

## People

Net New to Database	↓	1,328
Active in the last month (Open, clicked, visited, filled)	↑	16,010
Total Database	↑	111,598
Total # Unsubscribed in Month	↓	710
Total # Bounced in Month		5,790
Total Marketable Database		65,624

## Forms

Unique People who have filled out Form (not including unsubscribe)		
Contact Us		60
AdWords		0
Content Registration		0
Demo		0
Event Registration		0
Request a Quote	↑	95
Webinar	↑	94
WhitePaper		48
Demo v.2		6
Unsubscribe		577
Subscription Management		0

## Emails

Sent	↑	311,201
Delivered		275,631
% Delivered		88.6%
Hard Bounced		17,710
Soft Bounced		17,860
Pending		0
Opened		38,529
% Opened	↑	14.0%
Clicked		9,077
% Clicked	↑	3.3%
Clicked to Opened Ratio		24
Unsubscribed		669
% Unsubscribed	↓	0.2%

## Landing Pages

Total Views	↑	4,301
Conversions		249
Conversions %	↑	5.79%
New Names	↑	82

## with Forms



