

## Campaign Detail Report

**Client:** Norwegian Cruise Line

**Campaign Name:** NCL - TAHW - 20180911

**Subject:** Receive up to US \$500 on-board spending money for FREE!

**Send Date:** 11/09/2018

**Report Date:** 09/10/2018

**Opens:** 1424

**Unique Opens:** 887

**Open Rate** 23.6 %

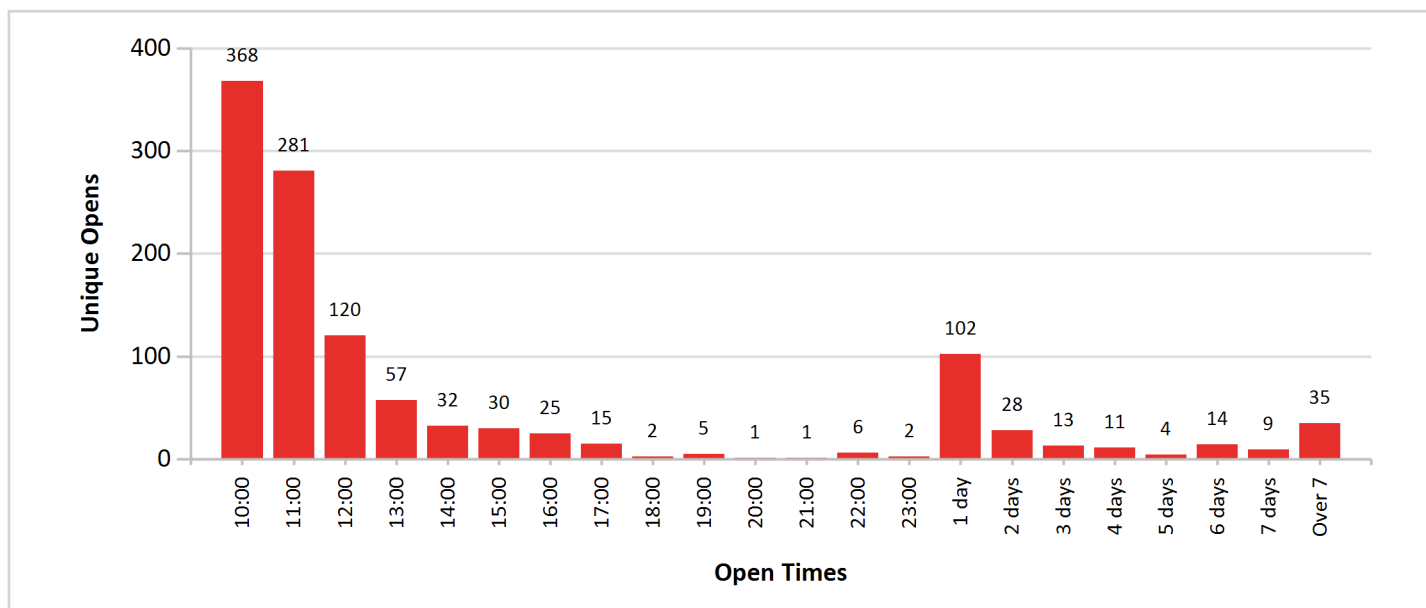
**Clicks:** 40

**Unique Clicks:** 23

**View your report online:**

The following charts show the results from this campaign. This is broken down separately by open time, region and Travel Agency groups to give you further detail about the success of your campaigns with specific agent types.

### Breakdown by Opening Times

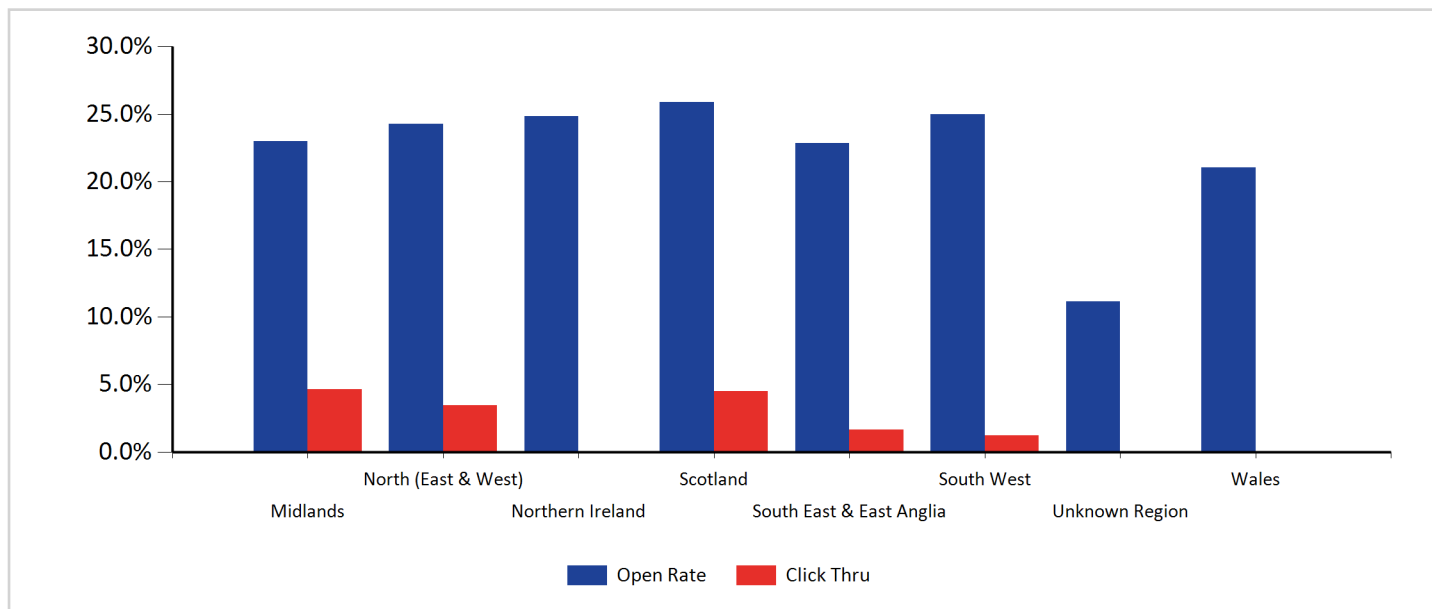


This campaign was sent at: 10:33 on 11 September

The chart shows the opening times of the campaign by hour for the first day and then by day from there on.

If you do not already, it may be beneficial to have a specific time and day for your broadcasts. For more information on this service please contact Lucy Tillson on 01233 214 422 or email [lucy.tillson@bptms.co.uk](mailto:lucy.tillson@bptms.co.uk)

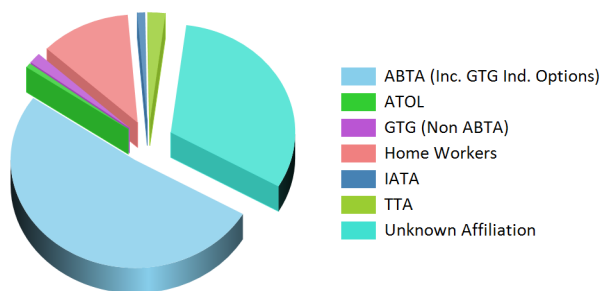
## Breakdown by Region



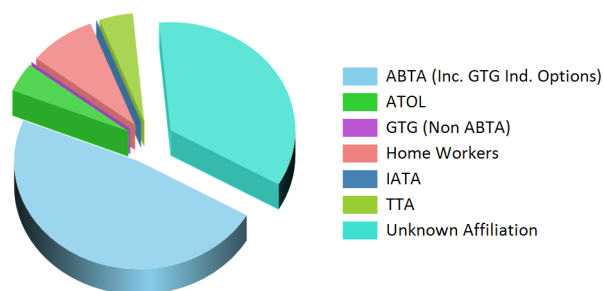
Region	Emails Delivered	Unique Opens	Open Rate	Unique Clicks	Click Thru	Click Rate
Midlands	566	130	23.0%	6	4.6%	1.1%
North (East & West)	960	233	24.3%	8	3.4%	0.8%
Northern Ireland	149	37	24.8%	0	0.0%	0.0%
Scotland	259	67	25.9%	3	4.5%	1.2%
South East & East Anglia	1313	300	22.8%	5	1.7%	0.4%
South West	328	82	25.0%	1	1.2%	0.3%
Unknown Region	9	1	11.1%	0	0.0%	0.0%
Wales	176	37	21.0%	0	0.0%	0.0%

## Breakdown by Agency Affiliation

Opens by Affiliation



Clicks by Affiliation



Aff Name	Emails Delivered	Unique Opens	Open Rate	Unique Clicks	Click Thru	Click Rate
<b>ABTA (Inc. GTG Ind. Options)</b>	2230	456	20.4%	11	2.4%	0.5%
<b>ATOL</b>	24	6	25.0%	1	16.7%	4.2%
<b>GTG (Non ABTA)</b>	54	14	25.9%	0	0.0%	0.0%
<b>Home Workers</b>	437	104	23.8%	2	1.9%	0.5%
<b>IATA</b>	60	9	15.0%	0	0.0%	0.0%
<b>TTA</b>	84	20	23.8%	1	5.0%	1.2%
<b>Unknown Affiliation</b>	871	278	31.9%	8	2.9%	0.9%

For additional feedback on your campaigns and ideas for improving deliverability, open rates and click rates, please contact Abi Walker on 01233 214 422 or email [abi.walker@bptms.co.uk](mailto:abi.walker@bptms.co.uk)