MemberDirect Enrollment and Usage Report
Current Account Breakdown

Member Active	Member Active DROP	Member Active Payee	Member Archived	Member Deferred	Member Inactive	Member Retired	Member Terminated	Beneficiary	DRO	Total
544	0	0	0	153	42	771	115	45	7	1642*

* The breakdown by status does not match the total accounts because one or more users falls into multiple roles.

Login Activity

Report Date Range: 10/01/2023 - 12/31/2023

Total Logins: 618

Average Logins per Day: 6.6452

MemberDirect Login Activity

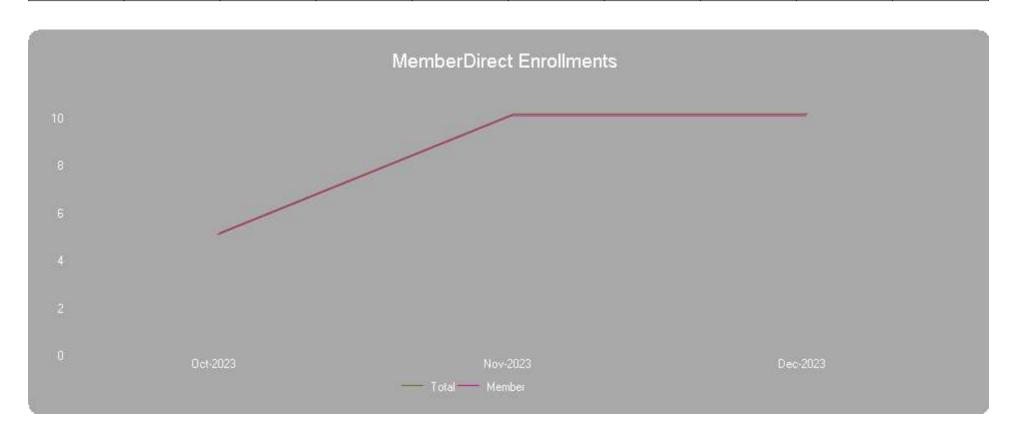# MemberDirect Enrollment and Usage Report
Enrollment Activity

Report Date Range: 10/01/2023 - 12/31/2023
Total Enrollments: 25
Average Enrollments per Day: 0.2688

New Accounts Breakdown

Member Active	Member Active DROP	Member Active Payee	Member Archived	Member Deferred	Member Inactive	Member Retired	Member Terminated	Beneficiary	DRO
20	0	0	0	3	0	2	0	0	0

Monitor performance

Emails sent **7,756** ↓ 2.9%	Open rate **66%** ↑ 11%	Click rate **8.6%** ↑ 38%	Unsubscribe rate **0.12%** ↑ 16%	✎ Edit

Your best emails

🏛 Smart suggestions

Email	Click rate	Recipients	Open rate	Unsubscribe rate	Content suggestions ⓘ	
MCERA October 2023 Newsletter Sent on Oct. 16, 2023	23%	2,592	69%	0.12%	● 7 ❯	⊞ Replicate
MCERA December 2023 Newsletter Sent on Dec. 14, 2023	1.7%	2,580	67%	0.04%	● 7 ❯	⊞ Replicate
MCERA November 2023 Newsletter Sent on Nov. 15, 2023	1.5%	2,584	61%	0.16%	● 7 ❯	⊞ Replicate

Track conversions

Quality score
0.986
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Click rate
8.6%
↑ 38%

Email funnel

Emails sent	Deliveries	Opened	Clicked
7,756	7,695	5,057	663
	99%	66%	13%

Performance over time

Open rate
66%
↑ 11%

Emails sent   7,756
Email count   3

Emails by send date   Metric: 🦉 Open rate ⌄

● Open rate