



NEWSLETTER METRICS

MidYear WorkShop

July 31, 2017

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NEWSLETTER – Monday, July 10

For the first newsletter of the week, our audience group **increased by .04% (22 subscribers)**-- **opens decreased by 1%** and **clicks increased by 3.2%** from the previous send. Leading the pack for top content is a story about Marvin Sapp's (this week's Unsung feature) controversial comments on Jay Z's recent album, *4:44*. As always, religious-based controversy/conversation resonates with our audience. **The story received 987 clicks.**



154 Marvin Sapp On JAY-Z's '4:44': "The World Gets What Believers Don't"

Marvin Sapp weighs in on the success of JAY-Z's latest album, but it may just rub the church the wrong way.

780 NOW

Audience: 49,312 users
Open Rate: 8%
Click Rate: 2%
Sessions to .TV: 1.42K

NEWSLETTER –Wednesday, July 12

For the second newsletter of the week, our **subscriber base increased by 0.4% (22)** -- **opens increased by 31%** and **clicks increased by 45%** from the previous send. Leading for top content is a **clip from NewsOne Now featuring Dr. Umar Johnson's perspective on interracial marriage**. The story was featured in the subject line, confirming our audience's interest in racial discussion/debates. **The story received 991 clicks. This send was the best performing newsletter of the week.**



195 **Oh! Dr. Umar Johnson & Roland Martin Go Head To Head On Interracial Marriage**

Dr. Umar Johnson explains why he doesn't respect Black men that marry outside of their race.

642 **D** NOW

Audience: 49,334 users
Open Rate: 10%
Click Rate: 3%
Sessions to .TV: 2.0K

NEWSLETTER –Friday, July 14

For the third newsletter of the week, our **subscriber base decreased by 0.01%**-- **opens decreased by 16%** and **clicks decreased by 44%** from the previous send. Leading for top content is a **gallery showcasing the best looks from Black celebrities at the ESPY Awards**. **The story received 311 clicks.**



50 Inside The 2017 ESPYS: #BlackLove, Best Dressed & More

Celebrities and sports stars gathered in Los Angeles to attend the 2017 Espy Awards. See the best red carpet looks inside!

65 READ NOW

Audience: 49,327 users
Open Rate: 8%
Click Rate: 2%
Sessions to .TV: 972

NEWSLETTER SUBSCRIBER GROWTH (2017)

MONTH	SUBSCRIBER BASE (ALL)	SUBSCRIBER BASE (VALID)
JANUARY	55,012	49,605
FEBRUARY	55,230 (+218)	49,720
MARCH	55,432 (+202)	49,831
APRIL	55,538 (+106)	49,849
MAY	56,008 (+470)	50,219
JUNE	56,376 (368)	50,447
JULY	56,825 (+449)	49,311*

*=As of July 29

Newsletter Signup Widget Activation =Mid June (7/13)

NEWSLETTER TRENDS + TAKEAWAYS

- Stories involving celebrity deaths, celebrity pregnancies, life application topics, religious controversy, and NewsOne Now perform the best.
- Although subscribers increase with implementation of new tools, there is room for improvement for strategy to battle opt-outs and bounces.