

MVC Email Marketing Stats (2024)

Email Subject	Date/Time	Sent	Open	Bounce
Registration Invitations		68,221	45.8%	2.93%
MVC 2024 is 100 days away... Grab a program and REGISTER NOW!	11/14/23, 12:30p	15,113	47.44%	2.78%
MVC 2024: Early bird discounts end TODAY!	1/22/24, 7:00a	13,099	45.81%	2.94%
MVC 2024 begins tomorrow! Will you be there?	2/20/24, 9:00a	12,427	37.03%	3.22%
Post-Registration Emails		30,718	63.80%	0.31%
Registration Confirmation		6,672	60.8%	1.08%
{[C-FIRST NAME]}, please proof your badge!	1/16/24, 12:00p	1,873	82.92%	0.22%
MVC 2024: Notes + Mobile App Now Available!	2/7/24, 9:00a	4,507	67.11%	0.16%
MVC 2024: We've got \$50 gift cards for four MVC volunteers! <i>(all attendees)</i>	2/5/24, 9:00a	4,550	70.31%	0.37%
MVC 2024: We've got \$50 gift cards for four MVC volunteers! <i>(students only)</i>	2/15/24, 12:00p	156	54.17%	0%
MVC 2024: Join us for the first Exhibit Hall Happy Hour!	2/19/24, 12:00p	4,248	66.57%	0.21%
Pack your bags... MVC 2024 begins this week!	2/20/24, 7:00a	4,268	52.07%	0.19%
MVC 2024: Don't forget Exhibit Hall Happy Hour tomorrow!	2/22/24, 6:00p	4,444	56.41%	0.23%
Post-MVC Emails		14,292	58.38%	0.29%
MVC 2024: Certificates, surveys, and Virtual MVC details	2/24/24, 5:00p	4,495	58.57%	0.18%
MVC Virtual starts tomorrow! Login + instructions inside	2/25/24, 12:00p	2,267	61.98%	0.22%
It's here... MVC Virtual in ON!	2/26/24, 12:00p	2,278	60.83%	0.26%
MVC 2024: Reminder to share your feedback	3/4/24, 9:00a	5,252	52.14%	0.50%
All Emails Sent		149,881	52.7%	1.78%