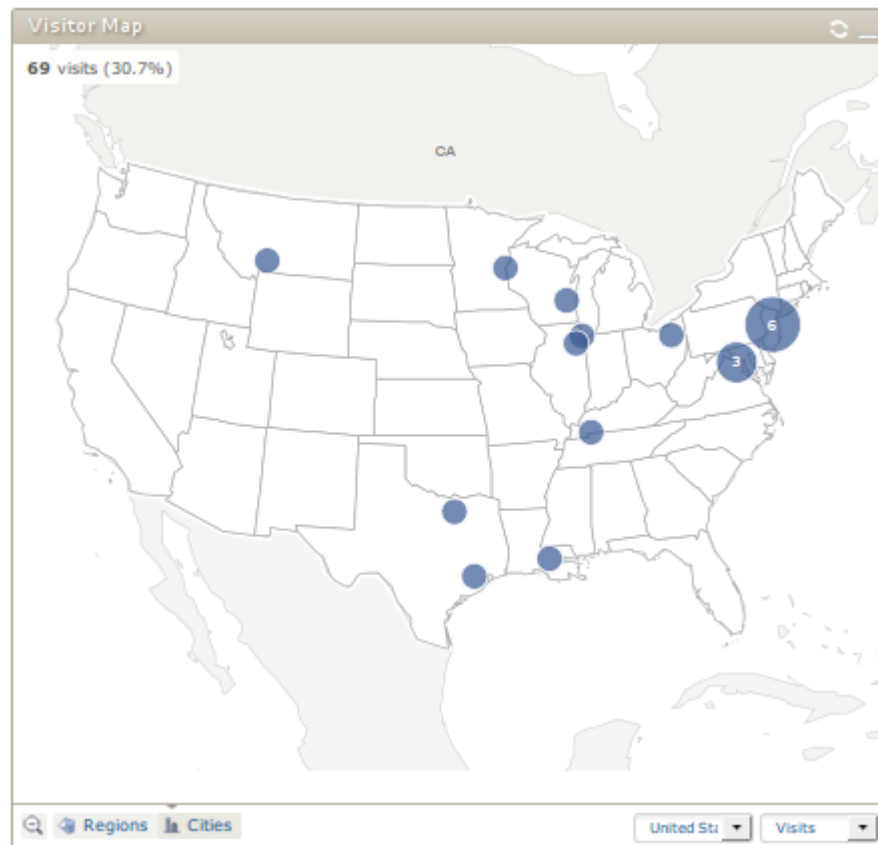| Subject	Recipients	Opens	Bounces	Unsubscribe
Newsletter No. 256	2849	890 (31%)	36	12
Newsletter No. 255	2886	1392 (48%)	41	14

Each delivery now includes statistics on the number of people who opened the email, the number of email addresses which bounced and the number of people who unsubscribed using the unsubscribe link in each newsletter.

You can also click through to get more detailed reader statistics. The graph below shows the days which read opened the newsletter.

Visits Over Time

Pageviews

410

205

0

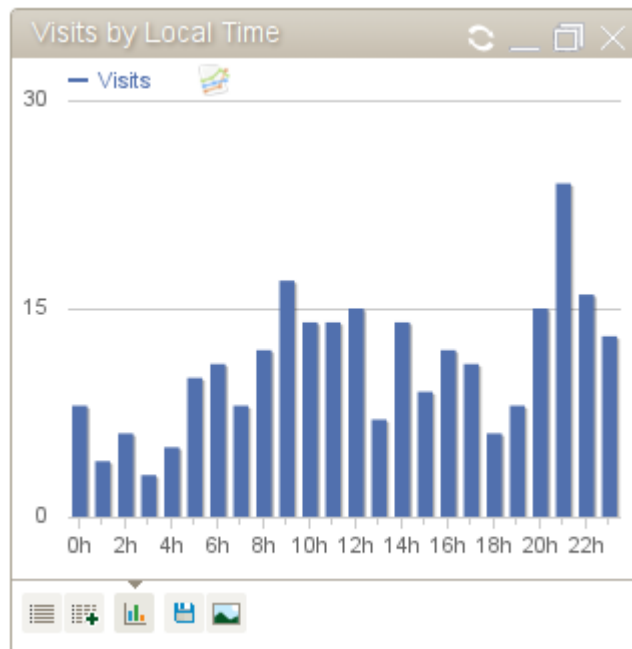Tue 8 Sep   Thu 10 Sep   Sat 12 Sep   Mon 14 Sep

Annotations

You can also see where your readers live, by country, state and even city. This example uses the United Sta but the same details apply to all countries.

Visitor Map

225 visits

Countries — World-Wid ▾ Visits ▾

Visitor Map

69 visits (30.7%)

CA

Regions · Cities — United Sta ▾ Visits ▾

Visitor Map

69 visits (30.7%)

CA

Regions   Cities   United St: ▾   Visits ▾

Some other statistics which can be quite useful are the devices your readers are using (mobile or desktop) a
time of day they read your newsletter.

Mobile vs Desktop

Mobile vs Desktop	Unique visitors
Desktop	141
Mobile	76
Unknown	29

1-3 of 3

5 ▾

Related report: **Type of screen**

Visits by Local Time

Similar statistics are also available for your website visitors as you probably already realise. We've just integ
the tracking of newsletter readers with the tracking of website visitors so you can take advantage of all the
goodness of our analytics platform.

If you have any questions, just reply to this email (if you're reading this as an email), or pop them in the com
below (if you're reading this online).

Adios!

About Sunburnt Technology

Sunburnt Technology has been helping businesses reach customers around the world since 2003. Our integra
Internet Business Platform includes SEO Tools, Web Analytics, Content Management, Website Designer, Ema
Marketing, Online Store, Domain Name Management and more.

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