

Share feedback about this page

Tell us what you think

New sender requirements for your domain

Google and Yahoo have announced [new requirements for email senders](#). To ensure delivery of emails you send in the future, we recommend you authenticate your domain, [ourvoicesproject.com](#).

[Start authentication](#)

1-year anniversary - subscribers version

[View email](#)

Recipients182

AudienceOur Voices Project LLC
Tag: BBIA Storyteller

SubjectHappy Anniversary to BEING BLACK IN AMERICA!

StatusSent Tue January 14, 2025 4:54 pm

Exclude Apple MPP for more accurate open data. [See why.](#)

New

Overview

Click performance

Recipient activity

Ecommerce

Content Optimizer

Social

More

Email performance

January 14, 2025 - May 13, 2025 •

Excludes

 Apple MPP

<div><div></div><div>Open rate</div></div> <div>38.7%</div> <div>70 opened</div>	<div><div></div><div>Click rate</div></div> <div>9.4%</div> <div>17 clicked</div>	<div><div></div><div>Bounce rate</div></div> <div>0.55%</div> <div>1 bounced</div>	<div><div></div><div>Unsubscribe rate</div></div> <div>0.55%</div> <div>1 unsubscribed</div>
--	---	--	--

Additional email details

Deliveries	181 (99.5%)	Clicks per unique opens	24.3%
Total opens	99	Total clicks	71
Last opened	Mar 31, 2025 8:41 pm	Last clicked	Jan 15, 2025 7:16 pm
Forwarded	0	Abuse reports	0

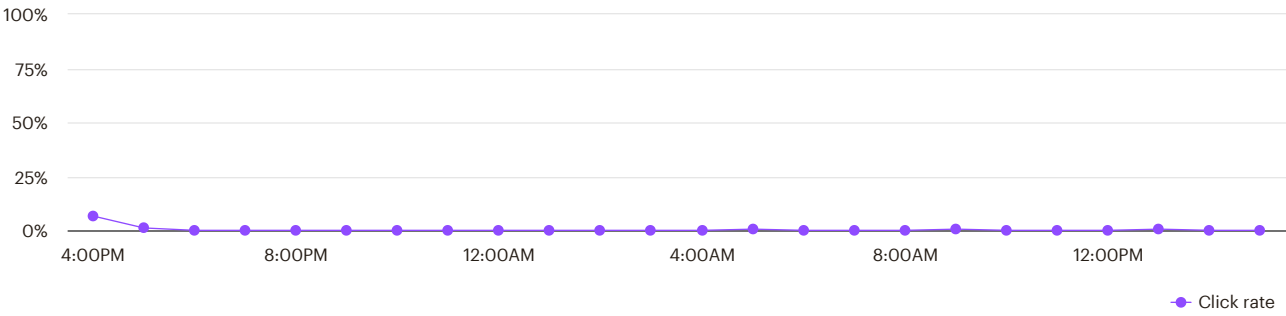
24 hour performance snapshot

January 14, 2025 - January 15, 2025 •

Excludes

 Apple MPP

Metric: Click rate



Click performance

January 14, 2025 - May 13, 2025 • Excludes Apple MPP

[View click map](#)

Top links clicked

https://k18.karpura.net/event-types?f...	14	19.72%
https://bristep.org/#home	13	18.31%
https://rochesterbeacon.com/2024/02/1...	12	16.90%
https://drive.google.com/drive/u/1/fo...	11	15.49%
https://irondequoitlibrary.libcal.com...	10	14.08%

[View all links](#) →



Email benchmarking

January 14, 2025 - May 13, 2025

Your email campaign performance compared to similar businesses. Learn more about [benchmarking](#).

Characteristics you and your peers share

Industry

Entertainment and Events

Your industry was either self reported or predicted using natural language processing techniques. You can update it in [your settings](#).

Audience demographics

Over 65% Female, from 35 and up

Audience size

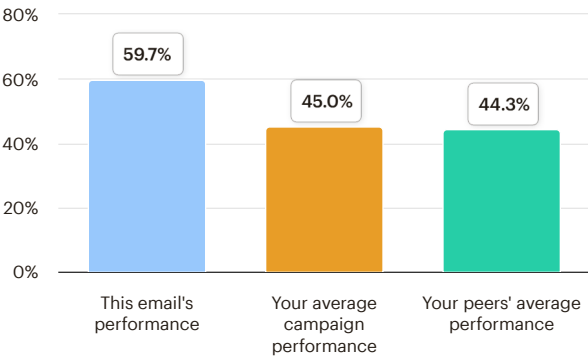
200 - 2,000

How your email compares

Open rate

Click rate

Unsubscribe rate



→ Relevant, personalized content helps lower unsubscribe rates

Create a segment and target them with messages specific to them to lower unsubscribe rates up to 10%.

Learn more

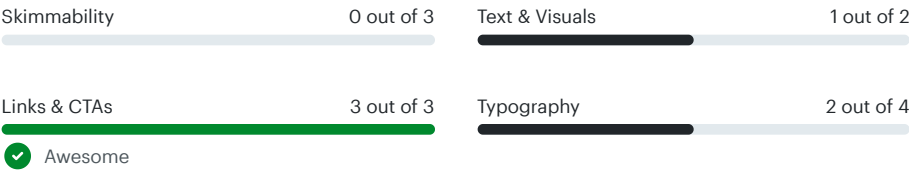
Content Optimizer

January 14, 2025 - May 13, 2025

View full report

See how your email's content performed and how to improve it in the future.

We analyzed your email content and have [6 suggestions](#) for improvement to try next time.



Top locations by opens

January 14, 2025 - May 13, 2025 • Excludes Apple MPP

	Opens	% of total opens
United States	98	99.0%
United Kingdom	1	1.0%

