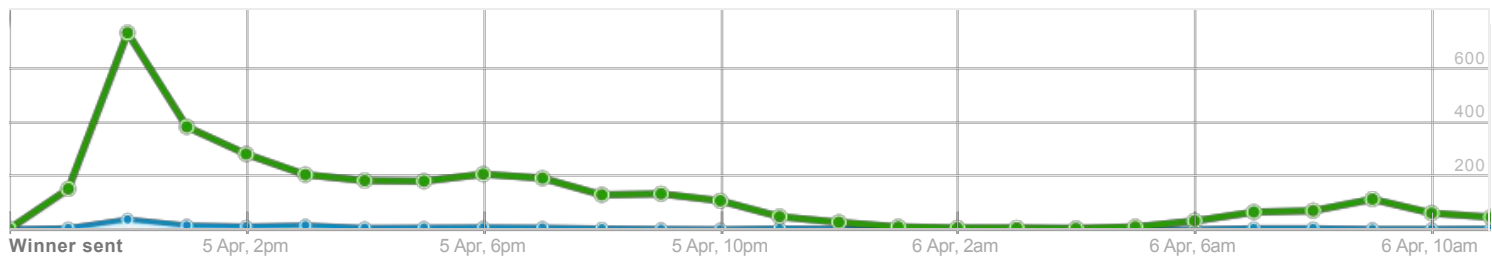


Sent to 4,991 unique subscribers across 1 list

● Opens and ● Link Clicks for first day



Campaign Overview

- **2,070** Unique opens
4,664 total opens to date
 - **119** Bounced
2.38% couldn't be delivered
 - **2,802** Unopened
Open rates are only estimates
- 42.49%** of all recipients opened so far
 - 6.86%** clicked a link (142 people)
 - 0.78%** unsubscribed (38 people)
 - 0** people marked it as spam (0%)
 - 0** shares across Facebook, Twitter & email

A/B Results

By running this A/B test, and selecting Version A as the winner we estimate that you'll receive an additional...

90 clicks
(100% increase)

338 opens
(20% increase)

Links Clicked

142 people clicked
Giving you a **6.86%** click rate.

184 total clicks
Made by 142 people

1.3 clicks per person
Average of all those who clicked.

1,928 didn't click
That's 93.14% of all those who opened.

Link (URL)	Unique	Total
www.principalinsurance.co.uk/realrider	67	74
https://www.realrider.com/3-months-free/	18	21
www.principalinsurance.co.uk/products/bike-insurance/	14	18
www.principalinsurance.co.uk/products/bike-insurance/custom-bike-insurance/	13	14
Link to web-based version of this email	12	20

www.roadhalo.co.uk	12	12
www.principalinsurance.co.uk/products/bike-insurance/multi-bike-insurance/	8	8
www.principalinsurance.co.uk	6	7
www.principalinsurance.co.uk/products/home-insurance/	6	6
www.principalinsurance.co.uk/products/car-insurance/	2	2
www.principalinsurance.co.uk/products/commercial-insurance/	2	2