

FINAL REPORT APPENDIXES 31 TO 35_INSTITUTO BRASILEIRO DE DEFESA DO CONSUMIDOR

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Boletín 06- Abril

Sent

Mon, 11 Apr 2022 15:00

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Overview

231 Recipients

Audience: Colansa Newsletter

Delivered: Mon, 11 Apr 2022 15:00

Subject: 🎉 Boletín #06 | Abril 2022

67 Opened	13 Clicked	2 Bounced	0 Unsubscribed
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Successful deliveries	229	99.1%	Clicks per unique opens	19.4%
Total opens	107		Total clicks	31
Last opened	23/6/22 14:01		Last clicked	19/4/22 14:51
Forwarded	0		Abuse reports	0

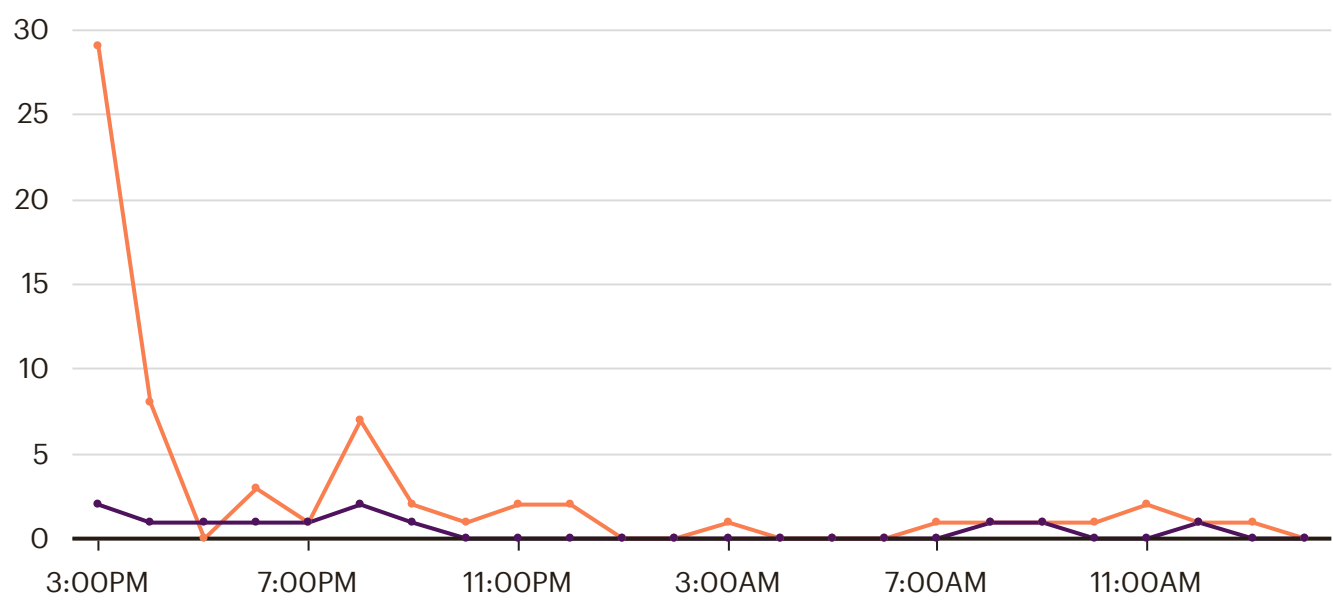
0 Orders	R\$0.00 <u>Average order revenue</u>	R\$0.00 <u>Total revenue</u>
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Opens by location

Country	Opens	Percent
 USA	72	79.1%
 Brazil	8	8.8%
 Costa Rica	4	4.4%
 Colombia	2	2.2%
 Mexico	2	2.2%
 Chile	1	1.1%
 Ecuador	1	1.1%
 Panama	1	1.1%

24-hour performance

OpensClicks



Subscribers with most opens

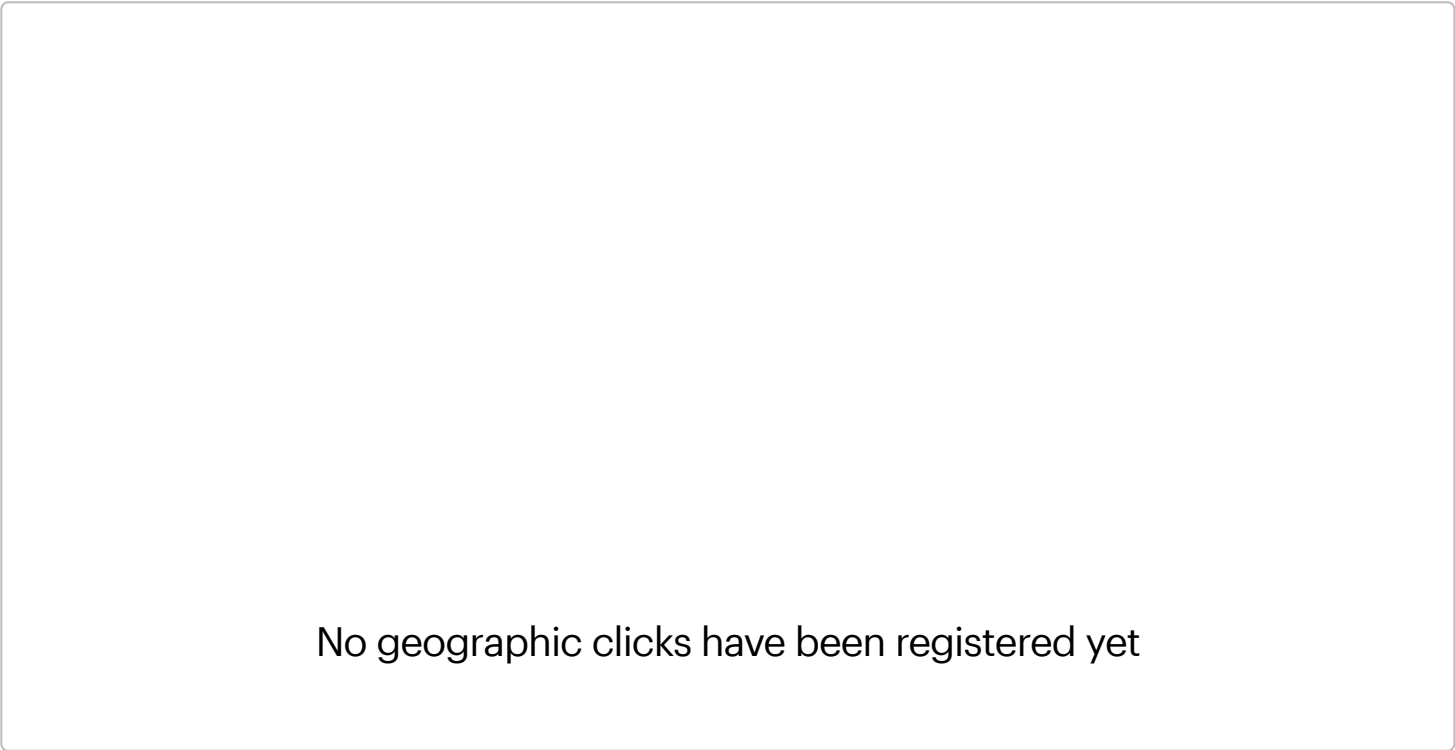
nelorriaga@iecs.org.ar	3
opmichelli@terra.com.br	4
gabriel.april-lalonde@umontreal.ca	6
elkaelein@hotmail.com	4
ccorvalan@inta.uchile.cl	5

Click performance

URL	Total	Unique
http://bit.ly/3rbqylw	5 (16.1%)	4 (14.8%)
https://www.poder360.com.br/brasil/ultraprocessad...	4 (12.9%)	2 (7.4%)
https://br.financas.yahoo.com/noticias/dieta-com-ul...	3 (9.7%)	3 (11.1%)
https://saludjusta.mx/osc-presentan-el-reporte-som...	3 (9.7%)	3 (11.1%)
https://pp.nexojornal.com.br/opinioao/2021/Enfrentar...	3 (9.7%)	3 (11.1%)
https://www.noroeste.com.mx/culiacan/la-fao-llama...	2 (6.5%)	2 (7.4%)
https://www.forbes.com/sites/daphneewingchow/2...	2 (6.5%)	1 (3.7%)
http://colansa.org/wp-content/uploads/2022/03/Col...	2 (6.5%)	2 (7.4%)
https://noticiasdelmundo.news/los-londinenses-co...	1 (3.2%)	1 (3.7%)
https://www.naoengulaessa.org.br/	1 (3.2%)	1 (3.7%)
https://www.eldiarioar.com/economia/carne-no-carn...	1 (3.2%)	1 (3.7%)
https://www.youtube.com/watch?v=10XKRX7eUM4	1 (3.2%)	1 (3.7%)
https://noticias.iruya.com/b/actualidad/4461-especi...	1 (3.2%)	1 (3.7%)
https://idec.org.br/noticia/para-idec-aprovacao-de-p...	1 (3.2%)	1 (3.7%)
https://bocado.lat/la-basura-que-se-come-a-haiti/	1 (3.2%)	1 (3.7%)
https://www.jornada.com.mx/2022/03/13/opinion/O...	0 (0.0%)	0 (0.0%)
https://www.unicef.org/es/comunicados-prensa/mas...	0 (0.0%)	0 (0.0%)
http://colansa.org/wp-content/uploads/2022/03/Col...	0 (0.0%)	0 (0.0%)
http://colansa.org/wp-content/uploads/2022/03/Col...	0 (0.0%)	0 (0.0%)

URL	Total	Unique
http://www.twitter.com/ColansaLAC	0 (0.0%)	0 (0.0%)
https://www.larepublica.co/globoeconomia/precios-...	0 (0.0%)	0 (0.0%)
https://www.jornada.com.mx/2022/03/19/delcampo...	0 (0.0%)	0 (0.0%)
https://bocado.lat/etiquetado-en-uruguay-la-salud-d...	0 (0.0%)	0 (0.0%)
https://www.infobae.com/america/ciencia-america/...	0 (0.0%)	0 (0.0%)
https://ojoioeotrigo.com.br/2022/02/nestle-compra-...	0 (0.0%)	0 (0.0%)
https://www.elsoldemexico.com.mx/analisis/el-etiqu...	0 (0.0%)	0 (0.0%)
https://www.aljazeera.com/news/2022/3/3/abandon...	0 (0.0%)	0 (0.0%)
https://canalabierto.com.ar/2022/01/19/a-las-adverte...	0 (0.0%)	0 (0.0%)
https://colansa.org/	0 (0.0%)	0 (0.0%)
https://ojoioeotrigo.com.br/2022/03/agronegocio-ul...	0 (0.0%)	0 (0.0%)
https://poplab.mx/especiales/las-fichas-de-coca/	0 (0.0%)	0 (0.0%)

Campaign URL activity - 2 clicks



Top 10 referrers

Referrer	Clicks	First click	Last click
https://us1.admin....	1	20/6/22 19:48	20/6/22 19:48

Email Domain Performance

Domain	Email	Bounces	Opens	Clicks	Unsubs
gmail.com	120 (52%)	0 (0%)	25 (21%)	6 (5%)	0 (0%)
hotmail.c...	18 (8%)	0 (0%)	10 (56%)	2 (11%)	0 (0%)
iecs.org.ar	5 (2%)	0 (0%)	2 (40%)	0 (0%)	0 (0%)
yahoo.co...	5 (2%)	0 (0%)	1 (20%)	0 (0%)	0 (0%)
yahoo.com	5 (2%)	0 (0%)	2 (40%)	0 (0%)	0 (0%)
Other	78 (34%)	2 (3%)	27 (36%)	5 (7%)	0 (0%)