

## OPEN REPORT EXAMPLE

I am happy to share with you that your Eblast which went out on June 16<sup>th</sup> had an outstanding open rate of 31.7%.

Here is a snapshot of some companies that opened your eblast, with a very good representation of corporate, agency and press:

### **Corporate**

Pizza Hut

Valeant Pharmaceuticals

University of Colorado Boulder

Kraft Foods

Morgan Stanley

America Online, AOL

bayer Consumer Care Holdings LLC

Grand Hotel Betsy

Western Union

Cleo Capital

Zoom

Bank of the West

Visa

Georgia College & State University

Ulta Beauty

Disney Theme Parks and Resorts World-Wide

The United States Hispanic Chamber of Commerce

Voya Financial

Dress for Success Worldwide

Marriott

University of Texas at El Paso

Syracuse University

The Bank of New York Mellon

The HEINEKEN Company

Columbia University | Columbia Business School

HSBC

Florida State University

George Washington University

Milwaukee Brewers

Bronner Brothers  
MetLife  
Chobani  
Petco  
Fiverr  
Arizona State University - Walter Cronkite School  
GE Foodland  
Princess Cruises  
AIG  
Federal Reserve Bank of New York  
Sony Music Group SMG  
Farmers Insurance Group  
Rodan and Fields Dermatologists  
Nationwide Insurance  
Vitarroz International Foods dba North Shore  
Greater San Jose Hispanic Chamber of Commerce  
Sanofi-Aventis  
Regis College  
Urban College of Boston, Endicott College  
Novartis Institutes for BioMedical Research (NIBR)  
Rémy Cointreau  
Apple  
Towson University-CPS  
Fashion Institute of Technology  
Capital One  
Mott Community College  
Lawrence Technological Univ  
New York State Federation of Hispanic Chambers of Commerce  
Florida Blue  
Food Lion  
Spirit Airlines  
The University of Texas at Arlington  
match.com  
Peloton Interactive  
Sony Music Group  
Symantec  
EmblemHealth

Nordstrom  
The Estée Lauder Companies Inc.  
Seton Hall University  
The Hershey Company  
Wrigley Jr. Company  
WarnerMedia  
New England Revolution  
Ria Financial, Euronet Worldwide  
BeIN Sports North America  
BlackRock  
SC Johnson  
Audible  
Walt Disney Studios  
Universal Pictures  
El Dorado Furniture  
Simon and Schuster  
Citi  
Chicago White Sox  
Sony Pictures  
USTA  
IBM CHQ Communications  
Behr Paint Company  
Ford Motor Company  
Goldman Sachs  
Delta Air Lines  
Novartis  
Time Warner Entertainment  
El Pollo Loco, Inc.  
Accenture  
Foot Locker  
BHG Hotels  
North Shore Financial Group/MetLife  
Orlando Magic  
New York Institute of Technology  
American Public University System  
Binghamton University  
Mars Inc. - Royal Canin

Hormel Foods  
H&R Block  
Florida Atlantic University  
Disney Parks , Walt Disney World  
Mercedes-Benz of South Atlanta  
CUNY Graduate School  
TikTok  
Aetna, a CVS Health Company  
T-Mobile  
YouTube  
MGM Resorts International  
MassMutual  
Madison Gas and Electric, MGE  
American International Group, Inc., AIG  
Spotify  
Spelman College  
WW (formerly Weight Watchers)  
The Port Authority of NY&NJ  
Canada Post  
Meredith Corp  
Unilever  
Caesars Entertainment Corporation  
Centers for Disease Control and Prevention  
MGM Springfield  
Fordham University  
The City College of New York  
Warner Bros. Pictures  
Anheuser Busch  
LinkedIn  
New Balance  
Kellogg Company  
Nestle  
Instagram  
University of Southern California  
Wells Fargo  
TAP Air Portugal  
Rutgers Business School

Northwestern University  
National Basketball Association  
Federal Home Loan Bank of New York  
American Express Business  
Northwestern Mutual  
Michels Corporation  
Southern Glazer's Wine & Spirits  
The University of Texas at San Antonio  
Prudential  
General Mills  
Domino's Pizza  
Merck  
Dr Pepper Snapple Group  
Anthem, Inc.  
UPS  
Huntington National Bank  
American Merchant Banking Group, Inc.  
Denny's  
The Coca-Cola Company  
Cisco  
Girls Inc.  
Toyota Motor Sales  
Hilton Worldwide  
City University of New York  
Amazon Web Services  
Facebook  
Sheridan College  
Hill Holliday  
Time Warner Cable  
Sundial Brands  
Bacardi USA  
Hewlett-Packard ,HP  
American Heart Association  
Aetna  
American Family Insurance  
Federal Home Loan Bank of New York, Moody's Corpor  
Major League Baseball Players Association

New York Community Bancorp, Inc. (NYCB)  
Mount Sinai Health System  
Vevo  
M&T Bank  
Diageo  
Loyola Marymount University  
St. Jude Children's Research Hospital - ALSAC  
Kaiser Permanente  
Morehouse College  
Terry College of Business, University of Georgia  
Salesforce  
New York Life Insurance Company  
PepsiCo  
Google  
AARP  
MoneyGram International  
Microsoft  
US Census Bureau  
Quantcast  
Udacity  
Colgate-Palmolive  
Verizon  
Apollo Theater  
North Park University  
BlackDoctor.org  
Johnson & Johnson  
Comcast  
AXIS Capital  
iHeartMedia  
Walmart  
JP Morgan Chase & Co.  
DoorDash  
State Farm  
Sky Network  
The Bronx Overall Economic Development Corp.  
AT&T  
Netflix

The Walt Disney Company  
L'Oréal  
Target  
Brown Forman  
Consumer Reports  
Twitter  
Royal Caribbean Cruises  
Penguin random house

**Agency / Industry**

BBDO Worldwide  
Starcom MediaVest Group  
Weber Shandwick  
Grey  
Captura Group  
TBWA\WORLDHEALTH  
Orci  
Leo Burnett Company, Inc.  
SandersWingo  
Sensis  
3AF  
TDW+Co  
MIKADO International  
Ogilvy & Mather  
Finn Partners  
A Partnership  
GSD&M  
WPP Group  
C+C  
UniWorld Group, UWG  
Young & Rubicam The Bravo Group  
Horowitz Research  
Richards/Lerma  
Conill Advertising  
FleishmanHillard  
PACO Collective  
ADCOLOR

Admerasia  
American Advertising Federation  
ANA  
BARU Advertising  
Burrell Communications  
Casanova//McCann  
d expósito & Partners  
Edelman  
Ethnic Technologies  
FCB  
Gallegos United  
Havas Edge  
INFUSION  
interTrend Communications  
IPG  
IW Group  
Ketchum  
mitú  
NAMIC  
Nielsen  
PM3  
Republica  
Saatchi & Saatchi  
socioAD  
The Advertising Educational Foundation  
Walton Isaacson

**Mainstream Press & Ethnic Media**

New York Beacon  
Forbes  
Time Inc.  
San Jose Mercury News, Contra Costa Times  
Pandora  
Power 105.1  
Crain's New York Business  
Yahoo  
People Magazine

BBC Studios  
npr  
amc tv  
Urban Broadcasting Company  
THE GUARDIAN  
MTV Networks  
CLEO TV  
American Urban Radio Networks, AURN  
Manhattan Times  
Fresh 102.7 FM  
Urban One  
ITV Gold  
WNYC Radio  
Crain's  
Condé Nast  
WNET  
Tribune Publishing Company  
Katz Radio Group  
WHCR 90.3  
The Beacon  
Dow Jones, ELLE Magazine  
Starz  
ESPN  
CBS Television  
Tv One  
Ora.tv  
Fortune Magazine  
USA TODAY  
Adweek  
Chicago Crusader  
CNN  
Fox Corporation  
fuboTV  
HOT 97  
NBCUniversal  
Premiere Networks  
The New York Times

Times Publishing Company  
TURNER  
Viacom

DIRECTV Latin America  
ESSENCE Magazine  
Diario Las Americas  
Asian Television Network  
AspireTV  
ESPN Deportes Sales & Marketing Inc.  
Hombre Magazine  
People en Español  
El Mundo Al Segundo  
The Jewish Post of NY  
Time Television  
Latin Opinion Newspaper  
Zee TV Networks, Asia TV USA Ltd  
Upscale Magazine  
Harlem Community News  
Asian Television Network International Limited  
Asian Fortune Newspaper  
Radio Saigon Houston KREH 900 AM  
Nguoi Viet Daily News  
El Observador  
Grupo Radio Centro  
The Weekly Bangla Patrika  
China 92.3 FM  
Nowy Dziennik Polish Daily News  
African American Family Magazine  
India Currents  
Black PRWire  
Al Dia Newspaper  
SBS - Mega TV  
AfroLife.TV VumaTV  
La Prensa De Houston  
GSTV  
Radio Zindagi

BET  
HOLA! TV  
Korea Times  
Rolling Out Newspaper  
The Korea Daily News  
Los Angeles Times en Español  
Hoy Los Angeles  
Cartoon Network LATAM  
Diversity Woman Magazine  
The Asian Reporter Newspaper  
LATV Networks  
El Latino  
Asian Pacific American Times  
Asian Journal and Philippines Today  
The African Times  
Philippine News  
CNN Espanol  
Weekly Bornomala  
Sing Tao Daily  
Asian Journal Publications  
Radio Asia  
Latino Leaders Magazine  
NY 1 News, Noticias  
ABS-CBN North America, The Filipino Channel (TFC)  
bennett Coleman and Co. Ltd. (Times Group)  
Black Enterprise Magazine  
Crossings Tv  
El Mundo  
HBO Latin America  
HispanicAd.com  
Impacto Latin News  
impreMedia  
Jewish Life Television/JLTV  
Namaste America  
NIHAOUSA.COM KCHN Texas Chinese radio  
One Caribbean Television  
Produ

Saigon Radio

Telemundo

Television Korea 24

The Community Voice/La Voz Magazine

theRoot.com

Univision

Willow TV

World Journal