

# NURTURE PROGRAM

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REVIEW



# NURTURE PROGRAM - DEFINED

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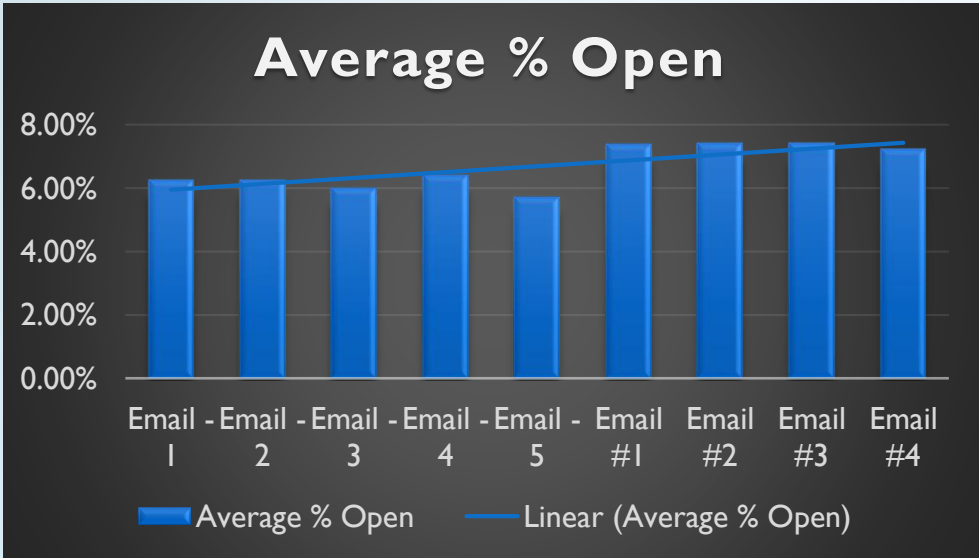
- Five touch (email) program for each type
- Kicked off – July 12, 2016
- Emails sends:
  - Weekly (Tuesday/Wednesday)
  - Accelerated – clicked link in Weekly nurture (every three days)
- Retail
  - Industry = Retail, Leisure, Lodging, Services
  - SFDC Campaign = Retail based programs (18)
- Non Retail – not part of Retail
- Broken out by:
  - Lead Status = Attempted
  - Lead Status = New, Marketing Nurture

# OVERALL RESULTS BY SEGMENT

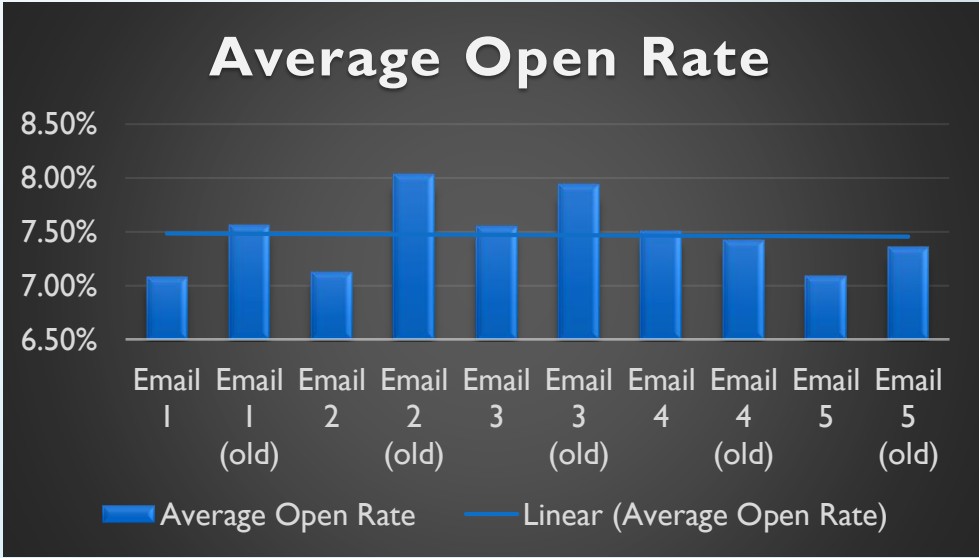
SEGMENT	# Sent	# Hard Bounced	# Soft Bounced	# Delivered	% Delivered Rate	Average % Open	# Opened	# Clicked	Average % Clicked	% Clicked to Open	# Unsubscribed	Average % Unsubscribed
NON RETAIL	838,215	9,951	27,464	800,766	95.53%	6.57%	52,641	4,770	0.60%	9.06%	575	0.07%
RETAIL	152,651	4,892	2,566	145,193	95.11%	7.51%	10,907	881	0.61%	8.08%	21	0.01%
GRAND TOTAL	990,866	14,843	30,030	945,959	95.47%	6.72%	63,548	5,651	0.60%	8.89%	596	0.06%

# OPEN RATES

## NON RETAIL



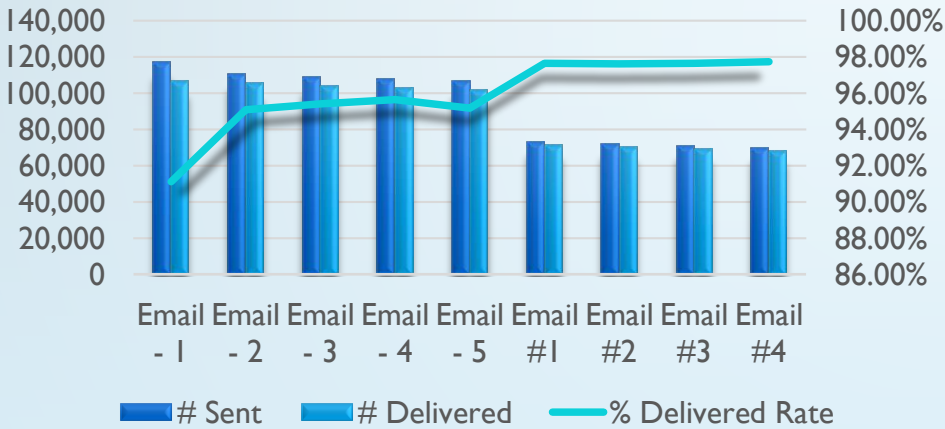
## RETAIL



# SEND/DELIVERY %

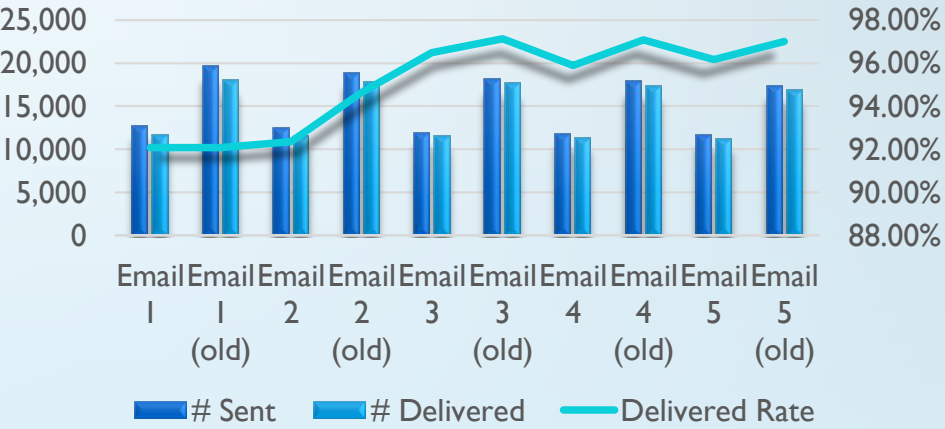
## NON RETAIL

### Sent/Delivery



## RETAIL

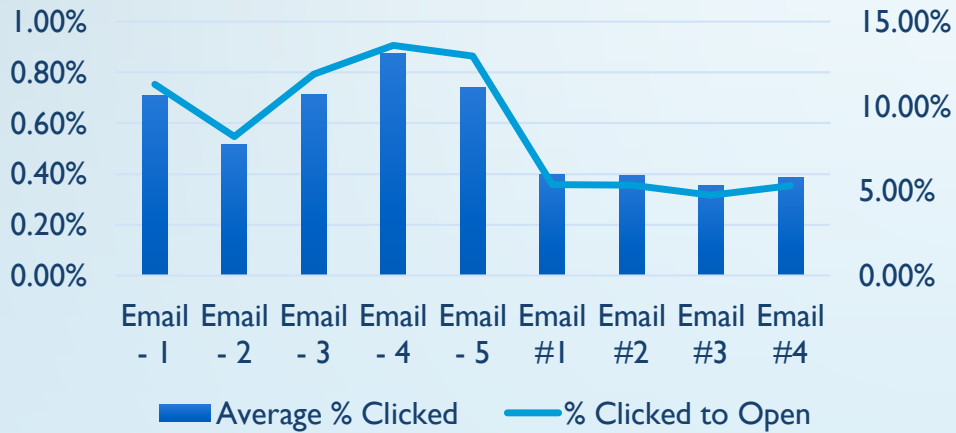
### Sent/Delivery



# CLICK RATE & CLICK TO OPEN RATE

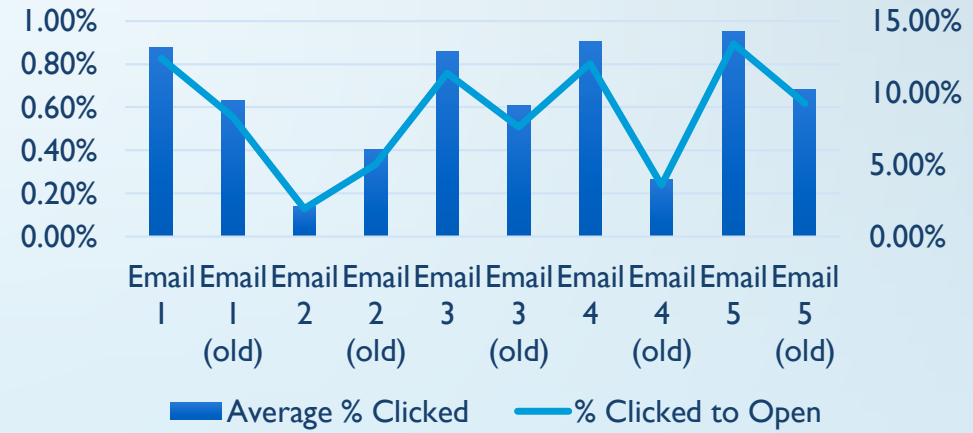
## NON RETAIL

### Click/Click to Open



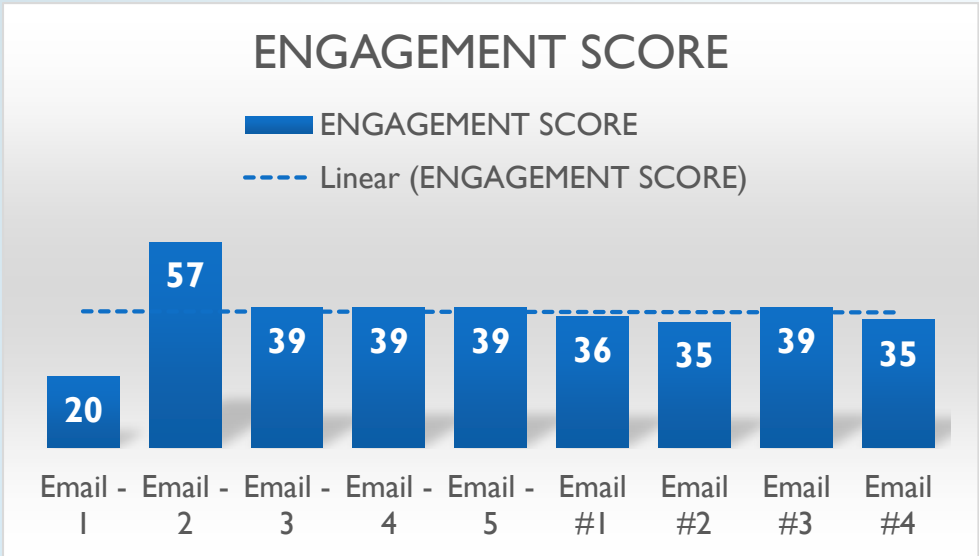
## RETAIL

### Click/Click to Open

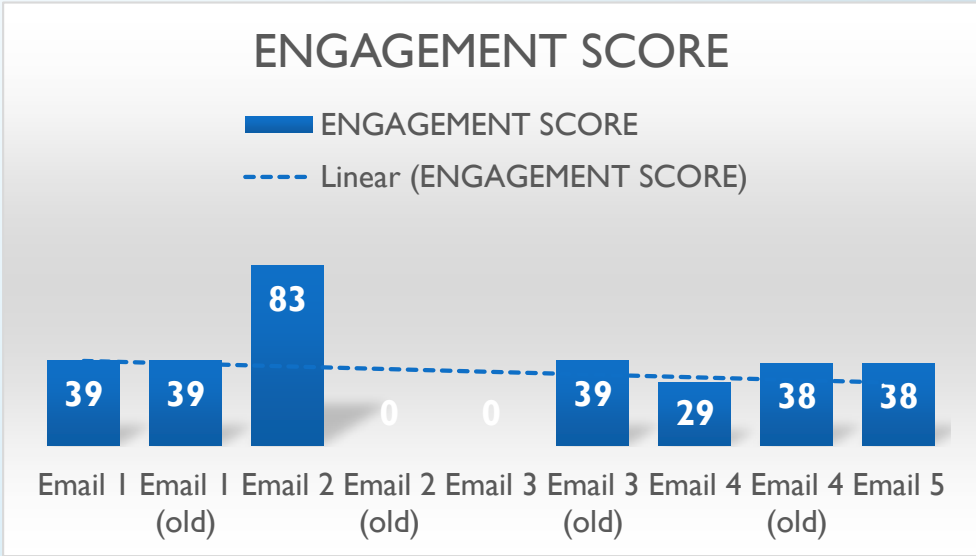


# ENGAGEMENT SCORE

## NON RETAIL



## RETAIL



# NUMBERS OF CONTACTS IN PROGRAM/STREAM

SEGMENT	NURTURE	Nurture Stream Exhausted	Accelerated	Accelerated Stream Exhausted	Remove	Paused	# MQL
RETAIL	38,624	21,788	288	211	2,227	167	480
NON RETAIL	155,800	140,703	1,438	810	4,175	2,623	4,078
Grand Total	194,424	162,491	1,726	1,021	6,402	2,790	4,558



# SQL #S FROM NURTURE BY SEGMENT

## RETAIL

Segment	# of SQL
Bounce	94
Contacted	35
Customers	67
Default	202
Employees	1
Is Not a Lead	8
Marketing Suspend	1
Open Opportunity	7
Partners	4
Unsubscribe	61
Grand Total	480

## NON RETAIL

Segment	# of SQL
Bounce	288
Competitors	4
Contacted	311
Customers	45
Default	2864
Is Not a Lead	50
Open Opportunity	6
Partners	8
Unsubscribe	264
Grand Total	3840