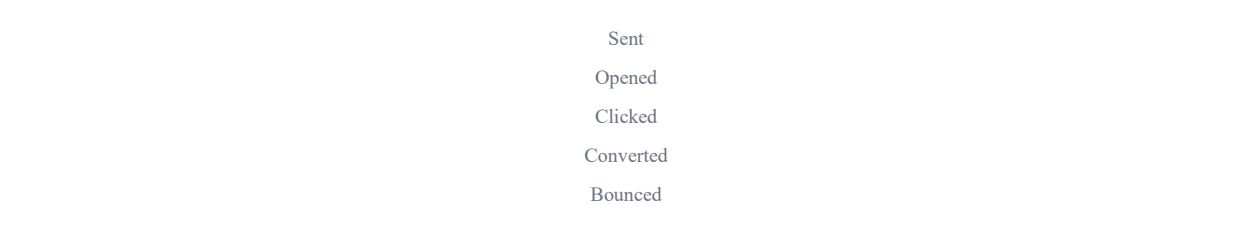


CAMPAIGN PERFORMANCE

Reporting Period: Jan 01 - Jan 31, 2024

Campaign ID: #EM-9920



Metric	Count	Percentage	Benchmark Diff
Total Emails Sent	12,450	100%	--
Unique Opens	5,229	42.0%	+4.2%
Click-Through Rate (CTR)	2,241	18.0%	+1.5%
Conversion Rate	622	5.0%	-0.2%
Unsubscribe Rate	31	0.25%	0.0%