

# Email Case Study

Deployment Date	6/16/2016
ID Number	33924
Campaign Name	Lancaster- Hinder Ford
From Line	Hinder Ford
Subject Line	F-150 Truck Sale, Get yours now!
Deployed	55,000
Total Opens	9,941
Open %	18.07 %
Total Clicks	1,211
Click %	2.20 %
HTML CTR	12.18 %
<b>Total Sales</b>	<b>9</b>

Clicks	URL	Link
116	<a href="http://www.hinderford.net/?utm_source=DBC&amp;utm_medium=ResponderEmail&amp;utm_campaign=June2016">http://www.hinderford.net/?utm_source=DBC&amp;utm_medium=ResponderEmail&amp;utm_campaign=June2016</a>	<a href="#">View</a>
620	<a href="http://www.hinderford.net/?utm_source=DBC&amp;utm_medium=ResponderEmail&amp;utm_campaign=June2016">http://www.hinderford.net/?utm_source=DBC&amp;utm_medium=ResponderEmail&amp;utm_campaign=June2016</a>	<a href="#">View</a>
133	<a href="http://www.hinderford.net/new-inventory/?vehicle_type=truck&amp;models=F-150&amp;models=trim_F24-XL&amp;year=2016&amp;year=2015&amp;price_min=22000&amp;price_max=86000&amp;mpg_min=0&amp;mpg_max=35&amp;zipcode=21001&amp;sort_by=price_desc&amp;view=list&amp;utm_source=DBC&amp;utm_medium=ResponderEmail&amp;utm_campaign=June2016">http://www.hinderford.net/new-inventory/?vehicle_type=truck&amp;models=F-150&amp;models=trim_F24-XL&amp;year=2016&amp;year=2015&amp;price_min=22000&amp;price_max=86000&amp;mpg_min=0&amp;mpg_max=35&amp;zipcode=21001&amp;sort_by=price_desc&amp;view=list&amp;utm_source=DBC&amp;utm_medium=ResponderEmail&amp;utm_campaign=June2016</a>	<a href="#">View</a>
113	<a href="http://www.hinderford.net/new-inventory/?vehicle_type=truck&amp;models=F-150&amp;models=trim_F24-XLT&amp;year=2016&amp;year=2015&amp;price_min=22000&amp;price_max=86000&amp;mpg_min=0&amp;mpg_max=35&amp;zipcode=21001&amp;sort_by=price_desc&amp;view=list&amp;utm_source=DBC&amp;utm_medium=ResponderEmail&amp;utm_campaign=June2016">http://www.hinderford.net/new-inventory/?vehicle_type=truck&amp;models=F-150&amp;models=trim_F24-XLT&amp;year=2016&amp;year=2015&amp;price_min=22000&amp;price_max=86000&amp;mpg_min=0&amp;mpg_max=35&amp;zipcode=21001&amp;sort_by=price_desc&amp;view=list&amp;utm_source=DBC&amp;utm_medium=ResponderEmail&amp;utm_campaign=June2016</a>	<a href="#">View</a>
84	<a href="http://www.hinderford.net/new-inventory/?vehicle_type=truck&amp;models=F-150&amp;models=trim_F24-LARIAT&amp;year=2016&amp;year=2015&amp;price_min=22000&amp;price_max=86000&amp;mpg_min=0&amp;mpg_max=35&amp;zipcode=21001&amp;sort_by=price_desc&amp;view=list&amp;utm_source=DBC&amp;utm_medium=ResponderEmail&amp;utm_campaign=June2016">http://www.hinderford.net/new-inventory/?vehicle_type=truck&amp;models=F-150&amp;models=trim_F24-LARIAT&amp;year=2016&amp;year=2015&amp;price_min=22000&amp;price_max=86000&amp;mpg_min=0&amp;mpg_max=35&amp;zipcode=21001&amp;sort_by=price_desc&amp;view=list&amp;utm_source=DBC&amp;utm_medium=ResponderEmail&amp;utm_campaign=June2016</a>	<a href="#">View</a>
117	<a href="http://www.hinderford.net/new-inventory/?vehicle_type=truck&amp;models=F-150&amp;models=trim_F24-KINGRANCH&amp;year=2016&amp;year=2015&amp;price_min=22000&amp;price_max=86000&amp;mpg_min=0&amp;mpg_max=35&amp;zipcode=21001&amp;sort_by=price_desc&amp;view=list&amp;utm_source=DBC&amp;utm_medium=ResponderEmail&amp;utm_campaign=June2016">http://www.hinderford.net/new-inventory/?vehicle_type=truck&amp;models=F-150&amp;models=trim_F24-KINGRANCH&amp;year=2016&amp;year=2015&amp;price_min=22000&amp;price_max=86000&amp;mpg_min=0&amp;mpg_max=35&amp;zipcode=21001&amp;sort_by=price_desc&amp;view=list&amp;utm_source=DBC&amp;utm_medium=ResponderEmail&amp;utm_campaign=June2016</a>	<a href="#">View</a>
28	<a href="http://www.hinderford.net/?utm_source=DBC&amp;utm_medium=ResponderEmail&amp;utm_campaign=June2016">http://www.hinderford.net/?utm_source=DBC&amp;utm_medium=ResponderEmail&amp;utm_campaign=June2016</a>	<a href="#">View</a>

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