

Report Card for Metropolitan Title Company

Campaign: The Big November Newsletter
 Subject: News for November: A new training class, Meet Bill, The 5K is coming
 Sent: November 8, 2008
 From: Metropolitan Title Company
 To: Newsletter Recipients, Media Contacts

Response totals as of December 8, 2008 4:51 P.M.

Total e-mails sent	27	
Total received	22	81.5%
Total bounces	5	18.5%
People who opened it	12	54.5%
People who clicked	5	41.7%
People who forwarded	3	25.0%
People who opted out	1	4.5%
New people who signed up	2	9.1%

Clicks on links

Link 1: Click here (http://www.mtc.com/march09eventdirections)	2	18.2%
Link 2: MTC staff page (http://www.mtc.com/staff)	4	36.4%
Link 3: Metropolitan Title Company (http://www.mtc.com)	3	27.3%
Link 4: Training class (http://www.mtc.com/fall08training)	2	18.2%

Open Rate Comparison by Industry

Banking/Finance	31%	Medical/Dental/Healthcare	26%
Computer/Internet	14%	Nonprofit/Trade Association	19%
Consulting	20%	Real Estate	26%
Consumers: General	21%	Religious/Spiritual	33%
Education/Training	12%	Restaurant/Food Service	22%
Entertainment	12%	Retail Establishment	26%
Government	34%	Small Business: General	25%
Large Business: General	22%	Telecommunications	30%
Manufacturing	20%	Transportation/Travel	31%
Marketing/Advertising	21%	Wholesale/Distribution	14%
Media/Publishing	22%		

Source: MailerMailer, E-mail Metrics Report, July 2006, as printed in the Marketing Sherpa E-mail Marketing Benchmark Guide 2007