

# 19th Feb 2026 (Good Reads)

#15 • Sent on Feb 24, 2026 15:55

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

Subject: You Can't Delegate AI Transformation  
From: Outcome <info@weareoutcome.co>  
Reply To: Outcome <info@weareoutcome.co>

## Deliverability

Sent to	Delivered	Delivery rate	Soft bounces
5878	5695	96.89%	167 (2.84%)
Hard bounces			
16 (0.27%)			

## Opens

Opens	Open rate	Total opens	Apple MPP opens
2177	38.23%	2688	423

## Clicks

Clicks	Click-through rate	Total clicks	Click-to-open rate
107	1.84%	304	4.92%

## Unsubscribes

Unsubscribe rate	Spam complaints
0.23%	0

## Campaign audience

### ⊕ Included lists

Outcome downloads	224 contacts
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Innovation Maturity Index Downloads	59 contacts
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marketing_automation	5676 contacts
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