

# 2022 GLOBAL Newsletter - May

**Sent**

Tue, May 31, 2022 11:00 am

**2022 GLOBAL Newsletter - May**

**Sent 5/31/22 11:00AM**

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# Overview

## 20,667 Recipients

**Audience:** GLOBAL Family (Segment: Newsletter - All Emails (Except "Celeb w/o DS Relation))

**Delivered:** Tue, May 31, 2022 11:00 am

**Subject:** A Successful 2022 AcceptAbility Gala & National News - Your May Newsletter!

<p><b>6,113</b> Opened</p>	<p><b>297</b> Clicked</p>	<p><b>163</b> Bounced</p>	<p><b>19</b> Unsubscribed</p>
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Successful deliveries	<b>20,504</b> 99.2%	Clicks per unique opens	<b>4.9%</b>
Total opens	<b>7,856</b>	Total clicks	<b>624</b>
Last opened	6/1/22 9:24AM	Last clicked	6/1/22 9:27AM
Forwarded	<b>0</b>	Abuse reports	<b>2</b>

<p><b>0</b> Orders</p>	<p><b>\$0.00</b> <u>Average order revenue</u></p>	<p><b>\$0.00</b> <u>Total revenue</u></p>
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# Opens by location

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Country	Opens	Percent
 USA	4,480	96.2%
 Sweden	63	1.4%
 Canada	22	0.5%
	14	0.3%
 Australia	12	0.3%
 Italy	11	0.2%
 France	9	0.2%
 Germany	7	0.2%
 Austria	5	0.1%
 Ukraine	5	0.1%

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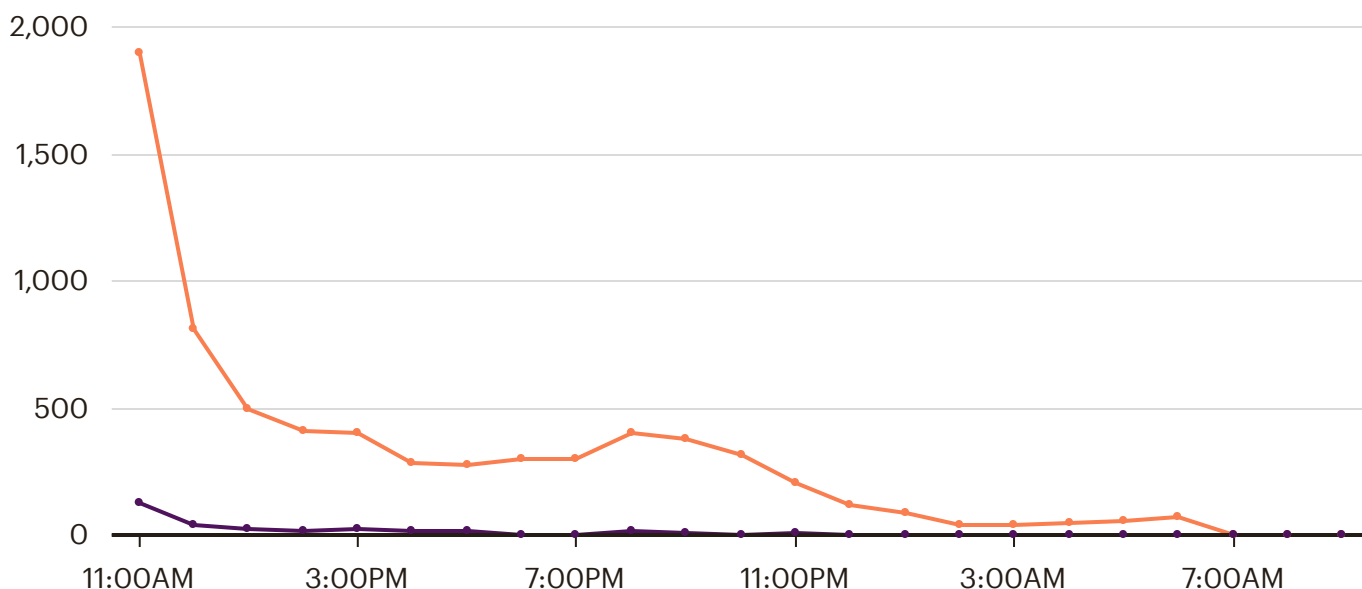
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# Subscriber activity

## 24-hour performance

Opens

Clicks



## Subscribers with most opens

julies@judishouse.org	13
cmcgrath@globaldownsyndrome.org	10
mpearlman@thecell.org	18
BLopez@dsastx.org	8
spotts@dsaco.net	10

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Click performance

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URL	Total	Unique
<a href="https://www.globaldownsyndrome.org/2022-acceptab...">https://www.globaldownsyndrome.org/2022-acceptab...</a>	173 (27.7%)	118 (25.2%)
<a href="https://sentinelcolorado.com/orecent-headlines/off-to...">https://sentinelcolorado.com/orecent-headlines/off-to...</a>	112 (17.9%)	74 (15.8%)
<a href="https://www.globaldownsyndrome.org/breat-cancer-s...">https://www.globaldownsyndrome.org/breat-cancer-s...</a>	56 (9.0%)	46 (9.8%)
<a href="https://www.wicz.com/story/46445763/alyssa-milano-...">https://www.wicz.com/story/46445763/alyssa-milano-...</a>	53 (8.5%)	35 (7.5%)
<a href="https://www.washingtontimes.com/news/2022/may/2...">https://www.washingtontimes.com/news/2022/may/2...</a>	48 (7.7%)	33 (7.1%)
<a href="https://www.ndscenter.org/annual-convention/regist...">https://www.ndscenter.org/annual-convention/regist...</a>	40 (6.4%)	25 (5.3%)
<a href="https://www.globaldownsyndrome.org/rocks/">https://www.globaldownsyndrome.org/rocks/</a>	31 (5.0%)	20 (4.3%)
<a href="https://www.globaldownsyndrome.org/">https://www.globaldownsyndrome.org/</a>	26 (4.2%)	16 (3.4%)
<a href="https://www.globaldownsyndrome.org/2022-general-...">https://www.globaldownsyndrome.org/2022-general-...</a>	16 (2.6%)	11 (2.4%)
<a href="https://www.globaldownsyndrome.org/our-story/abou...">https://www.globaldownsyndrome.org/our-story/abou...</a>	13 (2.1%)	11 (2.4%)
<a href="https://www.globaldownsyndrome.org/become-a-me...">https://www.globaldownsyndrome.org/become-a-me...</a>	10 (1.6%)	8 (1.7%)
<a href="https://www.globaldownsyndrome.org/about-down-sy...">https://www.globaldownsyndrome.org/about-down-sy...</a>	6 (1.0%)	4 (0.9%)
<a href="https://www.globaldownsyndrome.org/about-down-sy...">https://www.globaldownsyndrome.org/about-down-sy...</a>	5 (0.8%)	3 (0.6%)
<a href="https://www.globaldownsyndrome.org/medical-care-g...">https://www.globaldownsyndrome.org/medical-care-g...</a>	4 (0.6%)	4 (0.9%)
<a href="https://www.globaldownsyndrome.org/prenatal-testin...">https://www.globaldownsyndrome.org/prenatal-testin...</a>	4 (0.6%)	3 (0.6%)
<a href="https://www.globaldownsyndrome.org">https://www.globaldownsyndrome.org</a>	3 (0.5%)	3 (0.6%)
<a href="https://twitter.com/gdsfoundation">https://twitter.com/gdsfoundation</a>	3 (0.5%)	2 (0.4%)
<a href="https://www.globaldownsyndrome.org/global-membe...">https://www.globaldownsyndrome.org/global-membe...</a>	3 (0.5%)	3 (0.6%)

URL	Total	Unique
<a href="https://www.instagram.com/globaldownsyndrome/">https://www.instagram.com/globaldownsyndrome/</a>	2 (0.3%)	2 (0.4%)
<a href="https://www.globaldownsyndrome.org/covid-19/">https://www.globaldownsyndrome.org/covid-19/</a>	2 (0.3%)	2 (0.4%)
<a href="https://www.globaldownsyndrome.org/get-involved/c...">https://www.globaldownsyndrome.org/get-involved/c...</a>	2 (0.3%)	2 (0.4%)
<a href="https://www.facebook.com/GDSFoundation">https://www.facebook.com/GDSFoundation</a>	2 (0.3%)	2 (0.4%)
<a href="https://smile.amazon.com/gp/chpf/homepage/ref=smi...">https://smile.amazon.com/gp/chpf/homepage/ref=smi...</a>	2 (0.3%)	2 (0.4%)
<a href="https://www.globaldownsyndrome.org/about-down-sy...">https://www.globaldownsyndrome.org/about-down-sy...</a>	2 (0.3%)	2 (0.4%)
<a href="http://www.linkedin.com/company/global-down-syindr...">http://www.linkedin.com/company/global-down-syindr...</a>	1 (0.2%)	1 (0.2%)
<a href="https://www.globaldownsyndrome.org/privacy-and-se...">https://www.globaldownsyndrome.org/privacy-and-se...</a>	1 (0.2%)	1 (0.2%)
<a href="https://www.globaldownsyndrome.org/global-adult-g...">https://www.globaldownsyndrome.org/global-adult-g...</a>	1 (0.2%)	1 (0.2%)
<a href="https://bebeautifulbeyourself.org/">https://bebeautifulbeyourself.org/</a>	1 (0.2%)	1 (0.2%)
<a href="https://downsyndromeworld.org/">https://downsyndromeworld.org/</a>	1 (0.2%)	1 (0.2%)
<a href="https://www.youtube.com/c/GlobaldownsyndromeOrg">https://www.youtube.com/c/GlobaldownsyndromeOrg</a>	1 (0.2%)	1 (0.2%)



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## Social stats

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### Campaign URL activity - 15 clicks

No geographic clicks have been registered yet

### Top 10 referrers

Referrer	Clicks	First click	Last click
<a href="https://t.co/">https://t.co/</a>	1	5/31/22 11:56AM	5/31/22 11:56AM

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## Advanced reports

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*It may take some time for new data to display. To view current data, visit your Google Analytics account. Learn more about Google Analytics data in Mailchimp*

### Your data is still aggregating

It's a fancy way of saying that it takes up to 36 hours for Google to do their magic before we can do ours.

[Learn more about Analytics360](#)

## Email Domain Performance

Domain	Email	Bounces	Opens	Clicks	Unsubs
gmail.com	8000 (39%)	21 (0%)	2499 (31%)	89 (1%)	8 (0%)
yahoo.com	2594 (13%)	13 (1%)	940 (36%)	31 (1%)	1 (0%)
hotmail.com	1309 (6%)	9 (1%)	184 (14%)	17 (1%)	1 (0%)
aol.com	1034 (5%)	14 (1%)	354 (35%)	19 (2%)	1 (0%)
comcast.net	609 (3%)	16 (3%)	273 (46%)	18 (3%)	1 (0%)
Other	7121 (34%)	90 (1%)	1863 (26%)	123 (2%)	7 (0%)