

## May Blast

Sent to 1,459 list members on May 19, 2015 8:57AM PDT

### Overall Performance

Opens (169):  11.58%

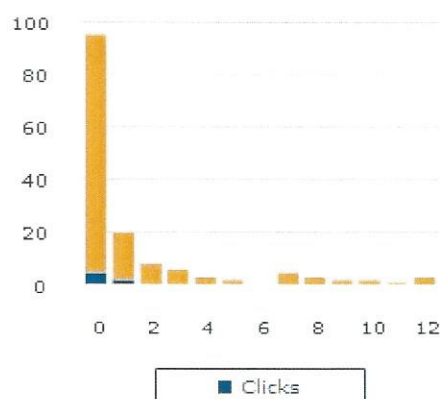
Clicks (13):  0.89%

Bounces (11):  0.75%

Unsubscribes (2):  0.14%

Non-responders: 1289    Forwards: 0

### Activity



### Top Performing Links






Link	#	%
<b>Image</b> <a href="http://www.facebook.com/CommercialSewing">http://www.facebook.com/CommercialSewing</a>	7	0.48%
<b>Image</b> <a href="http://ww.commercialsewing.com">http://ww.commercialsewing.com</a>	5	0.34%
<b>Image</b> <a href="http://www.facebook.com/CommercialSewing">http://www.facebook.com/CommercialSewing</a>	1	0.07%
Text Version - Link 1 <a href="http://www.facebook.com/CommercialSewing">http://www.facebook.com/CommercialSewing</a>	0	0.00%
Text Version - Link 2 <a href="http://www.facebook.com/CommercialSewing">http://www.facebook.com/CommercialSewing</a>	0	0.00%

### Top Performing Lists

Name	Sent	Open	Click	Bounce	Unsub	Non-Resp.
Master List	1,459	169 (11.58%)	13 (0.89%)	11 (0.75%)	2 (0.14%)	1,289 (88.35%)

[More list details...](#)

### Compare to Other Emails

<b>May Blast:</b> Sent on May 19, 2015 8:57AM PDT 1,459 recipients	 11.58%  0.89%
<b>Masters 2015:</b> Sent on May 04, 2015 7:19AM PDT 1,476 recipients	 15.51%  1.08%
<b>February 2015:</b>	 15.90%

Sent on Feb 25, 2015 10:46AM PST  
1,497 recipients

0.47%

**December:**

Sent on Dec 22, 2014 11:08AM PST  
1,523 recipients

0.39%

**November2014:**

Sent on Dec 04, 2014 12:28PM PST  
1,533 recipients

0.85%

**Account Average:**

2.30%



13.92%



15.26%



17.30%



Opens



Clicks

## Overview

May 10, 2015 - Jun 9, 2015  
Compare to: May 10, 2014 - Jun 9, 2014

All Sessions  
+0.00%

### Overview

May 10, 2015 - Jun 9, 2015: Pageviews

May 10, 2014 - Jun 9, 2014: Pageviews

1,000

500

May 15

May 22

May 29

Jun 5

Pageviews  
**69.94%**

8,382 vs 4,915

Unique Pageviews  
**52.51%**

6,045 vs 3,527

Avg. Time on Page  
**-12.56%**

00:00:58 vs 00:01:05

Bounce Rate  
**81.30%**

58.40% vs 32.54%

% Exit  
**25.98%**

15.17% vs 27.81%

### Page

Pageviews % Pageviews

1. /

May 10, 2015 - Jun 9, 2015

3,619 43.17%

May 10, 2014 - Jun 9, 2014

1,154 23.39%

% Change

213.60% 84.54%

2. /view-product.php?page=Marine&tab=Mooring/Trailerable+Covers

May 10, 2015 - Jun 9, 2015

590 7.04%

May 10, 2014 - Jun 9, 2014

582 11.80%

% Change

1.37% -40.35%

3. /contact.php?page=Contact

May 10, 2015 - Jun 9, 2015

433 5.17%

May 10, 2014 - Jun 9, 2014

368 7.46%

% Change

17.66% -30.76%

4. /customers.php?page=Customers

May 10, 2015 - Jun 9, 2015

402 4.80%

May 10, 2014 - Jun 9, 2014

361 7.32%

% Change

11.36% -34.47%

5. /index.php

May 10, 2015 - Jun 9, 2015

288 3.44%

May 10, 2014 - Jun 9, 2014

223 4.52%

% Change

29.15% -24.00%

6. /products.php?page=Products

May 10, 2015 - Jun 9, 2015

278 3.32%

May 10, 2014 - Jun 9, 2014

161 3.26%

May 10, 2014 - Jun 9, 2014

101 0.25%

% Change

72.67% 1.61%

7. </view-product.php?page=Power+Sports&tab=UTV>

May 10, 2015 - Jun 9, 2015

262 3.13%

May 10, 2014 - Jun 9, 2014

157 3.18%

% Change

66.88% -1.80%

8. </view-product.php?page=Marine>

May 10, 2015 - Jun 9, 2015

207 2.47%

May 10, 2014 - Jun 9, 2014

2 0.04%

% Change

10,250.00% 5,990.49%

9. </technicalinfo.php?page=Technical+Info>

May 10, 2015 - Jun 9, 2015

204 2.43%

May 10, 2014 - Jun 9, 2014

224 4.54%

% Change

-8.93% -46.41%

10. </view-product.php?page=Power+Sports&tab=Personal+Watercraft>

May 10, 2015 - Jun 9, 2015

182 2.17%

May 10, 2014 - Jun 9, 2014

137 2.78%

% Change

32.85% -21.83%

## Location

ALL » COUNTRY: United States

May 10, 2015 - Jun 9, 2015

Compare to: May 10, 2014 - Jun 9, 2014

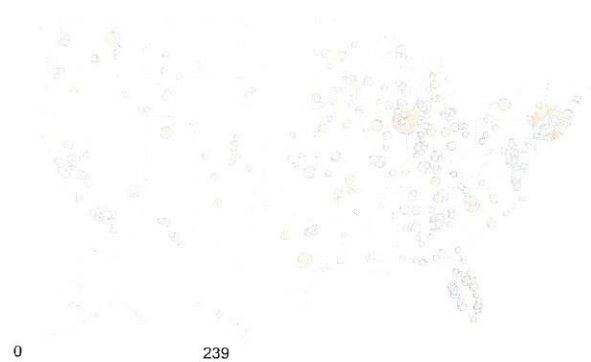
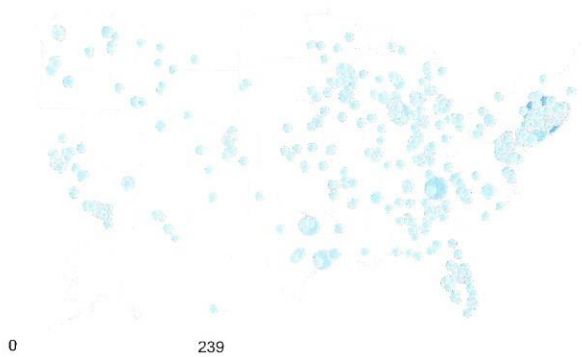
All Sessions  
-23.98%

Map Overlay

Summary

May 10, 2015 - Jun 9, 2015

May 10, 2014 - Jun 9, 2014



City	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	53.71% <span style="color: green;">▲</span> 1,780 vs 1,158	5.86% <span style="color: green;">▲</span> 78.71% vs 74.35%	62.72% <span style="color: green;">▲</span> 1,401 vs 861	34.23% <span style="color: red;">▼</span> 42.08% vs 31.35%	15.75% <span style="color: red;">▼</span> 3.07 vs 3.64	16.89% <span style="color: red;">▼</span> 00:02:25 vs 00:02:54	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
1. (not set)									
May 10, 2015 -	239 (13.43%)	94.56%	226 (16.13%)	82.85%	1.46	00:02:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
May 10, 2014 -	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	∞%	∞%	∞%	∞%	∞%	∞%	0.00%	0.00%	0.00%
2. Torrington									
May 10, 2015 -	78 (4.38%)	38.46%	30 (2.14%)	57.69%	2.28	00:01:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
May 10, 2014 -	52 (4.49%)	28.85%	15 (1.74%)	55.77%	2.00	00:01:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	50.00%	33.33%	100.00%	3.45%	14.10%	-1.47%	0.00%	0.00%	0.00%
3. New York									
May 10, 2015 -	36 (2.02%)	86.11%	31 (2.21%)	63.89%	2.11	00:00:48	0.00%	0 (0.00%)	\$0.00 (0.00%)
May 10, 2014 -	29 (2.50%)	82.76%	24 (2.79%)	44.83%	2.66	00:02:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	24.14%	4.05%	29.17%	42.52%	-20.49%	-60.94%	0.00%	0.00%	0.00%
4. Knoxville									
May 10, 2015 -	25 (1.40%)	92.00%	23 (1.64%)	64.00%	1.72	00:00:45	0.00%	0 (0.00%)	\$0.00 (0.00%)
May 10, 2014 -	4 (0.35%)	75.00%	3 (0.35%)	50.00%	2.25	00:01:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	525.00%	22.67%	666.67%	28.00%	-23.56%	-40.72%	0.00%	0.00%	0.00%
5. Chicago									
May 10, 2015 -	23 (1.28%)	78.26%	18 (1.28%)	30.43%	5.22	00:02:30	0.00%	0 (0.00%)	\$0.00 (0.00%)



May 10, 2013 -	23 (1.29%)	10.20%	10 (1.20%)	30.43%	3.22	00:03:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
May 10, 2014 -	28 (2.42%)	57.14%	16 (1.86%)	42.86%	2.71	00:02:40	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-17.86%	36.96%	12.50%	-28.99%	92.22%	36.57%	0.00%	0.00%	0.00%
6. Dallas									
May 10, 2015 -	16 (0.90%)	81.25%	13 (0.93%)	18.75%	5.19	00:02:46	0.00%	0 (0.00%)	\$0.00 (0.00%)
May 10, 2014 -	5 (0.43%)	100.00%	5 (0.58%)	20.00%	4.80	00:05:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	220.00%	-18.75%	160.00%	-6.25%	8.07%	-53.85%	0.00%	0.00%	0.00%
7. West Hartford									
May 10, 2015 -	15 (0.84%)	20.00%	3 (0.21%)	20.00%	3.47	00:02:36	0.00%	0 (0.00%)	\$0.00 (0.00%)
May 10, 2014 -	3 (0.26%)	0.00%	0 (0.00%)	0.00%	10.00	00:07:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	400.00%	∞%	∞%	∞%	-65.33%	-65.72%	0.00%	0.00%	0.00%
8. Washington									
May 10, 2015 -	15 (0.84%)	66.67%	10 (0.71%)	26.67%	3.20	00:05:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
May 10, 2014 -	1 (0.09%)	100.00%	1 (0.12%)	0.00%	6.00	00:00:54	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	1,400.00%	-33.33%	900.00%	∞%	-46.67%	470.25%	0.00%	0.00%	0.00%
9. Houston									
May 10, 2015 -	15 (0.84%)	93.33%	14 (1.00%)	46.67%	2.40	00:01:41	0.00%	0 (0.00%)	\$0.00 (0.00%)
May 10, 2014 -	4 (0.35%)	100.00%	4 (0.46%)	75.00%	1.50	00:02:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	275.00%	-6.67%	250.00%	-37.78%	60.00%	-21.66%	0.00%	0.00%	0.00%
10. Orlando									
May 10, 2015 -	13 (0.73%)	84.62%	11 (0.79%)	30.77%	2.92	00:01:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
May 10, 2014 -	3 (0.26%)	100.00%	3 (0.35%)	33.33%	3.67	00:02:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	333.33%	-15.38%	266.67%	-7.69%	-20.28%	-56.80%	0.00%	0.00%	0.00%

Rows 1 - 10 of 1168



# Commercial Sewing May Social Media Recap

## Facebook Analytics

625

 Total Page Likes

239

Likes Since 4/1/15



Average Weekly Reach: 2,014 people



Average Weekly Engagement: 106 people



Audience:

67% Men, 31% Women  
26% Ages 25-34



Top 3 Cities Reached:

Torrington, CT  
Titusville, FL  
West Palm Beach, FL



## YouTube Analytics

842



Total Video Views in May



Popular videos:

Outer Armor mooring cover on Yamaha  
(201 views)

Mid-size ranger door installation  
(108 views)

Mooring Cover Installation-Cobalt  
(86 views)



Traffic Sources:

26% YouTube search

9% Website

13% YouTube channel page

## Facebook Ad Recap

### Masters Water Ski and Wakeboard Tournament

CAMPAIGN DETAILS

Budget: \$10/daily

Length: 5/12/15-5/24/15

187

Likes from Ad

4,352

Total Reach

188

Clicks on Ad



Commercial Sewing

Win a Beats by Dre Pill!

Get pumped for your next adventure! LIKE  
our page for a chance to win!

Like Page 390 people like this page

powered by



Piktochart  
make information beautiful



## Audience Overview

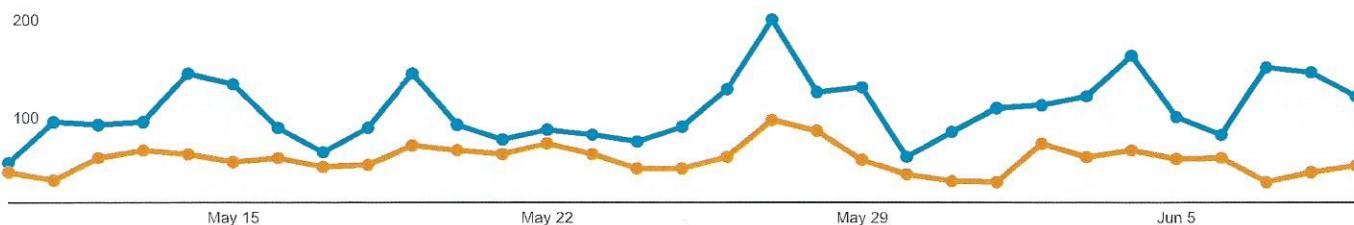
May 10, 2015 - Jun 9, 2015  
Compare to: May 10, 2014 - Jun 9, 2014

All Sessions  
+0.00%

### Overview

May 10, 2015 - Jun 9, 2015: Sessions

May 10, 2014 - Jun 9, 2014: Sessions



Sessions

115.03%

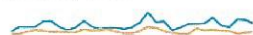
2,901 vs 1,377



Users

133.09%

2,550 vs 1,094



Pageviews

69.94%

8,383 vs 4,913



Pages / Session

-20.97%

1.66 vs 3.59



Avg. Session Duration

-37.84%

00:01:46 vs 00:02:51



Bounce Rate

81.30%

55.46% vs 87.34%



% New Sessions

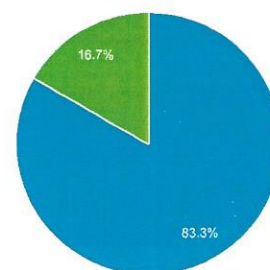
11.40%

0.325% vs 74.73%

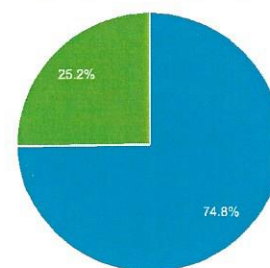


New Visitor Returning Visitor

May 10, 2015 - Jun 9, 2015



May 10, 2014 - Jun 9, 2014



### Language

Sessions % Sessions

1. en-us

May 10, 2015 - Jun 9, 2015

1,703 57.51%

May 10, 2014 - Jun 9, 2014

1,266 91.94%

% Change

34.52% -37.44%

2. (not set)

May 10, 2015 - Jun 9, 2015

515 17.39%

May 10, 2014 - Jun 9, 2014

0 0.00%

% Change

100.00% 100.00%

3. ru-ru

May 10, 2015 - Jun 9, 2015

314 10.60%

May 10, 2014 - Jun 9, 2014

1 0.07%

% Change

31,300.00% 14,502.43%



4. <a href="#">ru</a>		
May 10, 2015 - Jun 9, 2015	294	9.93%
May 10, 2014 - Jun 9, 2014	2	0.15%
<b>% Change</b>	<b>14,600.00%</b>	<b>6,736.17%</b>
5. <a href="#">pt-br</a>		
May 10, 2015 - Jun 9, 2015	23	0.78%
May 10, 2014 - Jun 9, 2014	11	0.80%
<b>% Change</b>	<b>109.09%</b>	<b>-2.76%</b>
6. <a href="#">en-gb</a>		
May 10, 2015 - Jun 9, 2015	16	0.54%
May 10, 2014 - Jun 9, 2014	15	1.09%
<b>% Change</b>	<b>6.67%</b>	<b>-50.40%</b>
7. <a href="#">en-ca</a>		
May 10, 2015 - Jun 9, 2015	14	0.47%
May 10, 2014 - Jun 9, 2014	5	0.36%
<b>% Change</b>	<b>180.00%</b>	<b>30.21%</b>
8. <a href="#">fr</a>		
May 10, 2015 - Jun 9, 2015	14	0.47%
May 10, 2014 - Jun 9, 2014	9	0.65%
<b>% Change</b>	<b>55.56%</b>	<b>-27.66%</b>
9. <a href="#">es-es</a>		
May 10, 2015 - Jun 9, 2015	9	0.30%
May 10, 2014 - Jun 9, 2014	2	0.15%
<b>% Change</b>	<b>350.00%</b>	<b>109.27%</b>
10. <a href="#">zh-cn</a>		
May 10, 2015 - Jun 9, 2015	9	0.30%
May 10, 2014 - Jun 9, 2014	8	0.58%
<b>% Change</b>	<b>12.50%</b>	<b>-47.68%</b>

# ***TERRACROSS AND OUTER ARMOR NOW SIDE BY SIDE***



***WE ARE PROUD TO ANNOUNCE  
OUR TERRACROSS PARTNERSHIP***

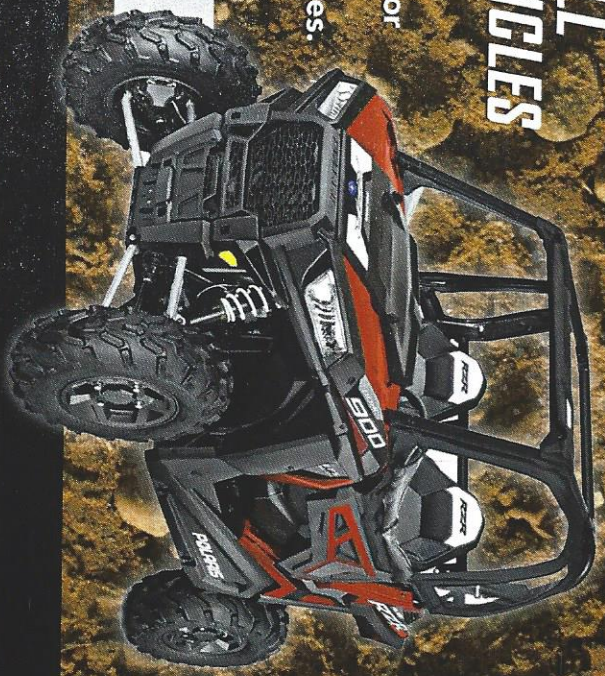


6/11/15 @ 3:41pm  
 6/12/15 done  
 approved  
 change

# TOUGH STUFF BY YOUR SIDE

## THE BEST PROTECTION FOR ALL TYPES OF RECREATIONAL VEHICLES

Outer Armor - Built by Commercial Sewing manufactures all types of covers and accessories for your favorite Polaris® vehicle. Make sure you ask your Polaris® dealer about Outer Armor accessories.



 COMMERCIALSEWING.COM  

Commercial Sewing

② take out of A like comm-sewing

TRADE MARK?

Switch

→ make outer Armor smaller

↑ make frame bigger

~~the top~~  
 slightly  
 bigger





**OUTER  
ARMOR**  
BUILT BY COMMERCIAL SEWING™

THE BEST PROTECTION FOR ALL  
TYPES OF RECREATIONAL VEHICLES

## TERRACROSS AND OUTER ARMOR NOW SIDE BY SIDE



Outer Armor - Built by Commercial Sewing has officially partnered with the TerraCross Racing Series. TerraCross Championship is Entertainment Television series that features the best off-road and action sports athletes as well as celebrities competing on Polaris RZR XP 1000s on a Rough, Tough & Muddy course complete with obstacles such as rocks, logs, jumps and tight turns.

Outer Armor has provided 30 door nets for all competitors. The first race in the series will take place on June 25th, and 26th at the San Diego Del Mar Fair. Stay Tuned for more updates on our Facebook Page!

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