

Campaign Analysis

Viewing Stats for: Zunch Sample Email Report

Launch Date: April 22, 2002 10:00 AM CST

Audience Size: 1,110,000

Sent: 1,110,000 100.00%

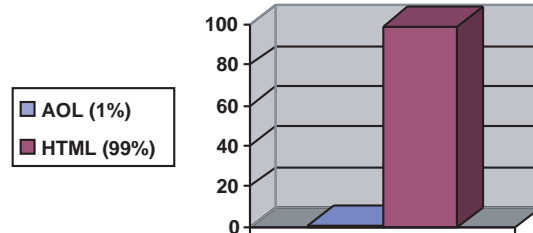
Bounced: 120,000 10.81%

Net Delivered: 990,000 89.19%

Opened: 580,000 52.73%

Unsubscribed: 10,000 0.90%

HTML/Text vs AOL Breakdown



HTML Emails - Clickthrough Performance

Title	Clickthrough Rate	Clicks
IMAGE http://www.zunch.com	2.75%	30,250
CLICK HERE http://www.zunch.com/portfolio	2.25%	24,750
TRIAL OFFER http://www.zunch.com/trial_offer	3.50%	38,500

TEXT Emails - Clickthrough Performance

Title	Clickthrough Rate	Clicks
Text Version - Link 1 http://www.zunch.com	0.75%	8,250
Text Version - Link 2 http://www.zunch.com/portfolio	0.50%	5,500
Text Version - Link 3 http://www.zunch.com/trial_offer	0.50%	5,500

AOL Emails - Clickthrough Performance

Title	Clickthrough Rate	Clicks
AOL Version - Link 1 http://www.zunch.com	0.35%	3,850
AOL Version - Link 2 http://www.zunch.com/portfolio	0.25%	2,750
AOL Version - Link 3 http://www.zunch.com/trial_offer	0.25%	2,750

totals..... **11.1%** Total Clickthrough Rate* **122,100** Total Clicks*