



[Home](#) » [News](#) » [Tracking Your Newsletter Readers](#)



Tracking Your Newsletter Readers



By [Sunburnt Internet Marketing](#), 24 September 2015

Hi all,

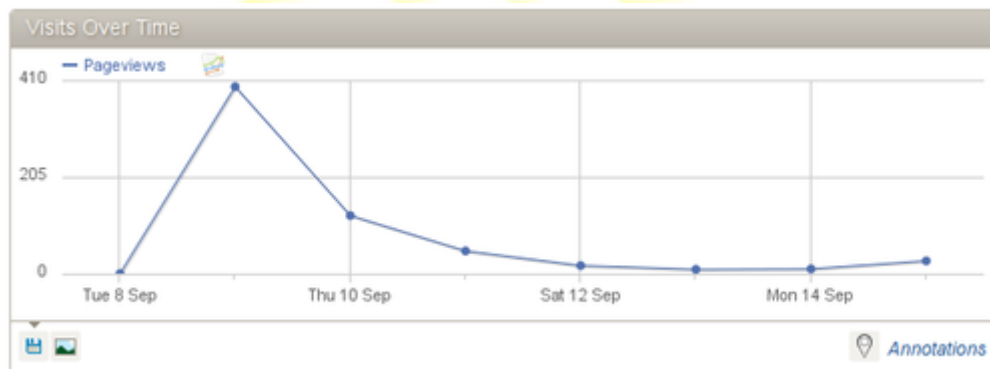
We've added a new feature to our platform recently to give you more insight into the number of people and type of people that read your newsletters. If you take a look at your delivery stats you'll notice a few new columns on this page:



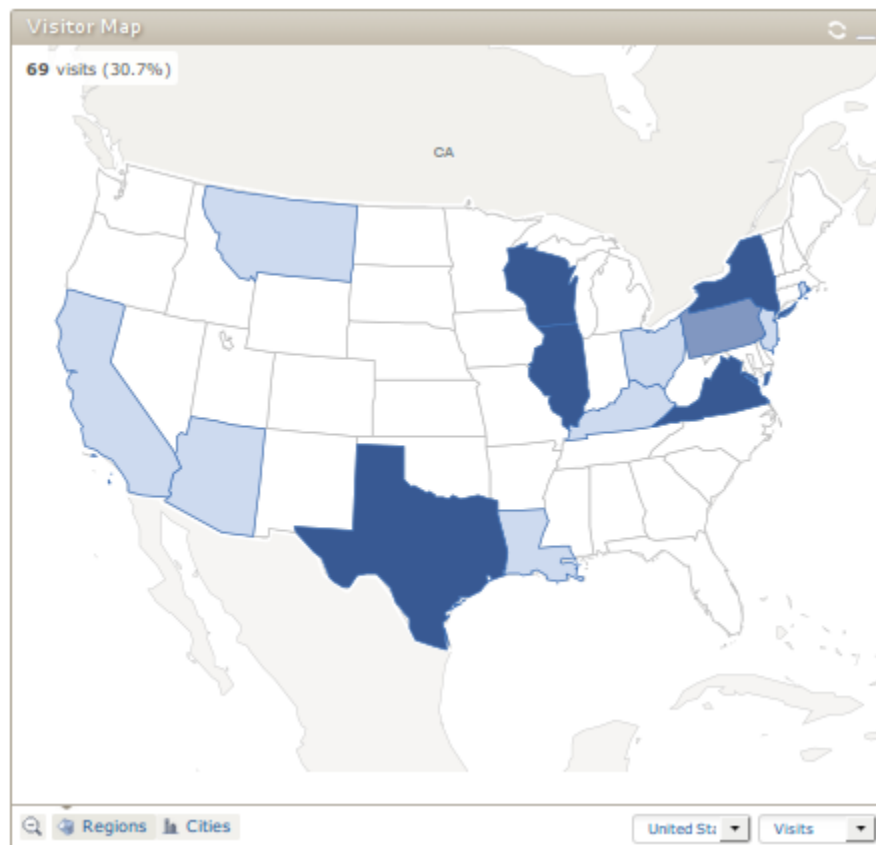
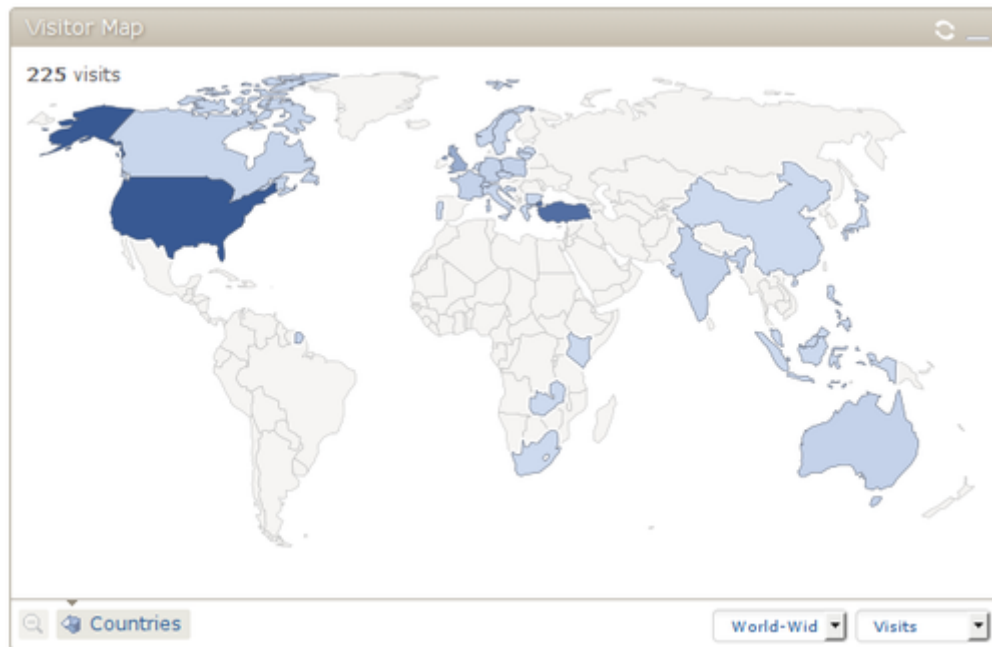
Subject	Recipients	Opens	Bounces	Unsubscribe
Newsletter No. 256	2849	890 (31%)	36	12
Newsletter No. 255	2886	1392 (48%)	41	14

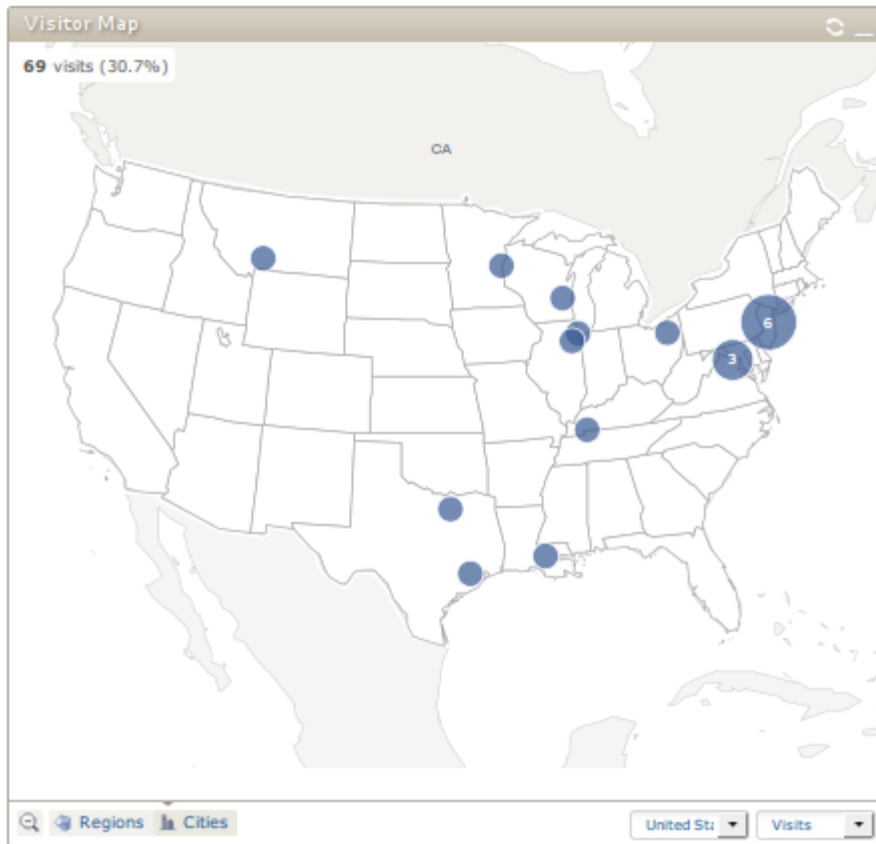
Each delivery now includes statistics on the number of people who opened the email, the number of email addresses which bounced and the number of people who unsubscribed using the unsubscribe link in each newsletter.

You can also click through to get more detailed reader statistics. The graph below shows the days which reader opened the newsletter.



You can also see where your readers live, by country, state and even city. This example uses the United States but the same details apply to all countries.





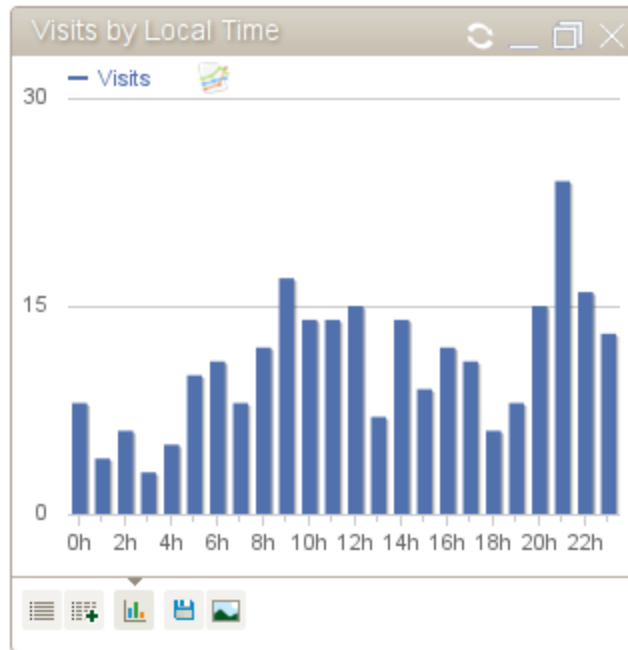
Some other statistics which can be quite useful are the devices your readers are using (mobile or desktop) and time of day they read your newsletter.

Mobile vs Desktop	
Mobile vs Desktop	Unique visitors
Desktop	141
Mobile	76
Unknown	29

1-3 of 3

5

Related report: **Type of screen**



Similar statistics are also available for your website visitors as you probably already realise. We've just integrate the tracking of newsletter readers with the tracking of website visitors so you can take advantage of all the goodness of our analytics platform.

If you have any questions, just reply to this email (if you're reading this as an email), or pop them in the comment below (if you're reading this online).

Adios!

About Sunburnt Internet Marketing



Sunburnt Internet Marketing has been helping businesses reach customers around the world since 2003. Our integrated Internet Marketing Platform includes [SEO Tools](#), Web Analytics, [Content Management](#), [Website Design](#), [Email Marketing](#), [Online Store](#), [Domain Name Management](#) and more. You can follow us on [Twitter](#), [Facebook](#) and [Google+](#).

[« \[New Feature\] Page Analytics](#)

[Back to News](#)

["Access Denied" Email Error \[Resolve](#)

Products

- [SEO Tools](#)
- [Website Builder](#)
- [Email Marketing](#)
- [Online Store](#)
- [Domain Names](#)
- [Business Email](#)

Services

- [Keyword Research](#)
- Site Optimisation
- Page Optimisation
- Link Building
- Landing Page Design
- Social Media Marketing

About Sunburnt Internet Marketing

Our mission is to put the power of the Internet in your hands. We hope you find our products useful and we always welcome constructive feedback and suggestions to improve our service. Send us an email at feedback@GetSunburnt.com or a tweet via [@GetSunburnt](#).

Help

- [Help Index](#)
- [FAQ](#)
- [Blog](#)
- [News](#)
- [Plans](#)
- [Contact Us](#)

Google™

ORACLE®

bing™



PayPal™



Bendigo Bank



pingdom



PostgreSQL



Copyright © Sunburnt Internet Marketing, ABN 31 108 087 930

[terms of service](#) | [server load](#) | [server status](#)

[Sunburnt SEO](#) | [unsubscribe](#) | [ox_beacon](#)