2018 Totals	42183							3966	£166,649.44	1186		2,051,968	499,417	62,712	7,751		£311,188.00	I					
All Campaigns (As of 30th April 18)	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Session Duration	Conv Rate	Transactions	Revenue (£)	Bro. Requests	Total	Delivered	Open	Clicks	Orders	Unsubs	Revenue	Revenue	OR %	CTR %	UnSb %	EPR	Database Size
20181219-xmas-pack-closed-buyers-resend	108	57.41%	62	54.63%	3.95	02:40:00	0.93%	1	£31.16	3		3,422	947	96	3	15	£92.00	£92.00	27.67%	2.81%	1.58%	29%	3,422
20181218-xmas-pack-live-new-resend 20181218-xmas-pack-live-eng-resend	47 39	48.94% 56.41%	23 22	46.81% 53.85%	4.32 3.59	06:07:40 16:00:00	4.26% 0.00%	2	£75.54 £0.00	1 0		896 1,220	269 315	41 39	1	6 12	£35.00 £38.00		30.02% 25.82%	4.58% 3.20%	2.23% 3.81%	32% 25%	
20181218-xmas-pack-live-buyers-resend 20181218-xmas-pack-lapsed-eng-resend	240 87	36.25% 62.07%	87 54	45.42% 57.47%	5.51 3.06	00:48:00 11:51:43	8.75% 0.00%	21 0	£1,118.14 £0.00	1 3		4,871 7,161	1,443 899	189 86	21	10	£1,215.00 £0.00		29.62% 12.55%	3.88% 1.20%	0.69% 2.11%	33% 12%	
20181218-xmas-pack-lapsed-buyers-resend	37	51.35%	19	37.84%	3.86	16:51:54	0.00%	0	£0.00	0		1,927	313	35	0	19 5	£0.00		16.24%	1.82%	1.60%	16%	
20181218-xmas-pack-closed-buyers-active-resend	0	0.00%	0	0.00%	0.00	00:00:00	0.00%	0	£0.00	0	£1,193.68	2,661	553	35	0	10	£0.00	£1,288.00			1.81%	20%	18,736
20181217-christmas-gifts-all-opted-in	739	41.14%	304	39.78%	7.12	14:19:19	7.44%	55	£2,197.07	13	£2,197.07	40,137	7,330	722	71	155	£2,899.00	£2,899.00	18.26%	1.80%	2.11%	18%	40,137
20181210-xmas-pack-live-new 20181210-xmas-pack-live-enq	25 1	16.00% 0.00%	4	40.00% 0.00%	9.52 3.00	14:24:00 00:00:00	12.00% 0.00%	3	£132.22 £0.00	0		180 403	79 106	13 18	4	2	£149.00 £32.00		43.89% 26.30%	7.22% 4.47%	2.53% 3.77%	49% 27%	
20181210-xmas-pack-live-buyers	88 29	32.95%	29	37.50% 48.28%	8.85 3.48	17:27:16 05:47:35	9.09% 0.00%	8	£369.40 £0.00	0		863 2,837	319 426	77 32	15 0	1	£611.00 £0.00		36.96% 15.02%	8.92% 1.13%	0.31% 3.05%	46% 13%	
20181210-xmas-pack-lapsed-enq 20181210-xmas-pack-lapsed-buyers	0	48.28% 0.00%	14 0	0.00%	0.00	00:00:00	0.00%	0	£0.00	0		447	85	14	0	13 3	£0.00		19.02%	3.13%	3.53%	19%	
20181210-xmas-pack-closed-enq-active 20181210-xmas-pack-closed-buyers-active	24 4	58.33% 50.00%	14 2	50.00% 25.00%	5.58 10.25	19:00:00 12:00:00	0.00% 25.00%	0	£0.00 £31.43	1 0	£533.05	856 711	259 269	21 18	0 2	2 8	£0.00 £102.00	£894.00	30.26% 37.83%	2.45% 2.53%	0.77% 2.97%	32% 37%	6,297
20181203-winter-warmer-live-new	66	22.73%	15	24.24%	11.94	22:10:55	7.58%	5	£218.10	2		1,037	371	48	7	10	£358.00		35.78%	4.63%	2.70%	38%	
20181203-winter-warmer-live-enq 20181203-winter-warmer-live-buyers	38 301	23.68% 22.59%	9 68	31.58% 27.91%	17.53 12.39	12:37:54 21:26:55	5.26% 19.93%	2 60	£78.38 £2,958.15	3		1,415 5,565	387 2,013	27 224	3 62	17 14	£133.00 £2.894.00		27.35% 36.17%	1.91% 4.03%	4.39% 0.70%	25% 40%	
20181203-winter-warmer-lapsed-enq	110	42.73%	47	30.00%	7.25	02:50:11	0.91%	1	£197.58	11		9,997	1,553	98	0	29	£0.00		15.53%	0.98%	1.87%	15%	
20181203-winter-warmer-lapsed-buyers 20181203-winter-warmer-closed-enq-active	48 71	27.08% 47.89%	13 34	16.67% 26.76%	23.44 10.72	16:30:00 13:51:33	14.58% 7.04%	5	£265.47 £218.82	8		2,374 3,449	470 950	34 63	3	23	£130.00 £187.00		19.80% 27.54%	1.43% 1.83%	0.64% 2.42%	21% 27%	
20181203-winter-warmer-closed-buyers-active	119	42.86%	51	21.85%	9.80	16:44:22	4.20%	5	£198.99	5	£4,135.49	4,163	1,453	108	4	32	£160.00	£3,862.00	34.90%	2.59%	2.20%	35%	28,000
20181129-ot-show-follow-up-REC-OTSHOW18	9	88.89%	8	22.22%	3.11	00:00:00	0.00%	0	£0.00	1	£0.00	448	120	13	0	10	£0.00	£0.00	26.79%	2.90%	8.33%	21%	448
20181123-black-friday-live-new 20181123-black-friday-live-enq2	0	0.00%	0	0.00%	0.00	00:00:00	0.00%	0	£0.00	0		1,109 1,669	415 468	71 53	2	6 15	£65.00 £60.00		37.42% 28.04%		1.45% 3.21%	42% 28%	
20181123-black-friday-live-buyers	0	0.00%	0	0.00%	0.00	00:00:00	0.00%	0	£0.00	0		5,633	2,188	457	28	16	£1,572.00		38.84%	8.11%	0.73%	46%	
20181123-black-friday-lapsed-enq2 20181123-black-friday-lapsed-buyers	0	0.00%	0	0.00%	0.00	00:00:00	0.00%	0	£0.00	0		9,793 2,397	1,496 489	92 34	3	26 5	£134.00 £33.00		15.28% 20.40%	0.94% 1.42%	1.74% 1.02%	14% 21%	
20181123-black-friday-closed-enq2	0	0.00%	0	0.00%	0.00	00:00:00	0.00%	0	£0.00	0	£0.00	7,351 8,690	998	74 117	1	15 40	£36.00 £16.00	£1,916.00	13.58%	1.01%	1.50%	13% 16%	36,642
20181123-black-friday-closed-buyers	107										20.00				6	40		21,910.00					30,642
20181119-x-mas-live-new 20181119-x-mas-live-enq	137 77	18.98% 42.86%	26 33	41.61% 54.55%	8.32 3.39	23:38:59 05:17:55	5.84% 0.00%	8	£345.12 £0.00	3		1,115 1,695	411 443	89 58	6 1	4 17	£323.00 £37.00		36.86% 26.14%	7.98% 3.42%	0.97% 3.84%	44% 26%	
20181119-x-mas-live-buyers 20181119-x-mas-lapsed-enq	915 262	20.00% 35.50%	183 93	37.92% 38.93%	8.08 5.18	18:37:23 15:28:51	13.22% 1.53%	121 4	£5,511.80 £155.58	10 7		5,642 9,740	2,212 1,608	540 197	100	12 26	£4,821.00 £137.00		39.21% 16.51%	9.57% 2.02%	0.54% 1.62%	48% 17%	
20181119-x-mas-lapsed-buyers	105	39.05%	41	40.95%	7.31	00:54:51	8.57%	9	£331.60	3		2,397	524	73	5	8	£180.00		21.86%	3.05%	1.53%	23%	
20181119-x-mas-closed-enq 20181119-x-mas-closed-buyers	517 260	12.96% 30.38%	67 79	21.47% 37.69%	8.97 7.23	15:33:05 10:03:42	10.25% 6.54%	53 17	£2,261.81 £763.06	15 14	£9,368.97	7,282 8,699	1,030 1,625	131 187	7	20 42	£210.00 £320.00	£6,028.00	14.14% 18.68%	1.80% 2.15%	1.94% 2.58%	14% 18%	36,570
20181111-diabetes-live-new	0	0.00%	0	0.00%	0.00	00:00:00	0.00%	0	£0.00	0		1,108	364	48	1	9	£41.00		32.85%	4.33%	2.47%	35%	
20181111-diabetes-live-enq 20181111-diabetes-live-buyers	52 26	40.38% 0.00%	21	69.23% 61.54%	5.79 3.73	20:46:09 05:32:18	3.85% 3.85%	2	£55.55 £177.16	0		1,616 5,658	431 1,980	43 287	3 56	24 18	£85.00 £2.585.00		26.67% 34.99%	2.66% 5.07%	5.57% 0.91%	24% 39%	
20181111-diabetes-lapsed-enq	126	42.86%	54	46.83%	3.94	05:20:00	1.59%	2	£155.25	9		9,782	1,523	122	4	29	£220.00		15.57%	1.25%	1.90%	15%	
20181111-diabetes-lapsed-buyers 20181111-diabetes-closed-enq	43 113	51.16% 42.48%	22 48	53.49% 49.56%	5.35 5.11	19:32:06 05:44:04	4.65% 0.00%	2	£60.80 £0.00	0 13		2,406 7,296	484 1,022	32 102	1	7 12	£42.00 £0.00		20.12% 14.01%	1.33% 1.40%	1.45% 1.17%	20% 14%	
20181111-diabetes-closed-buyers	243	30.04%	73	40.74%	9.50	01:58:31	8.64%	21	£1,090.16	9	£1,538.92	8,756	1,580	139	4	50	£716.00	£3,689.00	18.04%	1.59%	3.16%	16%	36,622
20181102-eop-live-new	101	22.77%	23	35.64%	7.92	04:30:53	11.88%	12	£481.74	2		1,111	408	75	6	9	£250.00		36.72%	6.75%	2.21%	41%	
20181102-eop-live-enq 20181102-eop-live-buyers	80 796	36.25% 18.34%	29 146	48.75% 37.56%	3.66 8.74	06:36:00 15:22:37	2.50% 15.83%	2 126	£56.80 £5,121.89	6		1,600 5,666	465 2,155	69 445	3 91	27 18	£86.00 £3,964.00		29.06% 38.03%	4.31% 7.85%	5.81% 0.84%	28% 45%	
20181102-eop-lapsed-enq 20181102-eop-lapsed-buyers	78 63	0.00% 34.92%	0 22	20.51% 44.44%	11.23 4.63	23:23:05 09:08:34	16.67% 1.59%	13 1	£446.35 £41.70	0 6		9,720 2,432	1,769 544	212 67	7	25 7	£349.00 £41.00		18.20% 22.37%	2.18% 2.75%	1.41% 1.29%	19% 24%	
20181102-eop-closed-enq-active	316	47.47%	150	39.24%	5.78	07:22:02	3.16%	10	£392.14	18	00.540.00	3,510	1,052	140	2	19	£99.00	04 005 00	29.97%	3.99%	1.81%	32%	00.147
20181102-eop-closed-buyers-active	1	100.00%	1	0.00%	4.00	00:00:00	0.00%	0	£0.00	0	£6,540.62	4,108	1,562	196	4	35	£146.00	£4,935.00	38.02%	4.77%	2.24%	41%	28,147
20181030-top-ten-live-new 20181030-top-ten-live-enq	67 30	14.93% 36.67%	10 11	43.28% 23.33%	9.01 7.53	18:59:06 09:36:00	4.48% 3.33%	3 1	£173.14 £35.95	0		1,097 1,762	333 370	44 20	3	5 14	£174.00 £0.00		30.36% 21.00%	4.01% 1.14%	1.50% 3.78%	33% 18%	
20181030-top-ten-live-buyers 20181030-top-ten-lapsed-enq	403 101	12.66% 31.68%	51 32	39.95% 48.51%	9.78 4.24	23:31:25 09:01:47	17.12% 0.00%	69 0	£3,075.60 £0.00	2		5,604 9,866	1,813 1,297	210 90	41 0	15 31	£2,239.00 £0.00		32.35% 13.15%	3.75% 0.91%	0.83% 2.39%	35% 12%	
20181030-top-ten-lapsed-buyers	71	22.54%	16	26.76%	7.01	17:34:39	7.04%	5	£166.51	5		2,438	482	37	5	5	£179.00		19.77%	1.52%	1.04%	20%	
20181030-top-ten-closed-enq-active 20181030-top-ten-closed-buyers-active	50 106	38.00% 41.51%	19 44	30.00% 40.57%	7.34 6.43	14:24:00 15:10:11	6.00% 1.89%	3	£171.72 £82.95	10 14	£3,705.87	3,503 4,129	850 1,375	49 96	1	11 37	£62.00 £37.00	£2,691.00	24.26% 33.30%	1.40% 2.33%	1.29% 2.69%	24% 33%	28,399
20181028-enquirer-final-live-enquirers	64	42.19%	27	23.44%	13.66	06:45:00	14.06%	9	£329.27	3		1,782	486	43	9	25	£354.00		27.27%	2.41%	5.14%	25%	
20181028-enquirer-final-lapsed-enquirers 20181028-enquirer-final-closed-enquirers	153 99	41.18% 48.48%	63 48	33.99% 31.31%	8.36 9.89	05:29:25 15:30:55	3.92% 5.05%	6 5	£203.65 £204.05	8 8		9,901 7,267	1,591 1,038	112 90	7 4	31 26	£290.00 £165.00		16.07% 14.28%	1.13% 1.24%	1.95% 2.50%	15% 13%	
20181023-enquirer-offer-live-lapsed-enquirers	180	36.67%	66	27.22%	11.23	07:44:00	7.22%	13	£469.77	12		4,631	1,100	100	24	18	£1,002.00		23.75%	2.16%	1.64%	24%	
20181023-enquirer-offer-live-enquirers 20181023-enquirer-offer-live-closed-enquirers-inactive	143 100	25.87% 26.00%	37 26	38.46% 39.00%	12.96 12.02	16:16:47 14:09:36	13.29% 10.00%	19 10	£759.97 £424.31	7		8,653 6,218	1,310 897	142 64	12 5	17 19	£510.00 £263.00		15.14% 14.43%	1.64% 1.03%	1.30% 2.12%	15% 13%	
20181023-enquirer-offer-live-closed-enquirers-active	59	37.29%	22	27.12%	10.85	12:36:37	8.47%	5	£246.21	3	£2,637.23	2,750	763	49	6	12	£404.00	£2,988.00	27.75%	1.78%	1.57%	28%	41,202
20181019-osteoporosis-live-new 20181019-osteoporosis-live-enquirers	49 79	30.61% 30.38%	15 24	40.82% 45.57%	8.65 10.32	22:31:50 00:54:41	16.33% 7.59%	8	£308.84 £188.40	0		1,512 4,623	474 1,280	34 70	11	10 33	£467.00 £218.00		31.35% 27.69%	2.25% 1.51%	2.11% 2.58%	31% 27%	
20181019-osteoporosis-live-buyers	451	10.20%	46	30.82%	13.08	00:31:56	24.39%	110	£5,231.32	4		5,736	1,966	154	34	12	£2,036.00		34.27%	2.68%	0.61%	36%	
20181019-osteoporosis-lapsed-enquirers 20181019-osteoporosis-lapsed-buyers	161 32	26.09% 28.13%	42 9	42.24% 21.88%	11.48 9.44	06:51:26 12:45:00	18.63% 6.25%	30 2	£1,541.42 £190.50	8		8,678 2,316	1,575 493	73 31	1	28 6	£827.00 £0.00		18.15% 21.29%	0.84%	1.78% 1.22%	17% 21%	
20181019-osteoporosis-closed-enquirers-inactive	0	0.00%	0	0.00%	0.00	00:00:00	0.00%	0	£0.00	0		3,581	150	13	0	9	£0.00		4.19%	0.36%	6.00%	-1%	
20181019-osteoporosis-closed-enquirers-active 20181019-osteoporosis-closed-buyers-inactive	98 24	29.59% 79.17%	29 19	32.65% 25.00%	8.82 8.08	11:15:55 05:00:00	9.18% 0.00%	9	£605.40 £0.00	2		2,656 4,569	907 206	63 23	0	12 25	£377.00 £0.00		34.15% 4.51%	2.37% 0.50%	1.32%	35% -7%	
20181019-osteoporosis-closed-buyers-active	119	39.50%	47	39.50%	6.43	08:28:14	0.84%	1	£54.95	12	£8,120.83	3,638	1,474	97	2	23	£102.00	£4,027.00	40.52%	2.67%	1.56%	42%	37,309
20181015-5-star-pudding-live-new 20181015-5-star-pudding-live-enquirers	46 201	26.09% 26.37%	12 53	23.91% 32.34%	12.63 9.43	12:00:00 00:28:39	19.57% 8.96%	9 18	£405.30 £715.80	1 5		1,490 6,928	398 1,730	35 141	7 20	6 67	£338.00 £868.00		26.71% 24.97%	2.35% 2.04%	1.51% 3.87%	28% 23%	
20181015-5-star-pudding-live-buyers	214	17.76% 50.00%	38 41	30.84% 30.49%	11.70 6.29	08:51:35 03:13:10	22.43%	48	£1,875.53 £47.72	1 5		5,742	1,817	139	32	17	£1,310.00		31.64% 15.53%	2.42%	0.94%	33% 14%	
20181015-5-star-pudding-lapsed-enquirers 20181015-5-star-pudding-lapsed-buyers	27	40.74%	11	25.93%	5.89	19:33:20	3.70%	1	£66.87	0		8,716 2,316	459	82 31	1	2	£47.00 £66.00		19.82%	1.34%	0.44%	21%	
20181015-5-star-pudding-closed-enquirers-active 20181015-5-star-pudding-closed-buyers-active	67 114	35.82% 42.11%	24 48	28.36% 37.72%	6.51 7.75	12:53:44 05:41:03	1.49% 6.14%	1 7	£32.15 £310.25	7 8	£3,453.62	2,678 3,672	842 1,446	60 100	1	9 30	£32.00 £273.00	£2,934.00	31.44% 39.38%	2.24% 2.72%	1.07% 2.07%	33% 40%	31,542
20181007-national-curry-week-live-new	32	53.13%	17	56.25%	3.75	04:30:00	3.13%	1	£41.45	1		1,466	411	26	3	7	£115.00		28.04%	1.77%	1.70%	28%	
20181007-national-curry-week-live-enquirers 20181007-national-curry-week-live-buyers	181 287	21.55% 16.03%	39 46	43.09% 36.24%	9.76 11.52	07:49:24 01:15:16	9.39%	17 68	£678.92 £2,746.45	4		6,577	1,734	124 177	19	49	£911.00 £1,913.00		26.36% 33.70%	1.89%	2.83%	25% 36%	
20181007-national-curry-week-lapsed-enquirers	69	42.03%	29	62.32%	4.90	14:15:39	1.45%	1	£33.24	5		8,761	1,391	67	1	29	£33.00		15.88%	0.76%	2.08%	15%	
20181007-national-curry-week-lapsed-buyers 20181007-national-curry-week-closed-enquirers-active	33 62	51.52% 50.00%	17 31	48.48% 45.16%	5.39 4.00	06:32:44 16:15:29	3.03% 0.00%	1	£39.20 £0.00	0 9		2,339 2,667	497 860	29 59	1	9	£39.00 £0.00		21.25% 32.25%	1.24% 2.21%	1.81% 1.05%	21% 33%	
20181007-national-curry-week-closed-buyers-active	125	30.40%	38	40.00%	7.54	14:00:58	16.80%		£919.70	9	£4,458.96	3,675	1,490			28	£261.00	£3,272.00			1.88%	41%	31,242
20181001-vegetarian-say-live-new	0		0			00:00:00		0		0		1,435	354			2			24.67%	1.88%	0.56%	26%	
20181001-vegetarian-day-live-enquirers 20181001-vegetarian-day-live-buyers	0	0.00%	0	0.00%	0.00	00:00:00	0.00%	0	£0.00	0		6,202 5,765	1,429 1,751	101 178	8 43	50 11	£341.00 £2,129.00		23.04% 30.37%	1.63% 3.09%	3.50% 0.63%	21% 33%	
20181001-vegetarian-day-lapsed-enquirers 20181001-vegetarian-day-lapsed-buyers	0	0.00%	0	0.00%	0.00	00:00:00	0.00%	0	£0.00	0		8,796 2,344	1,215 448	58 18	3	21 3	£385.00 £74.00		13.81% 19.11%	0.66% 0.77%	1.73% 0.67%	13% 19%	
20181001-vegetarian-day-closed-enquirers-active	0	0.00%	0	0.00%	0.00	00:00:00	0.00%	0	£0.00	0		2,514	773	50	1	11	£32.00	00.000	30.75%	1.99%	1.42%	31%	00 ===
20181001-vegetarian-day-closed-buyers-active	0			0.00%				Ü		0	£0.00	3,449			3			£3,288.00				40%	30,505
20181005-age-uk-announcement-closed-enquirers-inactive 20181005-age-uk-announcement-closed-buyers-inactive	35 49	77.14% 82.61%	27 38	29.71% 39.13%	5.48 5.48	11:28:42 11:28:42	2.86% 0.00%	1	£42.95 £0.00	4 5		3,804 4,967	237 372	32 47	1	18 54	£42.00 £0.00		6.23% 7.49%	0.84% 0.95%	7.59% 14.52%	-1% -6%	
20180924-age-uk-announcement-recommender	32	93.75%	30	75.00%	1.47	07:30:00	0.00%	0	£0.00	1		3,461	373	61	0	12	£0.00		10.78%	1.76%	3.22%	9%	
20180924-age-uk-announcement-live-new 20180924-age-uk-announcement-live-enquirers	48 301	20.83% 23.57%	10 70	58.33% 42.09%	4.00 11.92	02:00:00 20:31:31	6.25% 11.11%	3	£158.50 £1,229.58	0 5		1,416 5,988	442 1,990	34 195	2 16	9 58	£50.00 £561.00		31.21% 33.23%		2.04%	32% 34%	
20180924-age-uk-announcement-live-buyers 20180924-age-uk-announcement-lapsed-enquirers	471 134	17.89% 44.03%	83 59	35.34% 44.78%	11.79 5.24	16:39:19 20:14:20	25.22% 0.75%	117 1	£5,162.93 £38.40	9		5,772 8,837	2,375 1,528	291 119	42 0	11 35	£2,088.00 £0.00		41.15% 17.29%	5.04% 1.35%	0.46% 2.29%	46% 16%	
20180924-age-uk-announcement-lapsed-buyers	56	35.71%	20	33.93%	8.46	06:00:00	1.79%	1	£61.48	1		2,359	570	47	2	11	£173.00		24.16%	1.99%	1.93%	24%	
20180924-age-uk-announcement-closed-enquirers-active 20180924-age-uk-announcement-closed-buyers-active	147 236	32.65% 41.88%	48 98	44.90% 41.03%	5.09 16.84	18:26:56 23:23:05	1.36% 0.85%	2	£69.70 £70.72	13 12	£6,834.26	2,540 3,483	943 1,709	106 171	1 5	18 34	£38.00 £175.00	£3,127.00	37.13% 49.07%	4.17% 4.91%		39% 52%	42,627
20180910-seasonal-flavours-live-new	47	27.66%	13	40.43%	8.04	09:11:29	4.26%	2	£68.96	0	_	1,311	378	38		12	£352.00		28.83%		3.17%		
20180910-seasonal-flavours-live-enquirers	184 313	29.35% 29.39%	54 92	38.59% 35.14%	10.29 10.58	14:20:52 14:34:07	8.15%	15 52	£583.59 £2,000.49	5 7		4,423 5,797	1,233 1,937	154 254	20 65	50	£889.00 £2,819.00		27.88%		4.06%	27%	
20180910-seasonal-flavours-live-buyers			92 87	35.14% 37.27%	70.58 8.11	14:34:07 16:41:44	16.61% 3.11%	52	£2,000.49 £233.76	13		5,797 8,991	1,937	254 153	6	23 34	£2,819.00 £296.00		15.70%			37%	
20180910-seasonal-flavours-lapsed-enquirers 20180910-seasonal-flavours-lapsed-buyer	161 39	54.04% 53.85%	21		8.46	08:00:00	2.56%	1	£32.00	2	£2.918.80	2,393	480	43	2	9	£74.00	£4,430.00		1.70%	2.41% 1.88%	15% 20%	22,915

								Lilla	il Campaign Per	Tormance	(2016).XISX										
20180903-aw2018-brochure-launch-reccomenders	16	87.50%	14	25.00%	4.75	12:00:00	0.00%	0	£0.00	0	£0.00	3,523	312 312	59	0	8 8	£0.00 £0.00	£0.00 8.86% 1.67	% 2.56%	8%	3,523
20180903-aw2018-brochure-launch-live-new 20180903-aw2018-brochure-launch-live-enquirers	0 372	0.00% 39.78%	0 148	0.00% 28.23%	0.00 7.00	00:00:00 02:11:37	0.00% 2.15%	0 8	£0.00 £317.55	0 34		1,336 4,719	343 1,250	82 302	3 10	8 41	£101.00 £441.00	25.67% 6.14 26.49% 6.40		29% 30%	
20180903-aw2018-brochure-launch-live-buyers	553	34.18%	189	21.34%	8.70	22:44:29	7.41%	41	£1,796.81	61		5,780	1,808	488	42	13	£1,831.00	31.28% 8.44		39%	
20180903-aw2018-brochure-launch-lapsed-enquirers 20180903-aw2018-brochure-launch-lapsed-buyers	180 67	52.78% 49.25%	95 33	25.00% 22.39%	8.45 6.03	07:44:00 07:09:51	1.67% 0.00%	3 0	£166.10 £0.00	19 8		8,952 2,379	1,265 426	169 68	0	38 6	£166.00 £0.00	14.13% 1.89 17.91% 2.86		13% 19%	
20180903-aw2018-brochure-launch-closed-enquiries 20180903-aw2018-brochure-launch-closed-buyers	269 482	72.86% 69.71%	196 336	28.25% 28.01%	6.17 6.60	15:47:31 22:39:20	0.37% 0.83%	1 4	£35.87 £135.88	60 73	£2.452.21	6,397 8,669	1,003 1,796	237 412	1 3	33 128	£35.00 £98.00	15.68% 3.70 £2,672.00 20.72% 4.75		16% 18%	38,232
20180826-mini-meals-live-new	47	27.66%	13	40.43%	8.04	09:11:29	4.26%	2	£68.96	0		36,896 1,311	7,548 378	1,676 38	59 6	259 12	£2,571.00 £352.00	28.83% 2.90		29%	,
20180826-mini-meals-live-enquirers	184	29.35%	54	38.59%	10.29	14:20:52	8.15%	15	£583.59	5		4,423	1,233	154	20	50	£889.00	27.88% 3.48	4.06%	27%	
20180826-mini-meals-live-buyers 20180826-mini-meals-lapsed-enquirers	313 161	29.39% 54.04%	92 87	35.14% 37.27%	10.58 8.11	14:34:07 16:41:44	16.61% 3.11%	52 5	£2,000.49 £233.76	7 13		5,797 8,991	1,937 1,412	254 153	65 6	23 34	£2,819.00 £296.00	33.41% 4.38 15.70% 1.70		37% 15%	
20180826-mini-meals-lapsed-buyers	39	53.85%	21	35.90%	8.46	08:00:00	2.56%	1	£32.00	2	£2,918.80	2,393 22,915	480 5,440	43 642	2	9 128	£74.00 £4,430.00	£4,430.00 20.06% 1.80	1.88%	20%	22,915
20180820-recommender-groceries 20180820-recommender-groceries	23	91.30%	21	52.17%	3.57	18:46:57	0.00%	0	£0.00	2	£0.00	3,533	408 408	56	0	13 13	£0.00	£0.00 11.55% 1.59	% 0.45%	13%	3,533
20180820-pasta-pronto-live-new	19	31.58%	6	42.11%	12.37	21:28:25	5.26%	1	£21.60	1		0	0	0	0	0	£0.00	44.440	0.070/	400/	
20180820-pasta-pronto-live-enquirers 20180820-pasta-pronto-live-buyers	60 81	35.00% 27.16%	21 22	40.00% 37.04%	4.38 9.11	01:12:00 17:28:53	1.67% 7.41%	6	£30.00 £255.96	2 1		2,658 3,254	383 453	49 47	0	7	£0.00	14.41% 1.84 13.92% 1.44		10% 14%	
20180820-pasta-pronto-lapsed-enquirers 20180820-pasta-pronto-lapsed-buyers	37 8	59.46% 37.50%	22	59.46% 50.00%	3.73 3.13	05:50:16 09:00:00	0.00%	0	£0.00 £0.00	0	£307.56	5,392 1,293	370 98	28 6	0	16 2	£0.00 £0.00	6.86% 0.52 £0.00 7.58% 0.46		3% 6%	12,597
20180820-pasta-pronto 20180815-recommender-groceries-live-new	9	44.44%	4	22.22%	3.22	02:40:00	0.00%	0	£0.00	0	£0.00	12,597	1,304 315	130 18	0	49 11	£0.00	£0.00 24.63% 1.41		26%	1,279
20180815-recommender-groceries 20180813-Lighter-meals-for-summer-live-new	49	30.61%	15	32.65%	10.04	05:52:39	10.20%	5	£183.88	1		1,279	315 347	18	0	11	£291.00	27.07% 3.12		26%	,, ,
20180813-Lighter-meals-for-summer-live-enquirers	112	29.46%	33	45.54%	7.24	05:08:34	4.46%	5	£171.15	3		3,707	1,032	112	9	41	£287.00	27.84% 3.02	3.97%	27%	
20180813-Lighter-meals-for-summer-live-buyers 20180813-Lighter-meals-for-summer-lapsed-enquirers	265 145	29.81% 32.41%	79 47	45.66% 31.72%	9.68 8.99	07:41:53 13:44:17	15.09% 4.83%	40 7	£1,595.04 £242.43	3 5		5,810 9,080	1,859 1,436	236 138	58 4	20 32	£2,644.00 £126.00	32.00% 4.06 15.81% 1.52		35% 15%	
20180813-Lighter-meals-for-summer-lapsed-buyers 20180813-Lighter-meals-for-summer	30	50.00%	15	26.67%	6.03	13:36:00	0.00%	0	£0.00	4	£2,192.50	2,402 22,281	477 5,151	35 561	0 79	7	£0.00 £3,348.00	£3,348.00 19.86% 1.46	% 1.47%	20%	22,281
20180806-hassie-out of-mealtimes-live-new 20180806-hassie-out of-mealtimes-live-enquirers	70 304	35.71% 26.64%	25 81	28.57% 30.59%	8.04 8.00	10:58:17 23:07:54	11.43% 4.93%	8 15	£324.81 £588.95	0 6		1,260 3,485	356 1,112	56 179	7 21	9 36	£297.00 £949.00	28.25% 4.44 31.91% 5.14		30% 34%	
20180806-hassle-out of-mealtimes-live-buyers	466	28.97%	135	39.06%	8.67	17:43:00	14.38%	67	£2,780.63	6		5,838	2,020	341	70	24	£2,998.00	34.60% 5.84	1.19%	39%	
20180806-hassle-out of-mealtimes-lapsed-enquirers 20180806-hassle-out of-mealtimes-lapsed-buyers	168 50	44.05% 42.00%	74 21	33.93% 42.00%	5.07 7.82	11:08:34 14:52:48	0.00% 10.00%	0 5	£0.00 £273.53	1	£3,967.92	9,119 2,413	1,492 499	153 47	0 7	36 8	£0.00 £346.00	16.36% 1.68 £4,590.00 20.68% 1.95		16% 21%	22,115
20180730-drivers-favourite-meals-live-new	34	44.12%	15	41.18%	5.32	09:52:56	8.82%	3	£106.18	0		22,115 1,238	5,479 350	776 32	105 5	113 9	£4,590.00 £229.00	28.27% 2.58	% 2.57%	28%	
20180730-drivers-favourite-meals-live-enquirers 20180730-drivers-favourite-meals-live-buyers	126 303	31.75% 23.43%	40 71	46.03% 44.88%	7.13 8.52	11:48:34 13:08:55	3.97% 16.83%	5 51	£175.53 £1,867.53	4 1		3,115 5,848	963 2,056	116 257	6 52	37 12	£249.00 £2,203.00	30.91% 3.72 35.16% 4.39		31% 39%	
20180730-drivers-favourite-meals-lapsed-enquirers	97	34.02%	33	38.14%	7.35	21:01:51	2.06%	2	£67.45	9	CO 004-E7	9,140	1,449	97	1	24	£33.00	15.85% 1.06	% 1.66%	15%	04 770
20180730-drivers-favourite-meals-lapsed-buyers	34	29.41%	10	41.18%	8.59	08:28:14	2.94%	1	£64.88	2	£2,281.57	2,429	508 5,326	32 534	1 65	14 96	£64.00 £2,778.00	£2,778.00 20.91% 1.32		19%	21,770
20180725-special-diets-carers	25	92.00%	23	40.00%	3.32	18:14:24	0.00%	0	20.03	0	£0.00	3,588 3,588	493 493	90	0	24 24	£0.00	£0.00 13.74% 2.51		16%	3,588
20180723-special-diets-live-new 20180723-special-diets-live-enquirers	31 95	22.58% 25.26%	7 24	19.35% 36.84%	9.48 10.40	22:27:06 01:46:06	3.23% 10.53%	1 10	£22.39 £401.77	0 1		1,216 2,760	345 805	27 76	3 13	11 27	£102.00 £578.00	28.37% 2.22 29.17% 2.75		27% 29%	
20180723-special-diets-live-buyers 20180723-special-diets-lapsed-enquirers	279 84	19.35% 44.05%	54 37	36.20% 33.33%	9.83 6.92	16:51:37 23:25:43	16.49% 1.19%	46 1	£2,127.05 £51.57	0 9		5,869 9,182	1,978 1,470	207 96	44 1	26 30	£2,025.00 £51.00	33.70% 3.53 16.01% 1.05		36% 15%	
20180723-special-diets-lapsed-buyers	34	47.06%	16	23.53%	8.12	01:24:42	2.94%	1	£32.69	1	£2,635.47	2,448 21,475	514 5.112	39 445	1 62	11	£32.00 £32.00	£2,788.00 21.00% 1.59		20%	21,475
20180716-chill-out-live-new	56	25.00%	14	46.43%	6.68		7.14%	4	£159.99	0		1,205	354	38	8	10		29.38% 3.15	2.82%		
20180716-chill-out-live-enquirers 20180716-chill-out-live-buyers	103 287	22.30%	64	38.83% 33.10%	6.09 9.90	00:00:00 05:41:11	3.88% 17.42%	4 50	£2,147.32	5 2		2,431 5,881	2,021	238	4 46	31 15	£128.00 £2,045.00	32.04% 3.70 34.36% 4.05			
20180716-chill-out-lapsed-enquirers 20180716-chill-out-lapsed-buyers	192 39	27.08% 25.64%	52 10	29.17% 43.59%	9.05 6.51	09:07:30 05:32:18	14.58% 2.56%	28 1	£1,311.85 £47.69	5 2	£3,814.28	9,215 2,455	1,591 557	125 38	1 2	31 6	£784.00 £78.00	17.27% 1.36 £3,375.00 22.69% 1.55		17% 23%	21,187
20180716-chill-out 20180709-summer-savers-live-new	68	23.53%	16	42.65%	6.49	13:45:53	7.35%	5	£190.71	0	20,0120	21,187 1,188	5,302 376	529 42	61	93 14	£3,375.00 £252.00	31.65% 3.54			21,707
20180709-summer-savers-live-enquirers	121	29.75%	36	33.06%	6.89	09:07:26	3.31%	4	£155.76	5		2,079	748	97	2	44	£81.00	35.98% 4.67	5.88%	35%	
20180709-summer-savers-live-buyers 20180709-summer-savers-lapsed-enquirers	404 169	20.79% 38.46%	84 65	35.15% 30.18%	10.61 9.82	14:19:01 12:46:52	16.58% 2.37%	67 4	£2,798.27 £166.52	3 11		5,889 9,280	2,115 1,733	276 138	67 4	52	£2,839.00 £152.00	35.91% 4.69 18.67% 1.49		40% 17%	
20180709-summer-savers-lapsed-buyers 20180709-summer-savers	50	36.00%	18	34.00%	9.02	08:38:24	2.00%	1	£31.01	2	£3,342.27	2,466 20,902	558 5,530	37 590	0 79	8 135	£0.00 £3,324.00	£3,324.00 22.63% 1.50	% 1.43%	23%	20,902
20180702-light-bites-launch-closed-enquirers 20180702-light-bites-launch-closed-buyers	184 443	51.09% 63.43%	94 281	35.87% 30.02%	4.62 6.70	00:54:47 13:03:23	0.00% 1.58%	0 7	£0.00 £260.50	9 29	£260.50	6,315 8,843	1,121 2,305	192 486	1 10	59 202	£62.00 £422.00	17.75% 3.04 £484.00 26.07% 5.50		20% 31%	15,158
20180702-light-bites-launch 20180702-best-of-british-summer-fruits-live-new	31	32.26%	10	32.26%	10.00	03:52:15	25.81%	8	£226.25	0		47,806 1,130	11,247 322	1,443 31	94 5	456 11	£3,960.00 £193.00	28.50% 2.74	% 3.42%	28%	
20180702-best-of-british-summer-fruits-live-enquirers 20180702-best-of-british-summer-fruits-live-buyers	30 338	30.00% 16.27%	9 55	26.67% 28.70%	6.10 10.62	23:12:00 18:27:42	3.33% 17.75%	1 60	£43.93 £2,705.13	0 6		1,328 5,806	317 1,964	29 201	2 38	9	£93.00 £2,164.00	23.87% 2.18 33.83% 3.46		23% 37%	
20180702-best-of-british-summer-fruits-lapsed-enquirers	107	31.78%	34	30.84%	7.70	07:10:39	2.80%	3	£113.36	5		8,974	1,447	104	2	34	£110.00	16.12% 1.16	% 2.35%	15%	
20180702-best-of-british-summer-fruits-lapsed-buyers 20180702-best-of-british-summer-fruits	24	54.17%	13	37.50%	6.63	06:00:00	20.83%	5	£237.28	1	£3,325.95	2,429 19,667	514 4,564	27 392	6 53	15 79	£322.00 £2,882.00	£2,882.00 21.16% 1.11		19%	19,667
20180625-try-something-new-live-new 20180625-try-something-new-live-enquirers	40 90	37.50% 20.00%	15 18	47.50% 28.89%	7.80 7.12	00:06:18 00:06:07	2.50% 4.44%	1 4	£30.00 £209.31	1 2		1,144 1,304	357 357	35 43	3	11 7	£101.00 £58.00	31.21% 3.06 27.38% 3.30		31% 29%	
20180625-try-something-new-live-buyers 20180625-try-something-new-lapsed-enquirers	435 148	24.83% 35.14%	108 52	38.85% 36.49%	9.42 7.92	00:07:00 00:05:56	15.63% 2.70%	68 4	£3,021.28 £128.63	5 2		5,825 9,000	2,165 1,528	338 128	82 4	20 31	£3,791.00 £132.00	37.17% 5.80 16.98% 1.42		42% 16%	
20180625-try-something-new-lapsed-buyers	43	23.26%	10	41.86%	6.16	00:12:26	4.65%	2	£90.07	0	£3,479.29	2,438	540 4,947	32 576	3 94	9	£105.00 £4,187.00	£4,187.00 22.15% 1.31		22%	19,711
20180618-from-russia-with-love-live-new 20180618-from-russia-with-love-live-enquirers	54 31	27.78% 32.26%	15 10	44.44% 48.39%	6.96 5.03	07:06:40 20:54:12	5.56% 3.23%	3	£151.77 £22.00	1 0		1,151 1,327	351 354	41 31	5 0	9	£287.00 £0.00	30.50% 3.56 26.68% 2.34		31% 25%	
20180618-from-russia-with-love-live-buyers	412	21.60%	89	37.86%	8.89	06:13:59	16.75%	69	£2,679.74	3		5,855	2,179	309	70	18	£2,946.00	37.22% 5.28		42%	
20180618-from-russia-with-love-lapsed-enquirers 20180618-from-russia-with-love-lapsed-buyers	98 30	44.90% 50.00%	44 15	52.04% 30.00%	4.12 6.07	15:11:01 06:24:00	0.00% 0.00%	0	£0.00 £0.00	1 0	£2,853.51	9,051 2,444	1,547 522	108 30	1 1	37 5	£41.00 £32.00	17.09% 1.19 £3,306.00 21.36% 1.23		16% 22%	19,828
20180619-from-russia-with-love 20180611-top-10-summer-sizziers-live-new	61	27.87%	17	45.90%	5.84	11:00:59	6.56%	4	£153.39	0		19,828 1,151	4,953 361	519 51	5	84 12	£3,306.00 £200.00	31.36% 4.43	% 3.32%	32%	
20180611-top-10-summer-sizziers-live-enquirers 20180611-top-10-summer-sizziers-live-buyers	66 516	37.88% 23.26%	25 120	51.52% 36.24%	4.20 9.27	15:16:22 15:04:11	1.52% 14.73%	1 76	£25.89 £3,589.39	1 5		1,346 5,842	385 2,032	53 335	2 83	17 18	£53.00 £4,154.00	28.60% 3.94 34.78% 5.73		28% 40%	
20180611-top-10-summer-sizzlers-lapsed-enquirers	148	31.76%	47	35.14%	6.03	16:22:42	5.41%	8	£395.67	8	04.044.00	9,082	1,503	103	2	39	£94.00	16.55% 1.13	% 2.59%	15%	10.004
20180611-top-10-summer-sizzlers-lapsed-buyers 20180611-top-10-summer-sizzlers	33	36.36%	12	51.52%	4.30	01:27:16	6.06%	2	£76.89	0	£4,241.23	2,443 19,864	532 4,813	30 572	94	12 98	£76.00 £4,577.00	£4,577.00 21.78% 1.23			19,864
20180604-easy-lunch-live-new 20180604-easy-lunch-live-enquirers	102 88	28.43% 28.41%	29 25	45.10% 38.64%	10.54 4.34	16:42:21 02:10:55	9.80% 3.41%	10 3	£431.32 £100.55	0		1,192 1,386	409 443	79 62	17 3	20	£944.00 £88.00	34.31% 6.63 31.96% 4.47		39% 32%	
20180604-easy-lunch-live-buyers 20180604-easy-lunch-lapsed-enquirers	598 254	22.91% 29.53%	137 75	38.29% 38.19%	8.36 7.47	03:12:39 17:17:29	12.21% 8.66%	73 22	£3,233.05 £965.11	1		5,664 8,849	2,195 1,796	408 150	86 2	16 49	£3,936.00 £169.00	38.75% 7.20 20.30% 1.70	011 070	45% 19%	
20180604-easy-lunch-lapsed-buyers	49	46.94%	23	42.86%	7.33	00:00:00	4.08%	2	£108.97	0	£4,839.00	2,408	542	39	3	12	£148.00	£5,285.00 22.51% 1.62	% 2.21%	22%	19,499
20180527-best-of-british-live-new	64	26.56%	17	43.75%	6.31	15:22:30	6.25%	4	£145.87	0		1,342	443	48	5	105	£198.00	33.01% 3.58		34%	
20180527-best-of-british-live-enquirers 20180527-best-of-british-live-buyers	43 394	37.21% 18.78%	16 74	48.84% 34.26%	4.33 10.44	02:13:57 07:36:51	0.00% 16.75%	0 66	£0.00 £2,653.36	0 6		1,880 5,965	449 2,126	38 245	2 59	17 37	£66.00 £2,533.00	23.88% 2.02 35.64% 4.11		22% 38%	
20180527-best-of-british-lapsed-enquirers 20180527-best-of-british-lapsed-buyers	126 40	27.78% 47.50%	35 19	39.68% 27.50%	6.48 6.75	16:11:26 18:36:00	3.17% 2.50%	4	£115.65 £20.71	4 0	£2,935.59	9,197 2,392	1,601 508	114 38	3	66 17	£83.00 £19.00	17.41% 1.24 £2,899.00 21.24% 1.59			20,776
20180527-best-of-british 20180527-best-of-british 20180524-Privacy-policy-update UPDATE	0							0	£0.00		£0.00	20,776	5,127 11,398	483 1,609	70 117	17 147 1,247	£19.00 £2,899.00 £4,794.00	£4,794.00 31.20% 4.40			20,770
								0													
20180521-mediteranean-dishes-live-new 20180521-mediteranean-dishes-live-enquirers	93 130	21.51% 19.23%	20 25	45.16% 42.31%	5.29 7.11	08:46:27 16:59:05	2.15% 4.62%	2 6	£83.38 £202.80	1 4		1,363 2,029	489 616	62 72	4 5	18 21	£181.00 £203.00	35.88% 4.55 30.36% 3.55	3.41%	30%	
20180521-mediteranean-dishes-live-buyers 20180521-mediteranean-dishes-lapsed-enquirers	512 133	15.04% 36.84%	77 49	38.87% 51.88%	8.12 4.26	21:05:37 22:22:33	10.55% 1.50%	54 2	£2,021.29 £68.12	7 3		6,014 9,223	2,275 1,980	295 118	51 2	31 65	£2,057.00 £74.00	37.83% 4.91 21.47% 1.28			
20180521-mediteranean-dishes-lapsed-buyers	56	35.71%	20	46.43%		10:17:09		0	£0.00	2	£2,375.59	2,437	561	49	0	16	£0.00	£2,515.00 23.02% 2.01			21,066
20180521-mediteranean-dishes 20180517-GDPR-Opt-in-Campaign	0	0.00%	0	0.00%	0.00	00:00:00	0.00%	0	£0.00	0	£0.00	21,066 17,979	5,921 398	3,626	62 824	151 0	£2,515.00 £180.00	£180.00 20.17% 2.21	% 0.41%	• 22%	
20180514-vegetarian-recipes-live-new	49	22.45%	11	24.49%	9.43	03:21:36	12.24%	6	£240.33	1		1,344	446	43	5	8	£238.00	33.18% 3.20			
20180514-vegetarian-recipes-live-enquirers 20180514-vegetarian-recipes-live-buyers	53 378	28.30% 20.37%	15 77	43.40% 43.12%	5.55 8.11	13:40:48 08:52:48	1.89% 11.64%	1 44	£31.20 £1,816.13	1		2,011 5,995	516 2,189	44 226	2 52	26 13	£63.00 £2.576.00	25.66% 2.19 36.51% 3.77		23% 40%	
20180514-vegetarian-recipes-lapsed-enquirers	114	29.82%	34	43.86%	6.46	08:09:36	0.88%	1	£42.22	6	00.445-04	9,194	1,580	78	1	50	£42.00	17.19% 0.85	% 3.16%	15%	04.00
20180514-vegetarian-recipes-lapsed-buyers	41	48.78%	20	43.90%	9.59	23:31:12	2.44%	1		0	£2,145.31	2,458 21,002	588 5,319	38 429		13	£75.00 £2,994.00		% 2.21% V 0.41%		21,002
20180508-light-bites-launch-recommenders	27			25.93%		14:13:20			£0.00	0	£0.00	3,648	439		0			£0.00 12.03% 2.30			
20180508-light-bites-launch-live-new 20180508-light-bites-launch-live-enquirers	119 152	21.85% 22.37%	26 34	40.34% 34.87%	7.14 9.26	06:03:02 23:31:35	10.92% 8.55%	13 13	£467.03 £606.07	2 6		1,347 2,015	482 610	111 121	9 5	10 16	£337.00 £324.00	35.78% 8.24 30.27% 6.00			
20180508-light-bites-launch-live-buyers	755	21.88%	165	34.62%	7.07	06:21:58	8.62%	65	£2,579.35	7		5,994	2,327	702	90	19	£3,943.00	38.82% 11.7	% 0.82%	50%	
20180508-light-bites-launch-lapsed-enquirers 20180508-light-bites-launch-lapsed-buyers	240 90	32.50% 37.78%	78 34	42.50% 53.33%	5.24 4.70	12:00:00 03:28:00	0.42% 2.22%	1 2	£44.70 £125.12	8 2	£3,822.27	9,198 2,467	1,758 566	254 106		36 11	£180.00 £98.00	19.11% 2.76 £4,882.00 22.94% 4.30			21,021
20180430-light-bites-launch 20180430-luxury-dishes-live-new	140	26.43%	37	51.43%	5.00	00:41:09	2.14%	3	£113.27	0		21,021 1,297	5,743 423	1,294 94	108	92 17		32.61% 7.25			
20180430-luxury-dishes-live-enquirers 20180430-luxury-dishes-live-buyers	107 659	16.82% 20.64%	18 136	30.84% 47.80%	6.25 6.53	21:05:03 05:47:26	3.74% 10.02%	4 66	£150.06 £2,571.89	1 4		2,010 5,871	558 2,045	73 476	5 106	20 26	£178.00 £4,328.00	27.76% 3.63 34.83% 8.11		28% 42%	
20180430-luxury-dishes-lapsed-enquirers	155	36.13%	56	36.77%	6.25	01:05:02	0.65%	1	£62.45	5	02.040.00	8,811	1,568	118	2	54	£108.00	17.80% 1.34	% 3.44%	16%	00.1
20180430-luxury-dishes-lapsed-buyers 20180430-luxury-dishes	72	34.72%	25	40.28%	5.90	11:20:00	2.78%	2	£113.26	0	£3,010.93	2,440 20,429	524 5,118	60 821	125	7 124	£108.00 £5,080.00	£5,080.00 21.48% 2.46			20,429
manual 400 seeten effen seminden	80	30.00%		17.50%	21.73	09:54:00			£1,052.20	0	£1,052.20	1,723	545	64			£1,039.00	£1,039.00 31.63% 3.71		34%	
20180429-easter-offer-reminder							0.000/				00.00							ATA TOTAL TO			
	24 108			45.83% 37.04%	3.08 6.93	18:00:00 20:00:00			£0.00 £383.35	1	£0.00 £383.35	3,674 1,464	481			23	£0.00 £264.00	£0.00 13.09% 2.26 £264.00 27.39% 6.08		15%	

								Ema	il Campaign Per	formanc	e (2018).xlsx											
20180423-lunchtime-favourites-live-new	0	0.00%	0	0.00%	0.00	00:00:00	0.00%	0	£0.00	0		1,333	444	62	15	14	£530.00	33.31% 4.	.65%	3.15%	35%	
20180423-lunchtime-favourites-live-enquirers	93	23.66%	22	38.71%	6.10	07:44:31	3.23%	3	£97.54	1		2,150	651	69	5	30	£223.00			4.61%	29%	
20180423-lunchtime-favourites-live-buyers 20180423-lunchtime-favourites-lapsed-enquirers	459 235	18.95% 33.19%	87 78	36.38% 34.89%	10.20 5.39	08:28:14 04:35:45	13.73% 2.13%	63 5	£2,701.31 £175.87	3 5		6,011 8,922	2,176 1,740	274 166	69	26 58	£3,001.00 £94.00			1.19% 3.33%	40% 18%	
20180423-lunchtime-favourites-lapsed-buyers	47	46.81%	22	48.94%	4.96	11:14:03	0.00%	0	£0.00	1	£2,974.72	2,464	542	42	1	11	£46.00			2.03%	22%	20,880
20180423-lunchtime-favourites 20180416-customer-favourites-live-new	97	21.65%	21	39.18%	7.38	20:32:10	11.34%	11	£519.26	1		20,880 1,363	5,553 507	613	93 12	139 12	£3,894.00 £546.00	37.20% 4.	.84%	2.37%	40%	
20180416-customer-favourites-live-enquirers	102	28.43%	29	29.41%	7.31	16:56:28	2.94%	3	£109.27	2		2,218	724	82	3	37	£112.00			5.11%	31%	
20180416-customer-favourites-live-buyers	373	26.54%	99	41.02%	7.02	11:19:28 08:00:00	13.94%	52	£2,161.50	2 5		6,016	2,324	284	59	27	£2,513.00 £191.00			1.16%	42% 18%	
20180416-customer-favourites-lapsed-enquirers 20180416-customer-favourites-lapsed-buyers	123 50	31.71% 20.00%	39 10	34.15% 46.00%	5.29 5.86	21:36:00	0.81% 2.00%	1	£44.94 £43.29	1	£2,878.26	8,846 2,480	1,746 569	126 39	2	62 15	£76.00			3.55% 2.64%	22%	20,923
20180416-customer-favourites	040	20.400/	40	27 500/	0.77	24-24-20	F 100/	44	0510.70			20,923	5,870	597 47	80 E	153	£3,438.00	22.000/	F20/	2 110/	240/	
20180409-watching-your-calories-live-new 20180409-watching-your-calories-live-enquirers	213	20.19% 0.00%	43	37.56% 0.00%	8.77 0.00	21:24:30 00:00:00	5.16% 0.00%	11	£512.73 £0.00	0		1,331 2,131	427 610	47 75	5 4	9	£176.00 £298.00			2.11% 4.92%	34% 27%	
20180409-watching-your-calories-live-buyers	678	13.27%	90	31.71%	10.30	14:56:17	15.78%	107	£4,307.99	10		6,031	2,131	306	69	16	£3,515.00			0.75%	40%	
20180409-watching-your-calories-lapsed-enquirers 20180409-watching-your-calories-lapsed-buyers	144 62	47.22% 43.55%	68 27	48.61% 59.68%	4.75 4.66	07:30:00 16:38:43	1.39% 1.61%	2	£68.37 £65.38	2	£4.954.47	8,814 2,482	1,583 534	134 60	3	54 15	£112.00 £138.00		.52%	3.41% 2.81%	16% 21%	20,789
												20,789			84							20,700
20180404-fruit-and-veg-email	39	23.08%	9	58.97%	4.26	07:23:05	2.56%	1	£60.00	3	£60.00	1,505	403	43	2	17	£186.00	£186.00 26.78% 2.	.86%	1.13%	29%	
20180403-favourite-takeaway-dishes-live-new	70	22.86%	16	40.00%	7.14	14:03:26	10.00%	7	£223.27	0		1,311	460	49	9	23	£357.00		.74%	5.00%	34%	
20180403-favourite-takeaway-dishes-live-enquirers 20180403-favourite-takeaway-dishes-live-buyers	124 394	33.87% 19.54%	42 77	41.94% 49.24%	4.76 7.52	23:01:56 16:15:50	1.61% 11.17%	2 44	£127.56 £1,854.48	2 6		2,140 6,070	657 2,234	97 262	2 68	25 26	£69.00 £2,813.00			3.81%	31% 40%	
20180403-favourite-takeaway-dishes-lapsed-enquirers	290	25.52%	74	42.07%	5.74	13:19:27	6.21%	18	£569.13	7		8,777	1,688	158	2	70	£66.00			4.15%	17%	
20180403-favourite-takeaway-dishes-lapsed-buyers	45	40.00%	18	22.22%	5.76	19:44:00	2.22%	1	£40.40	0	£2,814.84	2,492	574 5.613	38 604	1 82	19	£40.00	£3,345.00 23.03% 1.	.52%	3.31%	21%	20,790
20180330 Easter-card-offer-march-2018	0	0.00%	0	0.00%	0.00	00:00:00	0.00%	0	£0.00		£0.00	1,792	622	49	21	8	£1,203.00	£4,548.00 34.71% 2.	.73%	0.45%	37%	
20180329-soup-campaign-reminder	15	26.67%	4	20.00%	13.47	19:12:00	66.67%	10	£543.82	0	£543.82	702	231	10	4	2	£249.00	£249.00 32.91% 1.	.42%	0.28%	34%	
WAS AND WANDARD TO SHIRT OF THE PARTY OF THE			7					10		J												
20180329-hot-dessert-campaign-reminder	18	27.78%	5	50.00%	6.67	13:20:00	11.11%	2	£89.29	0	£89.29	1,581	557	20	3	16	£92.00	£92.00 35.23% 1.	.27%	1.01%	35%	
20180328-recommender-grocery-intro-recommender	30	86.67%	26	53.33%	4.07	13:36:00	0.00%	0	£0.00	1	£0.00	3,701	497	89	0	15	£0.00	£0.00 13.43% 2.	.40%	0.41%	15%	
20180326-lamb-dinner-easter-live-new	59	25.42%	15	38.98%	7.00	18:18:18	10.17%	6	£177.13	1		1,287	410	45	10	10	£410.00	31.86% 3.	.50%	2.44%	33%	
20180326-lamb-dinner-easter-live-enquirers	104	25.00%	26	48.08%	5.53	19:23:05	2.88%	3	£188.09	0		2,133	626	69	2	31	£192.00	29.35% 3.	.23%	4.95%	28%	
20180326-lamb-dinner-easter-live-buyers 20180326-lamb-dinner-easter-lapsed-enquirers	407 162	25.55% 32.10%	104 52	39.31% 31.48%	9.54 8.25	11:33:28 12:17:47	15.97% 4.94%	65 8	£2,408.45 £422.38	3 2		6,085 8,670	2,095 1,609	289 111	58 4	20 68	£2,641.00 £518.00			0.95% 4.23%	38% 16%	
20180326-lamb-dinner-easter-lapsed-buyers	54	27.78%	15	29.63%	7.31	05:46:40	9.26%	5	£184.87	1	£3,380.92	2,506	573	35	1	15	£104.00		.40%		22%	20,681
20180319-top-10-spring-recipes-live-new	48	29.17%	14	43.75%	7.60	01:00:00	4.17%	2	£93.16	1		20,681 1,259	5,313 445	549 41	75 3	144	£3,865.00 £159.00	35.35% 3.	.26%	3.60%	35%	
20180319-top-10-spring-recipes-live-enquirers	110	36.36%	40	38.18%	9.44	18:19:38	8.18%	9	£438.39	1		2,072	624	80	5	33	£207.00			5.29%	29%	
20180319-top-10-spring-recipes-live-buyers 20180319-top-10-spring-recipes-lapsed-enquirers	622 156	20.26% 42.31%	126 66	32.64% 36.54%	10.83 6.35	12:46:18 01:50:46	18.49% 2.56%	115 4	£4,539.79 £147.54	9		6,070 8,604	2,223 1,639	368 135	95 5	16 54	£4,321.00 £175.00			0.72% 3.29%	42% 17%	
20180319-top-10-spring-recipes-lapsed-buyers	54	50.00%		38.89%	5.96	23:33:20	5.56%	3	£123.27	0	£5,342.15	2,516	571	50	4	12	£166.00		.99%		23%	20,521
20180312-recommender-special-diets	24	91.67%	22	50.00%	2.96	19:00:00	0.00%	0	£0.00	1	£0.00	3,724	448	62	0	21	£0.00	£5,028.00 12.03% 1.	.66%	0.56%	13%	
20180312-healthy-comfort-food-live-new	87	26.44%	23	51.72%	7.95	15:10:21	12.64%	11	£389.33	1		1,245	428	63	14	24	£606.00			5.61%	34%	
20180312-healthy-comfort-food-live-enquirers 20180312-healthy-comfort-food-live-buyers	131 0	23.66% 0.00%	31 0	43.51% 0.00%	4.86 0.00	05:18:47 00:00:00	3.82% 0.00%	5	£219.76 £0.00	2		1,975 6,088	578 2,221	83 394	6 97	29 31	£254.00 £4,246.00			5.02% 1.40%	28% 42%	
20180312-healthy-comfort-food-lapsed-enquirers	164	39.63%	65	38.41%	8.10	23:42:26	9.15%	15	£798.54	1		8,570	1,613	147	7	68	£299.00	18.82% 1.	.72%	4.22%	16%	
20180312-healthy-comfort-food-lapsed-buyers 20180312-healthy-comfort-food	67	34.33%	23	38.81%	5.70	11:49:15	4.48%	3	£82.59	5	£1,490.22	2,512 20,390	606 5,446	728	125	18	£35.00 £5,440.00		.63%		23%	20,390
20180305-chefs-choice-email-live-new 20180305-chefs-choice-email-live-enquirers	82 98	29.27% 23.47%	24 23	39.02% 45.92%	6.49 5.54	14:20:29 13:57:33	6.10% 4.08%	5 4	£222.46 £160.27	2		1,221 1,967	441 618	55 87	5	10 27	£302.00 £240.00			2.27% 4.37%	38% 31%	
20180305-chefs-choice-email-live-buyers	516	21.32%	110	40.12%	8.58	07:15:21	14.53%	75	£3,253.48	7		6,090	2,318	326	74	25	£3,145.00			1.08%	42%	
20180305-chefs-choice-email-lapsed-enquirers 20180305-chefs-choice-email-lapsed-buyers	240 1224	29.17% 93.30%	70 1142	35.83% 93.06%	6.34 1.89	21:48:00 09:14:07	3.75% 0.65%	9	£344.05 £358.93	4	£4,339,19	8,570 2,534	1,656 617	152 49	2	107 14	£82.00 £187.00			6.46% 2.27%	15% 24%	20,382
20180228 Introducing-SS18-range-recommender-email	0	0.00%	0	0.00%	0.00	00:00:00	0.00%	0	£0.00		£0.00	20,382 3,768	5,650 530	669 100	93	183 17	£3,956.00 £0.00	£3,956.00 14.07% 2.	.65%	0.45%	16%	
20180226-summer-range-launch-live-new	174	27.01%	47	27.01%	10.99	13:12:00	12.64%	22	£1,114.24	6		1,224	471	114	20	23	£916.00	38.48% 9.	.31%	4.88%	43%	
20180226-summer-range-launch-live-enquirers	158	32.91%	52	31.65%	5.30	23:45:36	2.53%	4	£173.87	4		1,888	623	118	3	31	£167.00			4.98%	34%	
20180226-summer-range-launch-live-buyers 20180226-summer-range-launch-lapsed-enquirers	619 235	23.91% 48.94%	148 115	27.79% 31.49%	10.39 5.49	04:33:36 16:33:36	19.06% 3.40%	118 8	£4,952.02 £308.13	27 6		6,108 8,674	2,229 1,948	413 189	62 5	32 138	£2,717.00 £204.00			1.44% 7.08%	42% 18%	
20180226-summer-range-launch-lapsed-buyers	65	64.62%	42	29.23%	5.48	22:33:36	3.08%	2	£69.32	2	£6,617.58	2,597	679	59	2	37	£68.00		.27%		23%	20,491
20180219-winter-spice-live-new	48	16.67%	8	47.92%	10.15	07:26:24	12.50%	6	£300.86	0		863	282	29	10	8	£4,072.00 £537.00	32.68% 3.	.36%	2.84%	33%	
20180219-winter-spice-live-enquirers	79	27.85%	22	44.30%	6.22	05:31:12	1.27%	1	£34.05	0		1,398	443	52	1	21	£34.00			4.74%	31%	
20180219-winter-spice-live-buyers 20180219-winter-spice-lapsed-enquirers	287 71	29.27% 35.21%	84 25	40.07% 39.44%	9.40 5.45	14:52:48 12:57:36	16.38% 4.23%	47 3	£1,718.81 £90.29	0 5		4,948 5,294	1,705 967	211 64	46 2	13 44	£1,874.00 £65.00			0.76% 4.55%	38% 15%	
20180219-winter-spice-lapsed-buyers	32	25.00%	8	28.13%	9.22	05:16:48	9.38%	3	£92.37	2	£2,236.38	1,974	440	29	3	14	£95.00		.47%		21%	14,477
20180214-winter-spice 20180214-recommender-email	22	77.27%	17	50.00%	3.14	20:38:24	0.00%	0	20.00	1	£0.00	6	2	0	62 0	0	£2,605.00 £0.00	£2,605.00 33.33% 0.	.00%	0.00%	33%	
20180214-recommender-brolaunchemail	15	86.67%	13	26.67%	6.93	01:40:48	0.00%	0	£0.00	0	£0.00							£0.00				
										4		000	207	E0.	10	4.4	0500.00	04.040/	060/	1 990/	250/	
20180212-midweek-meals-live-new 20180212-midweek-meals-live-enquirers	72 86	31.94% 32.56%	23 28	45.83% 33.72%	6.31 7.52	03:07:12 17:16:48	8.33% 2.33%	6 2	£321.11 £67.18	1		839 1,273	287 404	50 61	10	14 24	£529.00 £124.00		.79%	4.88% 5.94%	35% 31%	
20180212-midweek-meals-live-buyers	429	36.36%	156	54.31%	7.21	18:28:48	12.59%	54	£2,270.39	3		4,998	1,789	238	55	12	£2,326.00	35.79% 4.	.76%	0.67%	40%	
20180212-midweek-meals-lapsed-enquirers 20180212-midweek-meals-lapsed-buyers	113 66	38.94% 27.27%	44 18	44.25% 34.85%	4.49 8.79	01:40:48 01:55:12	0.00% 4.55%	0	£0.00 £67.43	5 0	£2.726.11	5,313 1,997	995 488	86 34	1 2	26 15	£36.00 £57.00		.62%	2.61%	18% 23%	14,420
20180212-midweek-meals				45.95%		11:02:24	8.11%				22,120.11	14,420								2.55%	35%	,
20180205-top-10-winter-recipes-live-new 20180205-top-10-winter-recipes-live-enquirers	37 84	35.14% 30.95%	13 26	45.95% 45.24%	9.68 9.32	11:02:24 20:52:48	8.11% 2.38%	3	£115.98 £101.13	0 2		1,099	275 356	29 54	4	7 15	£153.00 £157.00			4.21%	35% 33%	
20180205-top-10-winter-recipes-live-buyers	348	27.59%	96	43.10%	9.26	07:40:48	18.39%	64	£2,563.90	1		4,999	1,781	269	58	24	£2,501.00	35.63% 5.	.38%	1.35%	40%	
20180205-top-10-winter-recipes-lapsed-enquirers 20180205-top-10-winter-recipes-lapsed-buyers	93 49	35.48% 40.82%	33 20	35.48% 36.73%	7.47 5.49	19:26:24 04:48:00	3.23% 4.08%	3	£81.81 £61.64	4	£2,924.46	5,434 2,023	1,019 476	86 48	2	36 8	£44.00 £60.00		.58%	3.53% 1.68%	17% 24%	14,369
20180205-top-10-winter-recipes 20180131-recommender-email	27	85.19%	23	25.93%	4.67	05:16:48	0.00%	0	£0.00	1	£0.00	14,369 2,741	3,907 465	486 111	70 0	90 10	£2,915.00 £0.00	£2,915.00 16.96% 4.	.05%	0.36%	21%	
20180130-5off30-resend-non-orders	114	28.95%	33	23.68%	18.40	02:52:48	33.33%	38	£1,526.76	1	£1,526.76	1,433	516	70	33	2	£1,529.00	£1,529.00 36.01% 4.	.88%	0.14%	41%	
20180130 150118-mini-meals-Lapsed-Buyers	0	0.00%	0	0.00%	0.00	00:00:00	0.00%	0	£0.00	0	£0.00	14,790	4,253	432	58	93	£2,601.00	£2,601.00 28.76% 2.	.92%	0.63%	31%	
20180129-fabulous-fish-dishes-live-new	48	22.92%	11	43.75%	9.29	17:02:24	12.50%	6	£162.56	0		807	288	36	4	9	£146.00			3.13%	37%	
20180129-fabulous-fish-dishes-live-enquirers 20180129-fabulous-fish-dishes-live-buyers	41 320	34.15% 23.13%	14 74	41.46% 35.63%	6.05 11.05	22:48:00 22:19:12	4.88% 20.94%	2 67	£97.55 £2,682.93	2 5		995 5,006	321 1,913	31 233	2 49	13	£98.00 £2,018.00			4.05% 1.36%	31% 42%	
20180129-fabulous-fish-dishes-live-buyers 20180129-fabulous-fish-dishes-lapsed-enquirers	126	50.00%	63	35.63%	6.91	12:14:24	3.97%	5	£2,682.93 £176.43	3		5,006	1,913	105	49	26 38	£2,018.00 £135.00			3.43%	42% 18%	
20180129-fabulous-fish-dishes-lapsed-buyers 20180129-fabulous-fish-dishes	72	41.67%	30	31.94%	10.96	23:45:36	11.11%	8	£431.39	4	£3,550.86	2,082 14,438	524 4,155	59	8	9 95	£332.00 £2,729.00	£2,729.00 25.17% 2.	.83%	1.72%	26%	14,438
20180122-Email-Breakfast-range-Live-New	38	28.95%	11	21.05%	15.79	13:55:12	23.68%	9	£296.82	0		807	267	29	4	9	£146.00			3.37%	33%	
20180122-Email-Breakfast-range-Live-Enquirers 20180122-Email-Breakfast-range-Live-Buyers	62 276	16.13% 21.74%	10 60	41.94% 43.84%	7.13 7.86	07:40:48 04:19:12	4.84% 12.68%	3 35	£178.45 £1,386.04	3		879 5,028	266 1,775	33 196		10 29	£180.00 £1,633.00			3.76% 1.63%	30% 38%	
	119	45.38%	54	35.29%	5.97	16:48:00	0.00%	0	£0.00	9		5,629	1,088	107	0	41	£0.00	19.33% 1.	.90%	3.77%	17%	
20180122-Email-Breakfast-range-Lapsed-Buyers 20180122-Email-Breakfast-range	58	51.72%	30	34.48%	6.67	03:50:24	1.72%	1	£32.27	1	£1,893.58	2,187 <i>14,530</i>	534 3,930	48 413	1 53	11 100	£32.00 £1,991.00	£1,991.00 24.42% 2.	.19%	2.06%	25%	14,530
20180118 080118-winter-specials-act-live-buyers	0	0.00%	0	0.00%	0.00	00:00:00	0.00%	0	£0.00	0	£0.00	12,348	3,699	545	95	71	£4,385.00	£6,376.00 29.96% 4.	.41%	0.57%	34%	
20180105 'Free Soup' Campaign - Jan18 - NonSoup	0	0.00%	0	0.00%	0.00	00:00:00	0.00%	0	£0.00	0	£0.00	868	318	36	10	6	£531.00	£531.00 36.64% 4.	.15%	0.69%	40%	