

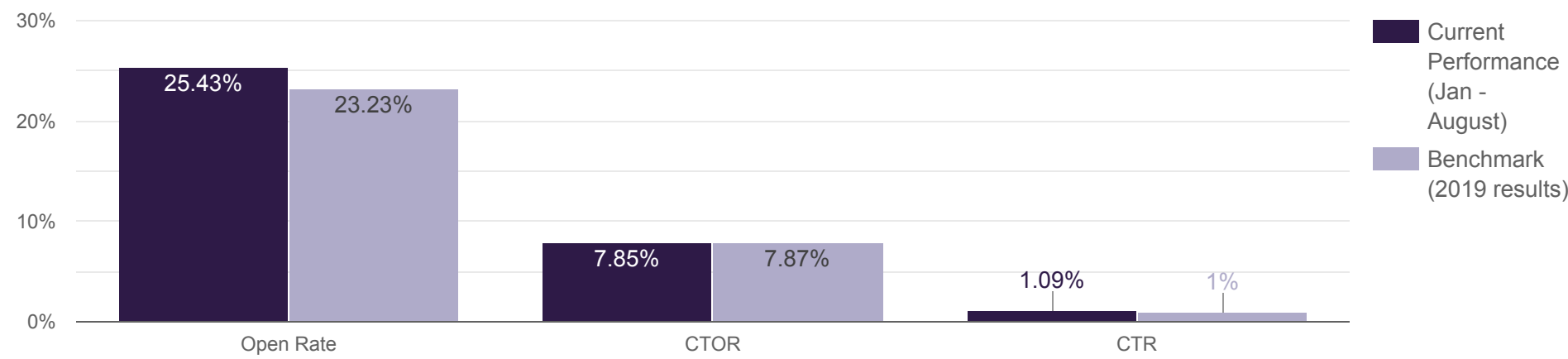
onUp Email Report

2020 Results to-Date

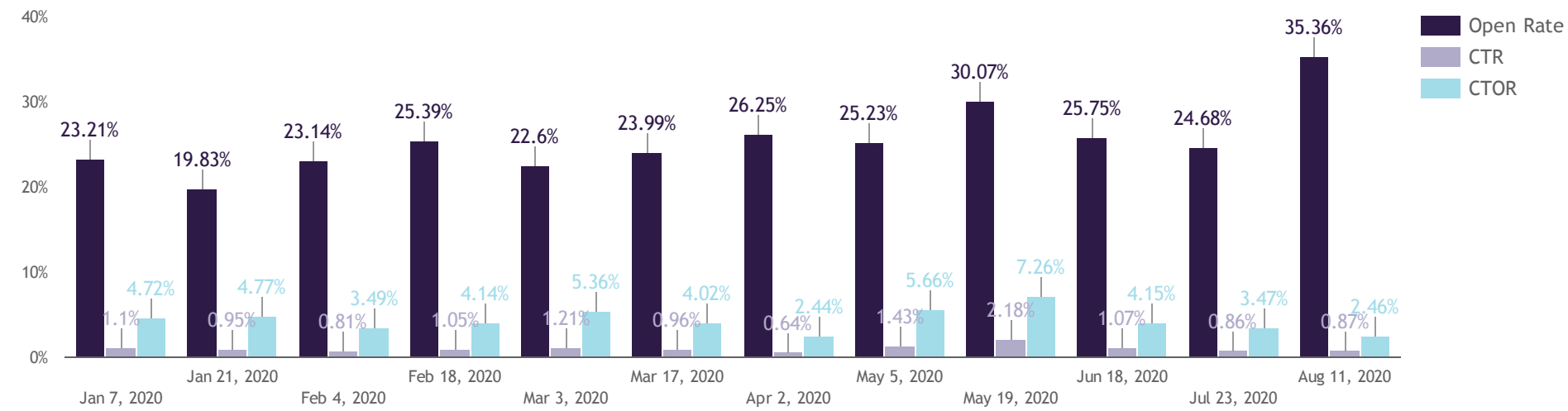
2020 Results to-date

- Our main KPIs for 2020 onUpdates are currently performing above or at benchmark, with the **Open Rate** 9.5% above benchmark.
- **Open Rate** measures how many users opened the email, a metric for brand *awareness*. **CTR** (click-through rate) and **CTOR** (click to open rate, comparing the number of people who opened to the number of clicks) measure users' *engagement* with the email content.

2020 Year-to-date (Jan-Aug)



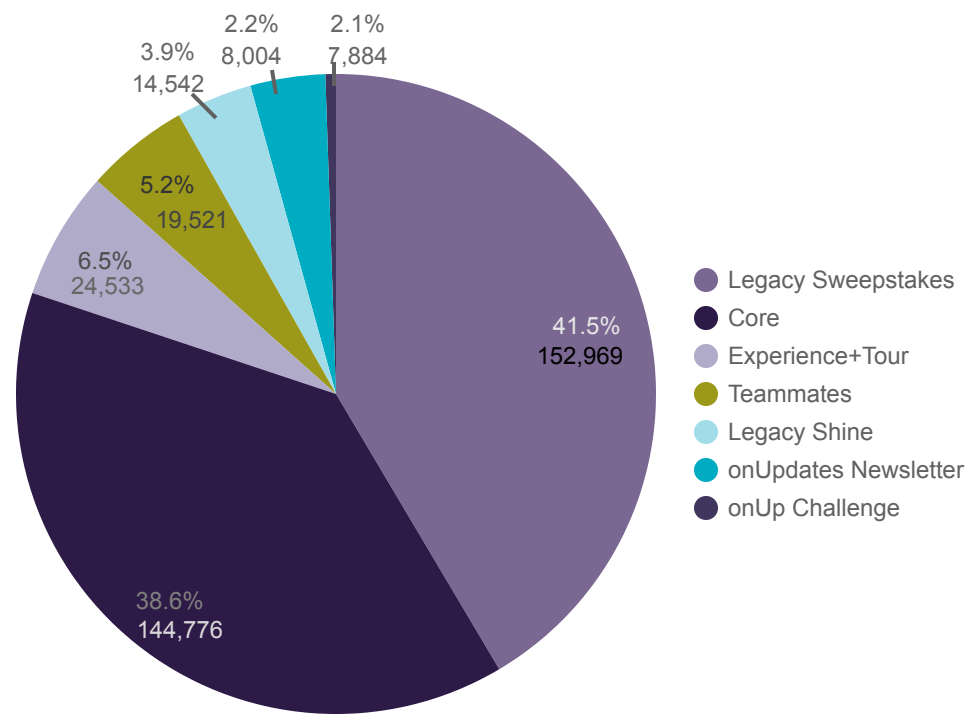
2020 Deployments



Who receives onUpdates?

- There have been over 2.66M deliveries* so far in 2020 deployments
- Of all 2020 deployments so far, over 800K deliveries were to Core onUp.com Joiners and almost 500K deliveries were to Past Sweeps Joiners

List size (deliveries) and breakout of August 2020 deployments



**To improve efficiency, beginning in June 2019 we suppressed inactive users to target with a Reengagement program. This has lowered the total number of email deliveries in 2020, but targeted more engaged users.*