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**EDM Analytics Snapshot  
Sent 15 April 26**

EDM promoting our fundraising efforts sent to SA & NSW customer base.

State	Recipients	Successful Deliveries	Delivery Rate	Opened (unique)	Open Rate %	Total Opens	Bounce Rate %	Unsubscribe Rate %	Click Rate
SA	761	731	96.1%	494	67%	893	3.9%	0.4%	0.1%
NSW	519	499	96.1%	135	27.1%	253	3.9%	0.2%	4.4%

**Industry Benchmarks**

Open Rate 37%  
Bounce Rate 1.2%  
Unsubscribe Rate 0.2%  
Click Rate 3.0%

**Overview**

Across both SA and NSW, the Cancer Council EDM sent on 15 April 2026 delivered strong overall deliverability and solid engagement, with notable differences in behaviour between the two states.

Engagement varies significantly by state

SA delivered a very high open rate (67.6%), showing strong audience interest. This is significantly higher than our typical open rate (around 25-30%)

NSW saw a much more typical/expected open rate (27.1%),

Deliverability remains strong

Both states achieved a 96% delivery rate, indicating healthy data quality and stable inbox placement.

Click behaviour is concentrated in NSW

Despite the lower open rate, NSW has a much higher engagement level with clicks.

**Fundraising Update  
\$767 Raised**