

## Email Stats by Industry

| Type of Company      | Open Rate | Click Rate | Unsubscribes |
|----------------------|-----------|------------|--------------|
| Accounting           | 27.36%    | 4.13%      | 0.35%        |
| Advertising          | 24.36%    | 4.36%      | 0.34%        |
| Architecture         | 32.05%    | 1.52%      | 0.25%        |
| Art                  | 26.09%    | 6.97%      | 0.41%        |
| Arts / Music         | 16.11%    | 2.04%      | 0.25%        |
| Beauty/Health        | 22.08%    | 4.17%      | 0.54%        |
| Church               | 32.95%    | 4.48%      | 0.26%        |
| Construction         | 33.83%    | 9.22%      | 0.48%        |
| Consulting           | 22.39%    | 3.33%      | 0.29%        |
| Creative Agency      | 21.08%    | 3.16%      | 0.38%        |
| Creative Other       | 29.93%    | 0.85%      | 0.10%        |
| E-commerce           | 19.86%    | 4.84%      | 0.38%        |
| Education            | 25.98%    | 4.80%      | 0.26%        |
| Entertainment        | 15.40%    | 3.27%      | 0.25%        |
| Entertainment/Events | 21.96%    | 0.42%      | 0.14%        |
| Financial Services   | 20.64%    | 2.44%      | 0.32%        |
| Food                 | 43.37%    | 17.02%     | 0.28%        |
| Freelancer           | 32.91%    | 6.30%      | 0.50%        |
| Government           | 26.64%    | 4.29%      | 0.22%        |
| Graphic Design       | 26.71%    | 4.78%      | 0.43%        |
| Hardware             | 27.29%    | 3.49%      | 0.19%        |
| Healthcare           | 19.93%    | 4.01%      | 0.50%        |
| Healthcare/Medical   | 24.66%    | 6.96%      | 0.41%        |
| Hotel                | 27.86%    | 7.73%      | 0.58%        |
| Insurance            | 20.97%    | 1.74%      | 0.20%        |
| Internet/Web Svc.    | 20.32%    | 5.68%      | 0.27%        |

# BUSINESS E VISION

Making E Marketing A Reality

|                      |        |       |       |
|----------------------|--------|-------|-------|
| Janitorial           | 27.82% | 0.10% | 0.00% |
| Legal Services       | 25.40% | 3.89% | 0.35% |
| Manufacturing        | 26.26% | 4.74% | 0.48% |
| Marketing            | 19.53% | 3.32% | 0.41% |
| Multimedia           | 19.46% | 3.53% | 0.25% |
| Music                | 27.89% | 4.99% | 0.39% |
| Non-profit           | 27.74% | 4.11% | 0.24% |
| Other                | 15.60% | 2.43% | 0.30% |
| Other Groups         | 31.25% | 7.06% | 0.39% |
| Other Marketing      | 18.48% | 3.66% | 0.20% |
| Photography          | 34.14% | 6.80% | 0.37% |
| Public Relations     | 20.99% | 3.13% | 0.30% |
| Publishing           | 20.79% | 1.42% | 0.17% |
| Real Estate          | 21.88% | 4.21% | 0.30% |
| Recruitment/Staffing | 26.95% | 4.41% | 0.75% |
| Restaurant           | 26.22% | 3.40% | 0.41% |
| Retail               | 28.14% | 5.91% | 0.44% |
| Self-Explanatory     | 34.80% | 6.02% | 0.20% |
| Software             | 18.08% | 3.21% | 0.43% |
| Technology           | 21.51% | 2.66% | 0.40% |
| Telecommunications   | 28.15% | 4.92% | 0.53% |
| Travel               | 24.88% | 4.96% | 0.38% |
| Video Production     | 33.03% | 6.74% | 0.43% |
| Web Design           | 26.64% | 5.99% | 0.38% |