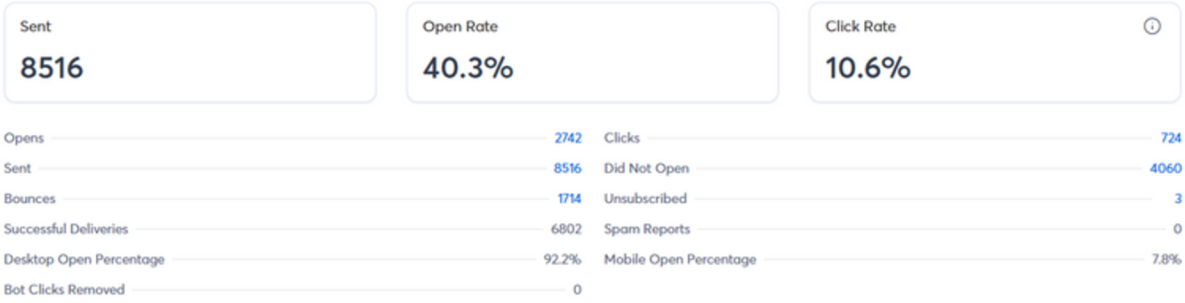


**Email Performance**

See how your emails are doing with your audience.

• Turn on [bot click filtering](#) for more accurate data.



| Metric                | 10/06 – Tesla Microsite | 10/14 – SMI / IronRidge | Change                  | Winner      |
|-----------------------|-------------------------|-------------------------|-------------------------|-------------|
| Emails Sent           | 8,517                   | 8,516                   | ▼ 1 (-0.01 %)           | Even        |
| Bounces               | 1,699                   | 1,714                   | ▲ 15 (+0.9 %)           | Tesla       |
| Successful Deliveries | 6,818                   | 6,802                   | ▼ 16 (-0.2 %)           | Tesla       |
| Opens                 | 2,171                   | 2,742                   | ▲ 571 (+26.3 %)         | ✓ IronRidge |
| Open Rate             | 31.8 %                  | 40.3 %                  | ▲ +8.5 points (+26.7 %) | ✓ IronRidge |
| Clicks                | 236                     | 724                     | ▲ 488 (+206.8 %)        | ✓ IronRidge |
| Click Rate            | 3.5 %                   | 10.6 %                  | ▲ +7.1 points (+203 %)  | ✓ IronRidge |
| Unsubscribes          | 4                       | 3                       | ▼ 1 (-25 %)             | ✓ IronRidge |
| Spam Reports          | 1                       | 0                       | ▼ 1 (-100 %)            | ✓ IronRidge |
| Did Not Open          | 4,647                   | 4,060                   | ▼ 587 (-12.6 %)         | ✓ IronRidge |
| Desktop Opens %       | 84 %                    | 92.2 %                  | ▲ +8.2 pts              | ✓ IronRidge |
| Mobile Opens %        | 16 %                    | 7.8 %                   | ▼ -8.2 pts              | Tesla       |

**Engagement Surge**

The SMI / IronRidge campaign significantly outperformed Tesla across every major metric – open, click, and retention.

- Open Rate ↑ 8.5 pts: Strong subject line or improved timing drove re-engagement.
- Click Rate ↑ 7.1 pts: Over 3× higher, showing content was much more actionable or relevant.

**Device Behavior Shift**

- IronRidge saw desktop dominance (92 %), meaning the audience likely viewed it in work settings (weekday, business-hour send).
- Tesla’s higher mobile opens (16 %) suggest more casual, off-hour reading.

**Audience Sentiment**

- Unsubscribes and spam reports dropped, indicating the IronRidge content was more trusted and aligned with installer interests.
- Deliverability remained stable; minor bounce uptick is negligible.

**Key Takeaways**

1. IronRidge crushed engagement metrics – installers clearly found the SMI content more valuable or actionable.
2. Desktop behavior up 8 pts → optimize future SMI layouts for monitor viewing.
3. Refine Tesla template → keep its strong design but increase clarity of CTA and subject-line intrigue.
4. Best-practice blend: use Tesla’s visual storytelling with IronRidge’s content relevance to build a balanced, high-engagement standard going forward.