

Metrics for Assessing Newsletter Engagement

Date: [Insert Date]

To: [Recipient's Name]

From: [Your Name]

Subject: Newsletter Engagement Metrics Report

Introduction

Dear [Recipient's Name],

We value the engagement of our newsletter subscribers and would like to share the key metrics to assess our audience's interaction with our content. Below are the metrics we have gathered:

Key Metrics

- **Open Rate:** [Insert Percentage]%
- **Click-Through Rate (CTR):** [Insert Percentage]%
- **Unsubscribe Rate:** [Insert Percentage]%
- **Average Read Time:** [Insert Time]
- **Social Shares:** [Insert Number]

Analysis

Based on the metrics above, we analyze the performance of our newsletters and identify areas for improvement.

Conclusion

Thank you for your attention to this report. We look forward to discussing these metrics further and enhancing our newsletter engagement strategies.

Sincerely,

[Your Name]

[Your Position]

[Your Contact Information]