



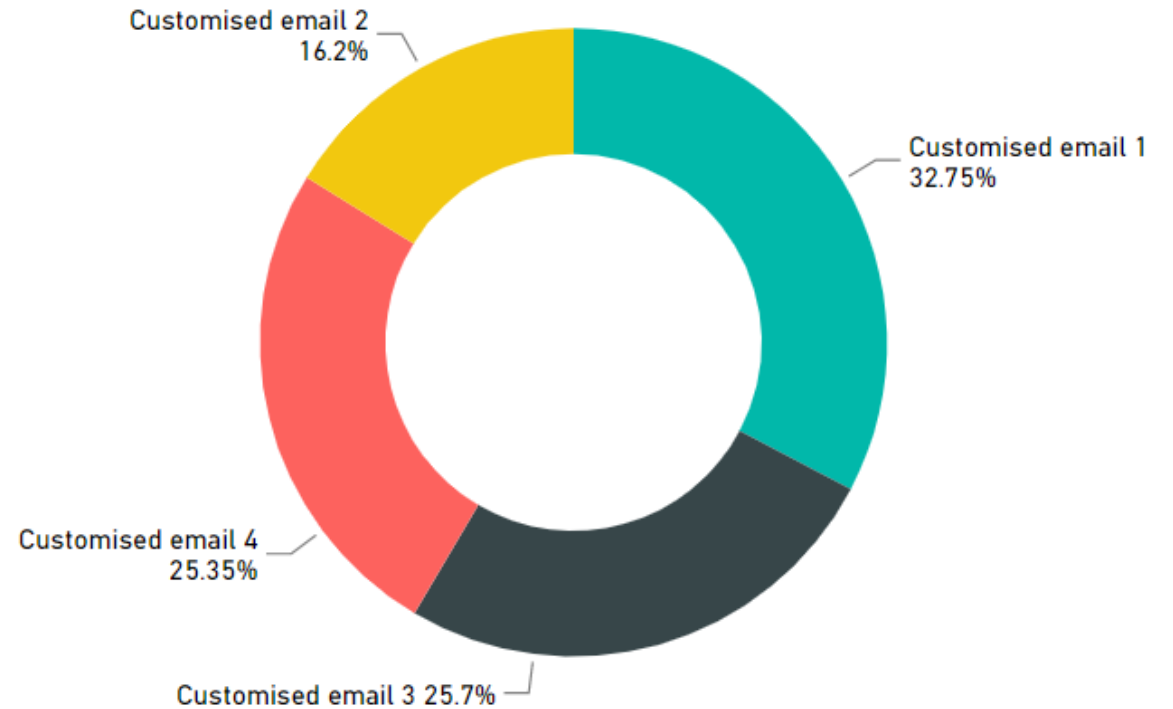
WEBINAR PACKAGE

Example Delivery Report

WEBINAR PROMOTION Customised Emails

We ran 4 x Customised Emails which generated a total of 284 clicks.

Customised Email	Clicks
Customised Email 1	93
Customised Email 2	46
Customised Email 3	73
Customised Email 4	72

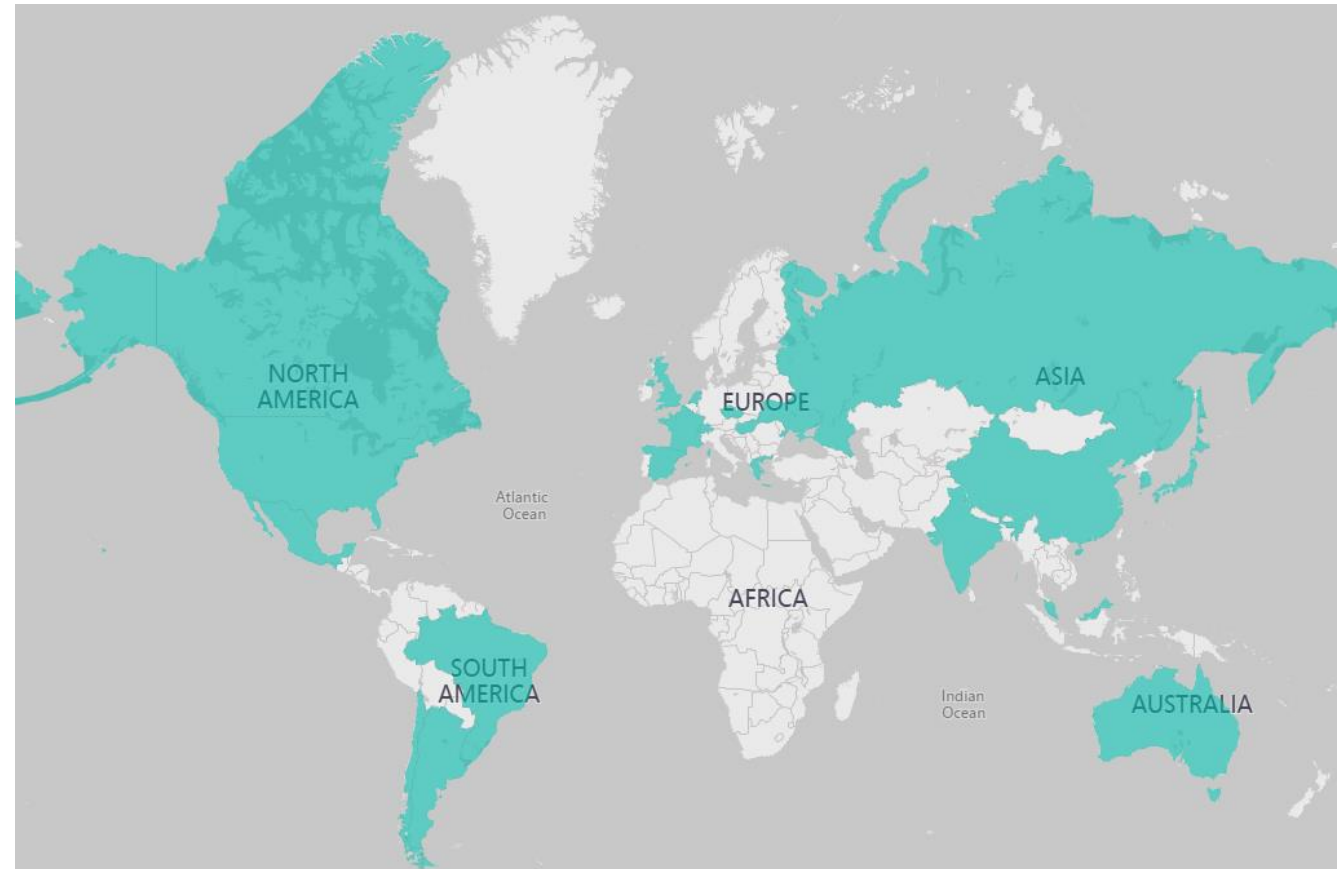


WEBINAR PROMOTION

Customised Emails Location

Email Target Audience

Out of the 284 clicks,
47% where from USA,
8% from Canada and
5% from Brazil



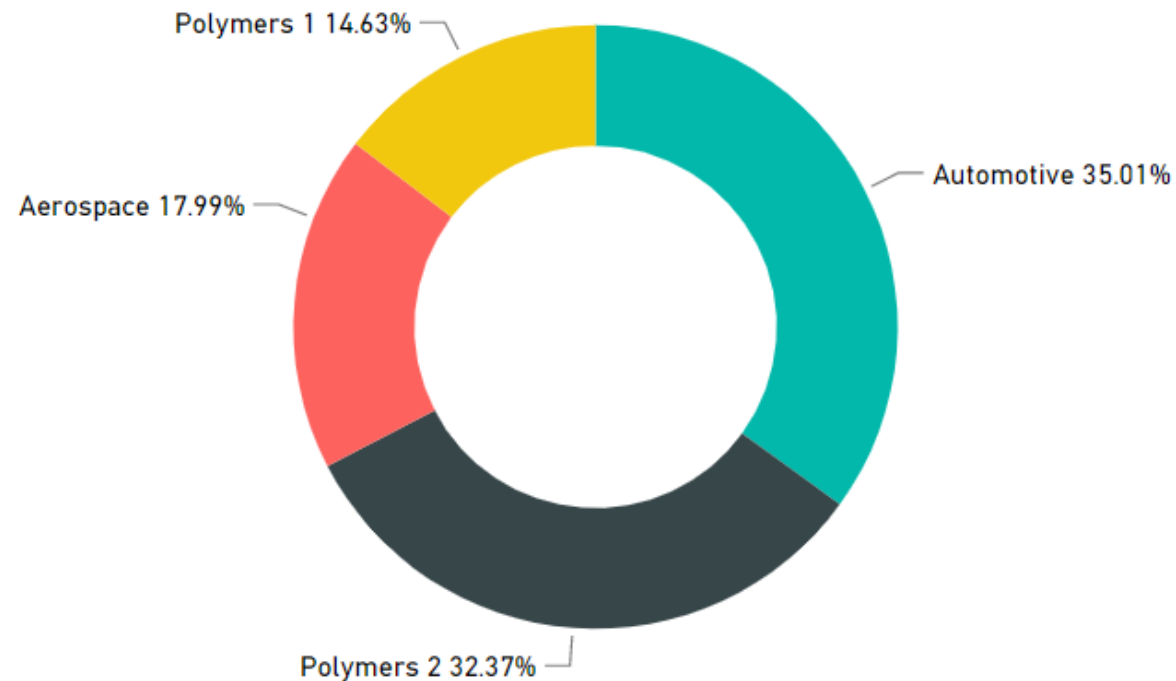
WEBINAR PROMOTION

Newsletters

We promoted the webinar via the below newsletter editions;

- Polymers x2
- Automotive
- Aerospace

Automotive and the second Polymer edition were the most popular!



WEBINAR PROMOTION

Newsletters

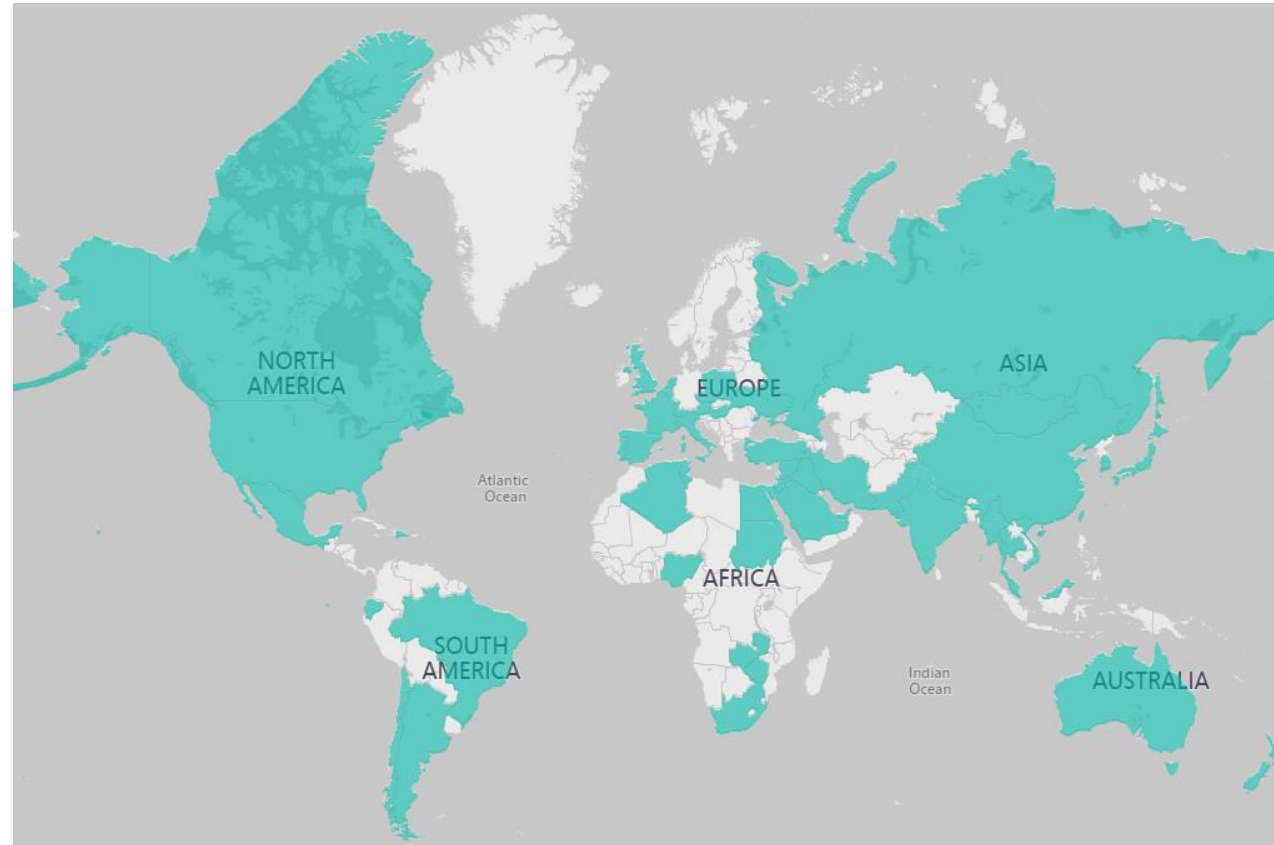
Newsletter	Clicks
Polymers 1	61
Automotive	146
Polymers 2	135
Aerospace	75

Total Newsletter Clicks - 417



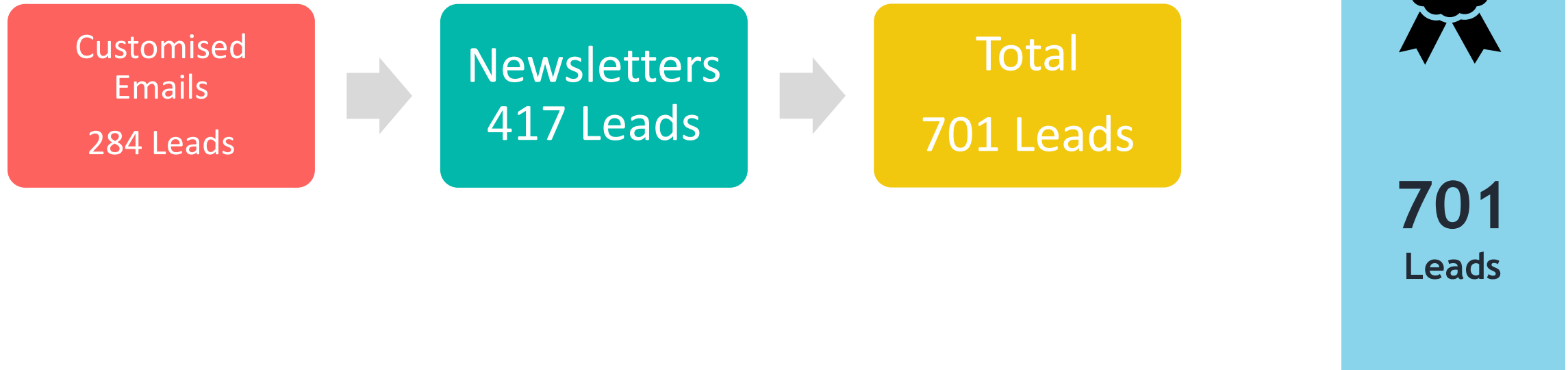
WEBINAR PROMOTION

Newsletters- Location



[@azonetwork](#) | [#marketingscience](#)

Summary of Promotion



Webinar Registrations

Total Registrants

230

Total of 230 registrants for the webinar in 8 weeks.



33% of the newsletter and email promotion leads signed up to the webinar

Online Webinar Attendees

Total Unique Viewers

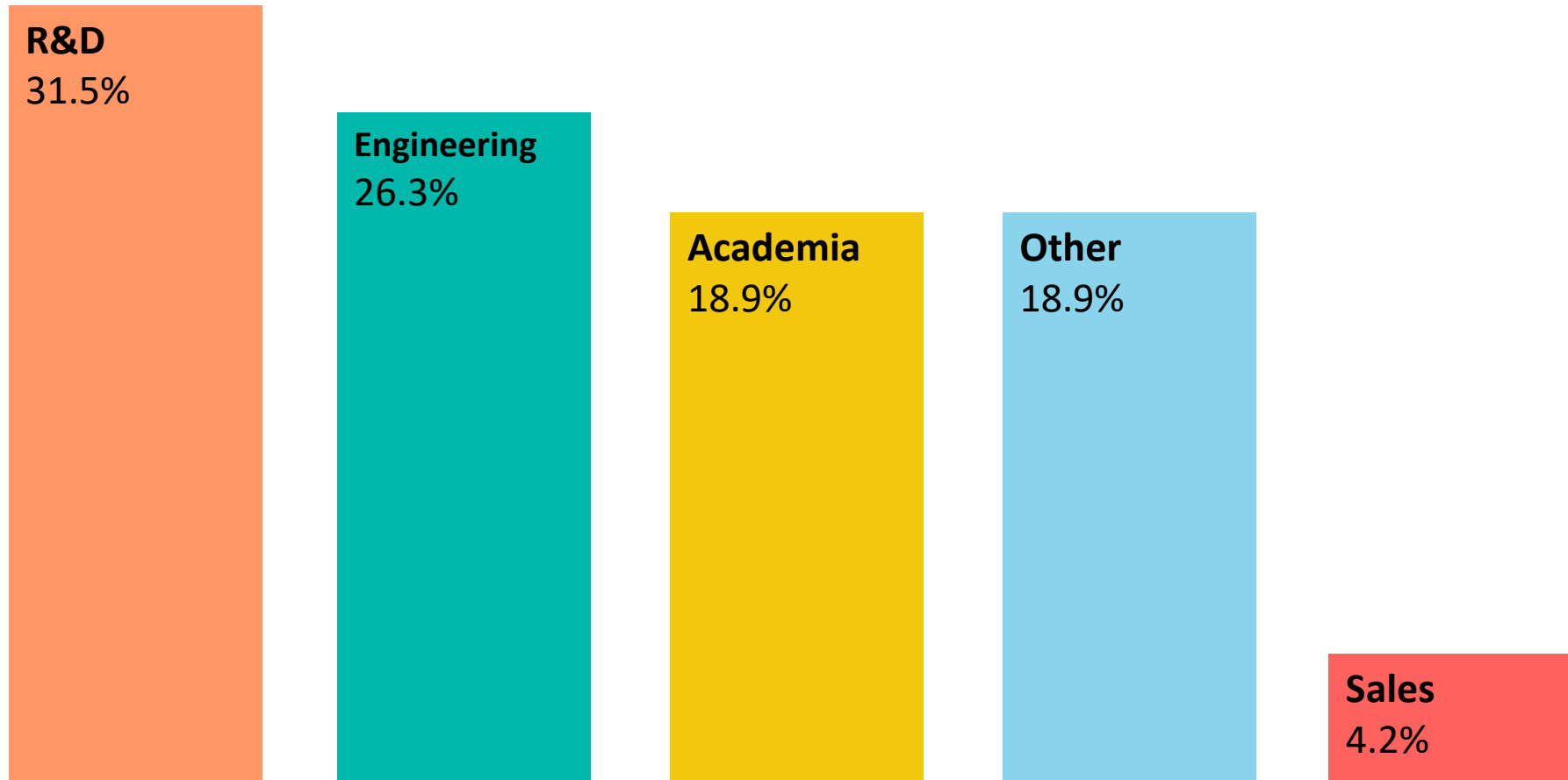
94

Live Conversion Rate

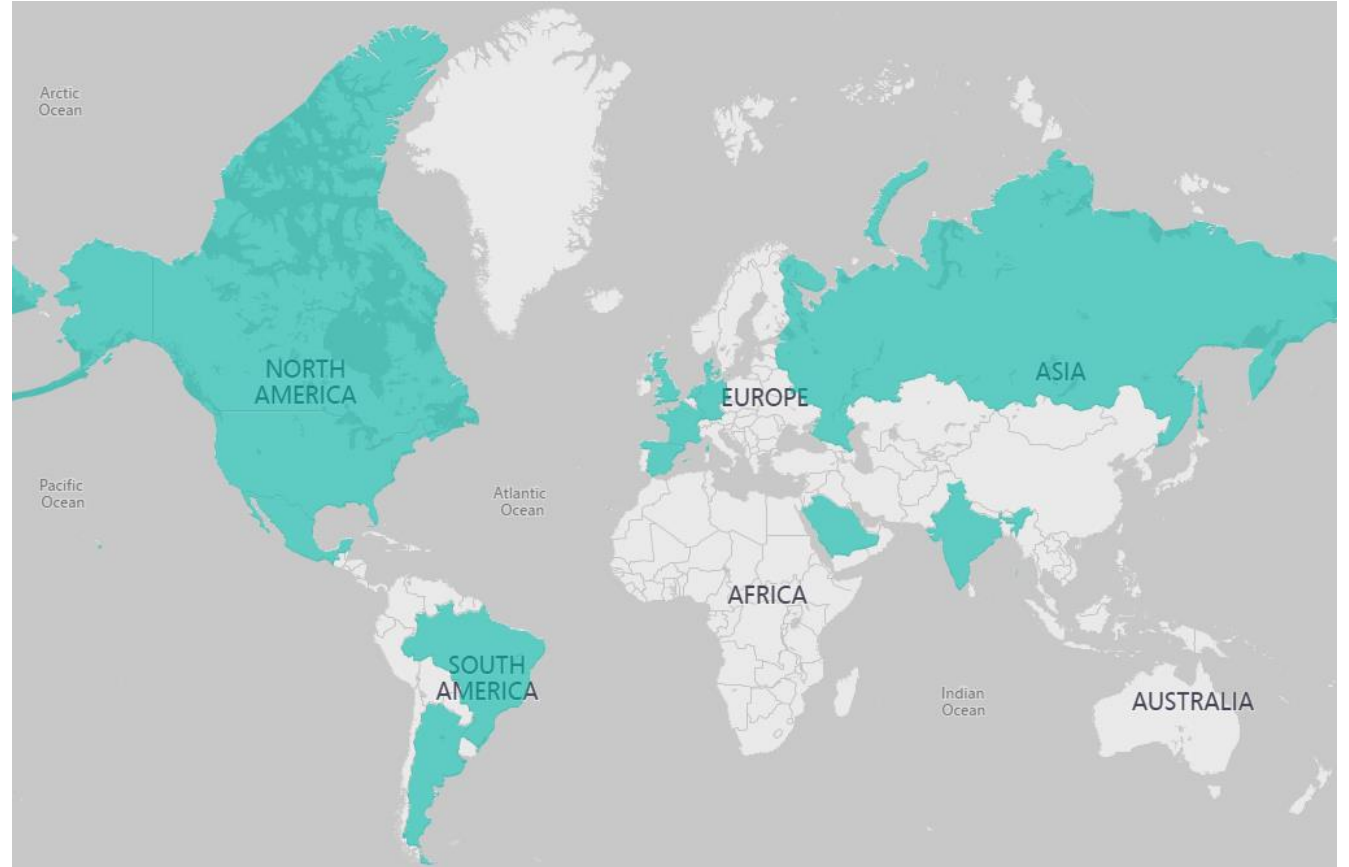
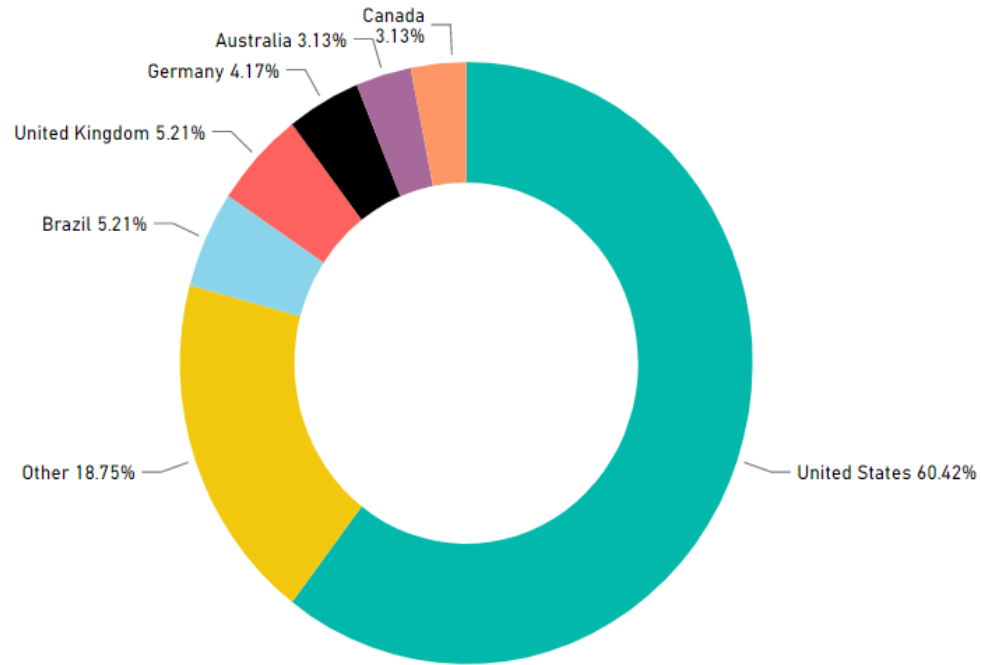
40.86%



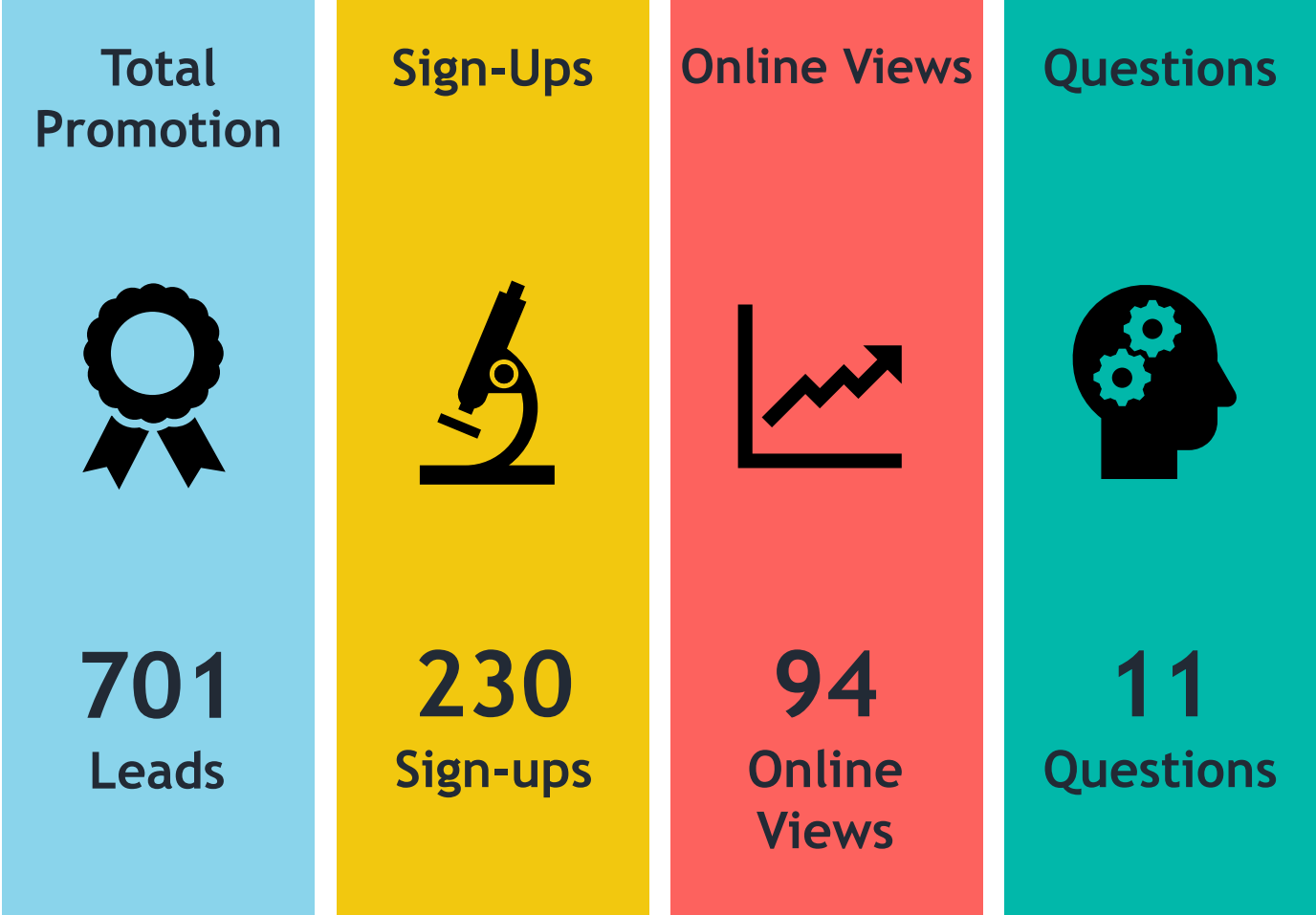
Webinar Attendees Industry



Webinar Attendees Location



Summary



What's Next?



Webinar- Interview



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