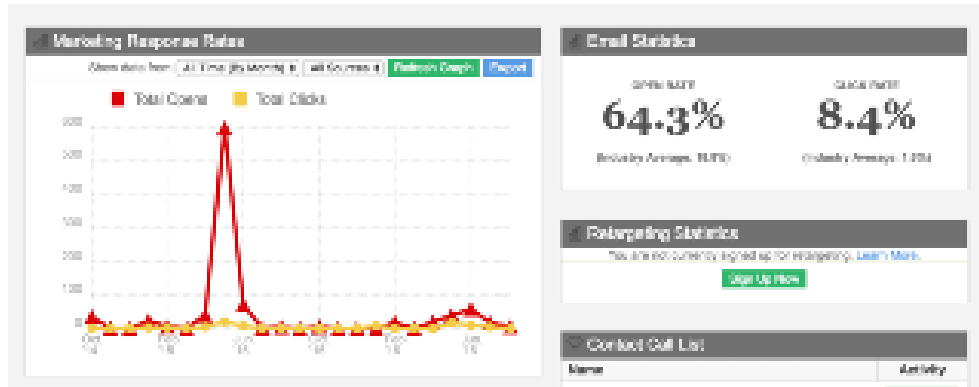


## HOW TO / understand the dashboard

The dashboard shows how effectively you are marketing to your contacts. Right off the bat, it lays out how many marketing pieces you have sent to how many recipients. Long story short, it tells you how wonderful you are!



“Open Rate”: Your open rate is calculated by taking the total number of recipients that you’ve marketed to since your Rezora birth, divides that by the total number of people that have physically opened your email... and BOOM- there is your “open rate”.

“Click Rate”: This rate tells you the percentage of your total email recipients that click on your links. This is a great rate to watch closely, because let’s face it- effective and interesting marketing means people like what they see and are clicking.

Scheduled marketing pieces on the dashboard are designed by your Marketing Coordinator to go out on your behalf to everyone in your “Primary Sphere” distribution list. So, if you are opted-in for this scheduled send and have contacts in your “Primary Sphere”, this marketing piece will automatically be delivered to those specific contacts at the scheduled date and time. If you do not want to participate in a scheduled send, please just click the blue “opt-out” button below the thumbnail of the scheduled marketing piece.

The “Recently Added Marketing Pieces” section on your “Dashboard” basically shows you the who’s who of new templates. These templates are newly designed and loaded into your account for your use, so check them out!

