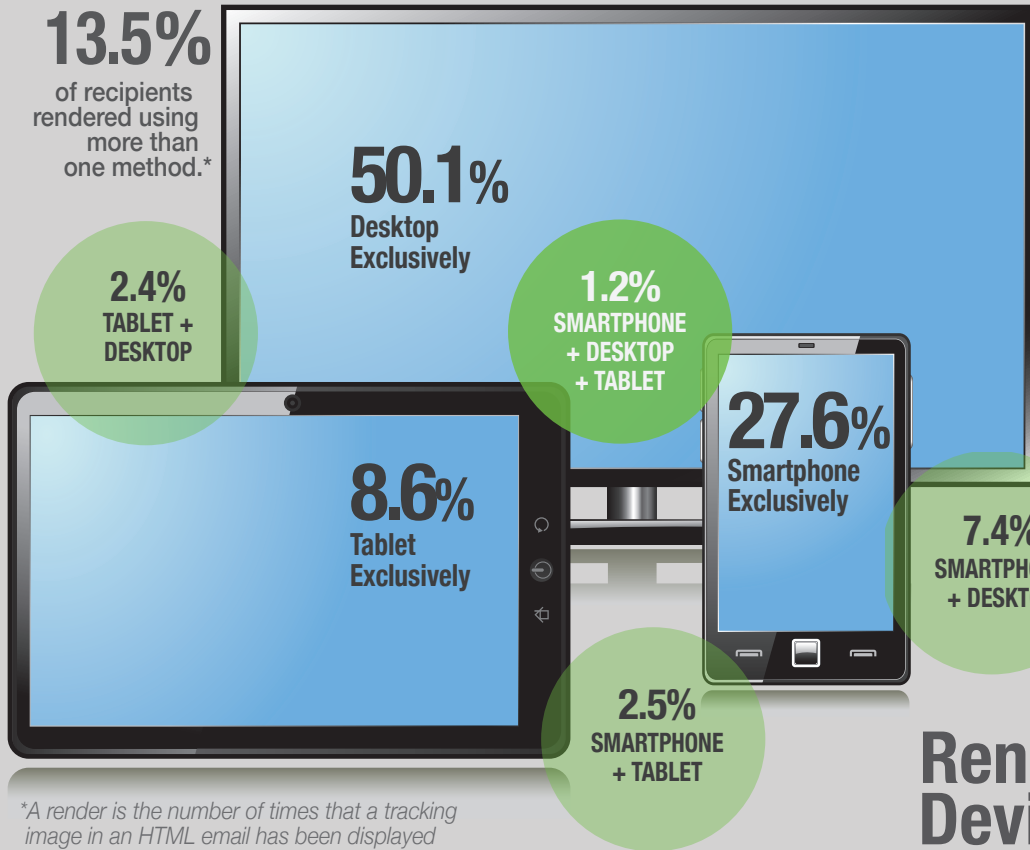


# Getting Digital

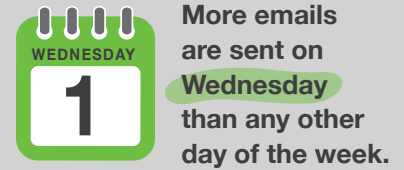


ENGAGEMENT HABITS OF TODAY'S EMAIL RECIPIENT

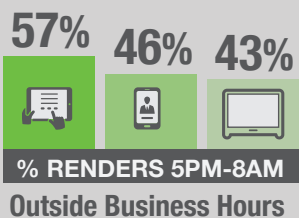
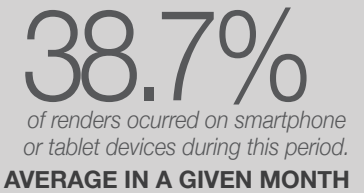
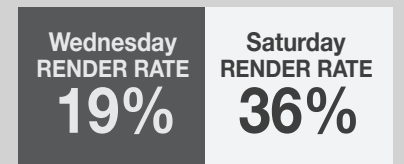
## Methods of Engagement AVERAGE IN A GIVEN MONTH



\*A render is the number of times that a tracking image in an HTML email has been displayed

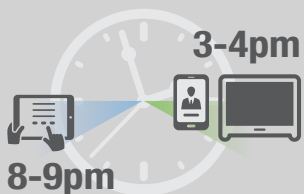


The least amount of email is sent on Saturday. Wednesday also had the lowest render rate, while Saturday had the highest.

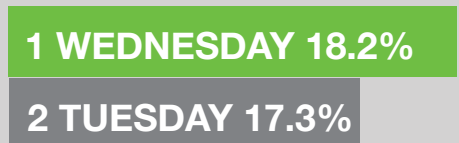


### Time of Day\*\*

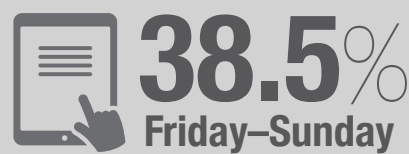
For desktop and smartphone users, more renders occurred between 3-4pm than any other time of day. For tablet users, most renders occur from 8-9pm.



### Highest % of Renders



Wednesday accounted for the highest % of renders among all types of users. Tuesday produced the second highest % of total renders among the days of the week.



accounted for a higher percentage of renders among tablet users than desktop or smartphone users.

### Renders by Device Type

JUNE 2013 - MAY 2014

Month	DESKTOP	APPLE DEVICES	ALL OTHER
06-13	59.7%	34.0%	6.3%
07-13	59.7%	34.2%	6.2%
08-13	59.1%	34.4%	6.5%
09-13	58.3%	35.2%	6.6%
10-13	57.5%	34.7%	7.9%
11-13	56.6%	34.5%	8.9%
12-13	57.3%	34.4%	8.3%
01-14	59.7%	32.9%	7.5%
02-14	60.7%	33.8%	5.5%
03-14	61.4%	34.2%	4.4%
04-14	62.0%	34.7%	3.3%
05-14	63.9%	33.5%	2.7%

\*\*All times CST All data provided by Harland Clarke Digital. Data reflects over 1 Billion emails sent between June 2013 and May 2014 to B2B and B2C recipients. Contact HCD at 630.303.5000 for more information.