



KEY PERFORMANCE INDICATORS DECEMBER 2023



Digital Marketing

EMAIL MARKETING OPEN RATE	43.8%
2023 Target: 30%	
WEBSITE VISITOR TRAFFIC	1,768
2023 Target: 1,000	

Innovation Fund

APPLICATIONS DEC: 16 70 YTD	ECOSYSTEM EVENTS DEC: 4 32 YTD	CLOSED IF PROJECTS 8 YTD 4 PENDING
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2023 Target: 10 Active Projects

Holidays and Open Rates

OPEN RATE	Avg Open Rate	
Campaign Name	Open Rate	Change
Q4 2023 Real Estate Newsletter	46.85%	+46.85%
Q4 2023 Site Selectors Newsletter	45.32%	+45.32%
Q4 2023 Community Newsletter	41.54%	+41.54%
Innovation Fund Q4 Newsletter	41.46%	+41.46%

AVG OPEN RATE
43.79%