



FORWARDERMAILDIRECT

Forwarder Mail Direct Campaign – Transmission Report

Client – Teleo-Logistics GmbH
Campaign Date – July 25 2017

Description	Quantity	Percentage
Total Sent	110,840	100%
Auto Response	5,208	4.7%
Undelivered	1,995	1.8%
Over Quota	576	0.5%
Flagged As Unsolicited (Spam)	111	0.1%

Report Definitions

Total Sent

This is the total number of database addresses which were used for the mail campaign.

Auto Response

The greater percentage of auto responses are received when the addressee is out of the office, is on leave or the office is closed for holiday observance. Mail received for the afore mentioned reasons still have a high chance of response once the recipient returns from leave or the office re-opens. It also includes a small percentage of non requested read receipts and notifications of email address changes.

Undelivered

An email can be flagged as undelivered for a variety of reasons. The mail address is invalid or has closed. The return response is from a secondary address which has rejected the email, typically this is where the original addressee is a member of a group or where, for example, the address redirects to a google, hotmail, yahoo, aol, etc., email address which will almost certainly reject these type of emails automatically. For this reason Forwarder Mail Direct does not use such addresses in our database. The greater percentage of undelivered events is for the latter reasons.

Over Quota

This is where the users email account is full and cannot accept more traffic.

Flagged As Unsolicited (Spam)

Before sending an email campaign Forwarder Mail Direct screens the campaign using Spam Assassin to determine the predicted success/failure score. The lower the score the higher probability that the email will not be flagged as Spam. Irrespective, some emails will be flagged. Typically, a very low percentage are also returned for manual verification. This is usually in the range of 0.1%

Notes	Value
Campaign Size (Physical email delivery size)	49 kb
Spam Assassin Score (Pre-Send)	0.0

Campaign Size

Ideally, the campaign size is best if it is under 100 kb and has no attachments.

Spam Assassin Score

This is the score as determined by Spam Assassin before sending the campaign. A score of 0.0 to 0.5 is best.