

# Outcome Newsletter

#1 • Sent on Oct 16, 2025 16:54

- Apple MPP opens included.
- Bot opens and clicks included

Subject  
The Role of Leadership in Building a  
'No Surprises' Culture

From  
Outcome  
<info@weareoutcome.co>

Reply To  
Outcome  
<info@weareoutcome.co>

## Deliverability

Sent to	Delivered	Delivery rate	Soft bounces
5643	4955	87.81%	413 (7.32%)
Hard bounces			
275 (4.87%)			

## Opens

Opens	Open rate	Total opens	Apple MPP opens
2138	43.15%	3841	511

## Clicks

Clicks	Click-through rate	Total clicks	Click-to-open rate
10027	100.00%	10155	100.00%

## Unsubscribes

Unsubscribe rate	Spam complaints
0.30%	0

## Campaign audience

### ⊕ Included lists

Innovation Maturity Index Downloads	74 contacts
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Outcome downloads	254 contacts
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marketing_automation	5401 contacts
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