



# 1.11.24 OPEN/MOC Merge Announcement Email

**Sent** Email • Sent yesterday at 11:00am EST

10,931 send • 2,508 (25%) open • 547 (5%) click • 910 (8%) bounce • 20 (1%) unsubscribe

Sent

10931

Open Rate

25%

Click Rate

5.5%

## Numbers Breakdown

Opens	2508
Sent	10931
Bounces	910
Successful Deliveries	10021
Desktop Open Percentage	91.2%
Clicks	547
Did Not Open	7513
Unsubscribed	20
Spam Reports	3
Mobile Open Percentage	8.8%

## Industry Average

Health and Wellness (physicians, home care, dentists, mental care, nutrition, etc.)		
Open Rate (Total)	Click Rate (Clicks/Delivered)	Bounce Rate
37.03%	0.97%	10.16%

## Event Registration Results

JAN 26		Kratom 101 Online event Friday, January 26, 2024 at 12:00 PM EST	446 / 500
FEB 21		Cut to the Chase: Acute Pain Management in Opioid Use Disorder Online event Wednesday, February 21, 2024 at 12:00 PM EST	156 / 250
FEB 27		Introduction to Treating Patients with Buprenorphine for PCP Online event Tuesday, February 27, 2024 at 1:00 PM EST	38 / 250
MAR 6		Introduction to Treating Patients with Buprenorphine for PCP Online event Wednesday, March 6, 2024 at 8:00 AM EST	20 / 250
MAR 14		Cannabis Use in Adolescents Online event Thursday, March 14, 2024 at 12:00 PM EDT	131 / 250