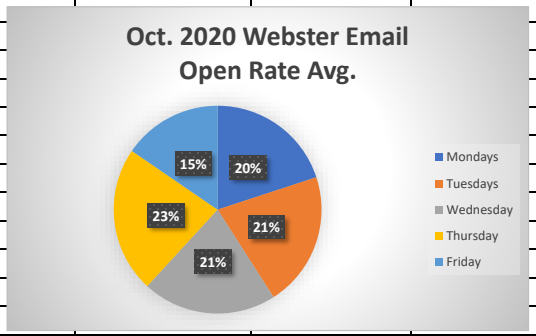
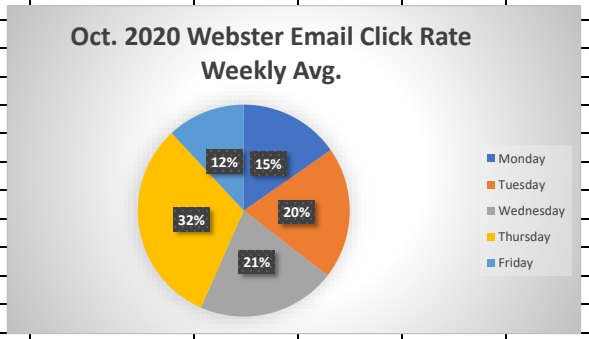
October 2020 Email Metrics Weekly Opens & Clicks

	DATE	OPEN	CLICK
WEEK 1	1 October, Thursday 2020	27.49%	3.70%
WEEK 1	2 October, Friday 2020	28.30%	3.12%
	DATE	OPEN	CLICK
WEEK 2	5 October, Monday 2020	27.59%	3.85%
WEEK 2	6 October, Tuesday 2020	28%	3.32%
WEEK 2	7 October, Wednesday 2020	27.30%	4.21%
WEEK 2	8 October, Thursday 2020	27.53%	3.77%
WEEK 2	9 October, Friday 2020	27.45%	4.14%
	DATE	OPEN	CLICK
WEEK 3	12 October, Monday 2020	28.90%	3.50%
WEEK 3	13 October, Tuesday 2020	27.42%	3.94%
WEEK 3	14 October, Wednesday 2020	37.03%	16.37%
WEEK 3	15 October, Thursday 2020	36.02%	15.70%
WEEK 3	16 October, Friday 2020	27.85%	2.96%
	DATE	OPEN	CLICK
WEEK 4	19 October, Monday 2020	29.64%	8.73%
WEEK 4	20 October, Tuesday 2020	36%	15.29%
WEEK 4	21 October, Wednesday 2020	26.68%	4.73%
WEEK 4	22 October, Thursday 2020	37.11%	15.38%
WEEK 4	23 October, Friday 2020	27.16%	4.98%
	DATE	OPEN	CLICK
WEEK 5	26 October, Monday 2020	27.17%	5.13%
WEEK 5	27 October, Tuesday 2020	27.74%	5.31%
WEEK 5	28 October, Wednesday 2020	27.50%	3.98%
WEEK 5	29 October, Thursday 2020	28.31%	8.67%
WEEK 5	30 October, Friday 2020	27.13%	5.40%
	END OF REPORT		

Open Rate		Click Rate	
Mondays	28.33%	Monday	5.30%
Tuesdays	30%	Tuesday	6.97%
Wednesday	29.63%	Wednesday	7.32%
Thursday	32.24%	Thursday	10.88%
Friday	21.92%	Friday	4.12%
Monthly Average:	28.38%	Monthly Average:	6.92%