



Inovateus Solar E-Blast Report October 2009

Newsletter Vol. 1 Issue 1

E-List:	Bounces:	Sent:	Spam:	Opt-Out:	Opens:	Clicks:
2,364	260	2,104	-	32	779 (37%)	276 (35.4%)

Link:	Click Throughs:
InovateusSolar.com	81
Contact	14
Our Philosophy	6
Newsletter	204
Total:	305

**Results as of October 19, 2009 at 11:00 AM EST*

Highlights and Observations:

On **Wednesday October 7, 2009 at 11:57 AM EST** Power Up Vol. 1/Issue 1 newsletter was e-blasted to Inovateus Solar's inside email list. As the results above show, it was successfully sent to **2,104 recipients** with **37% opening** the email and **35.4% of the recipients clicking on the links** within the email to download the newsletter and visit the Inovateus Solar website. The actual emails of those who opened and clicked within the email are on the following tabs of this document.

KEY

E-List:

Total email list

Bounces:

of emails sent but not delivered

Sent:

of actual emails sent minus bounces

Spam:

of emails reported as spam and not delivered

Opt-Out:

of email addresses that requested to be removed from email list

Opens:

of email addresses that opened the email

Clicks:

of email addresses that clicked on the links within email to view the release/website