


## Summary

Job ID: 108014

Name : CLV\_ENRIQUE-IGLESIAS-PRESALE\_20160419\_HM

Subject :  Special Presale! Just Announced // You're Invited To See Enrique Iglesias Live At The Colosseum.

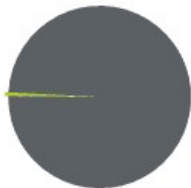
Date Sent: 4/19/2016 10:05 AM

Total Sent: [846,482](#)

Data Extensions: DELETED Data Extension (180089) sent  
CLV\_LVM\_TRLW\_20160411 (666393) sent  
CLV\_Seeds\_Hospitality (0) sent  
(Using All Subscribers)(846482 sent)

Excluded : Verizon\_Exclusion (10045 excluded)  
CET\_Suppression\_TR\_CASL (2480 excluded)  
CET\_SUPPRESSION (557 excluded)  
CET\_6mo\_Unengaged\_Subscribers (139592 excluded)

## Send Performance



**Delivery Rate:**  
**99.319%**

Total Bounces: 5,761

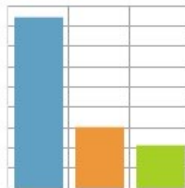
Hard Bounce: [508](#)

Soft Bounce: [689](#)

Block Bounce: [4,564](#)

Delivered: 840,721

## Open Performance



**Open Rate: 24.987%**



Delivered: 840,721

Total Opens: 301,127

Unique Opens: [210,074](#)

## Inbox Activity

Viewing: [Current Activity](#)

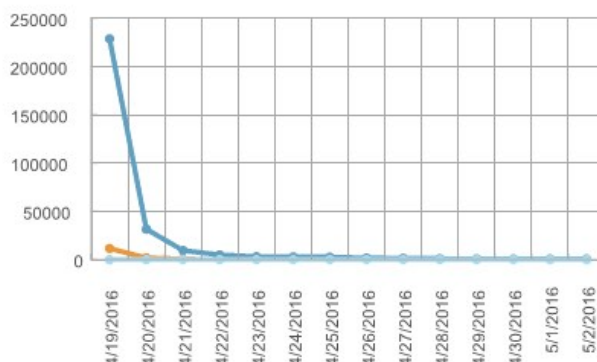
	Total	Unique				
Opens	301,127	<a href="#">210,074</a>		24.987%		
Clicks	15,371	<a href="#">10,841</a>		1.289%		
Forwards	0	0	0%			
Conversions	0	0	0%			
Surveys	-	0	0%			
Unsubscribes	-	<a href="#">200</a>	0.024%			

## Inbox Activity

Viewing: [Activity Over Time](#)

- ☒ Opens
- ☒ Clicks
- ☒ Forwards
- ☒ Conversions
- ☒ Surveys
- ☒ Unsubscribes

Update Grid



## Unengaged Subscribers

	Unique				
Total Delivered	840721				
Did not click	<a href="#">829,880</a>				
Did not open	<a href="#">630,647</a>				

Forward to a Friend Activity						
	Total	Unique				
Clicked 'Forward' link	0	0				
Forward Activity	0	0				
New Subscribers	0	0				

```
%%[ SET @prop_cd = [PROP_CODE] IF Empty(@prop_cd) THEN SET @prop_cd = [COR] ENDIF SET @flextemprow =
LookupRows("Flex_Temp_Prop_Lookup","PROP_CODE",@prop_cd) IF RowCount(@flextemprow) > 0 THEN SET @name = Field(Row(@flextemprow,1),"NAME") SET @headline_font1 =
Field(Row(@flextemprow,1),"HEADLINE_FONT1") SET @headline_font2 = Field(Row(@flextemprow,1),"HEADLINE_FONT2") SET @headline_font3 = Field(Row
(@flextemprow,1),"HEADLINE_FONT3") SET @subhead_font1 = Field(Row(@flextemprow,1),"SUBHEAD_FONT1") SET @subhead_font2 = Field(Row
(@flextemprow,1),"SUBHEAD_FONT2") SET @subhead_font3 = Field(Row(@flextemprow,1),"SUBHEAD_FONT3") SET @bodycopy_font1 = Field(Row
(@flextemprow,1),"BODYCOPY_FONT1") SET @bodycopy_font2 = Field(Row(@flextemprow,1),"BODYCOPY_FONT2") SET @bodycopy_font3 = Field(Row
(@flextemprow,1),"BODYCOPY_FONT3") SET @cta_background = Field(Row(@flextemprow,1),"CTA_BACKGROUND") SET @cta_font1 = Field(Row(@flextemprow,1),"CTA_FONT1") SET
@cta_font2 = Field(Row(@flextemprow,1),"CTA_FONT2") SET @cta_font3 = Field(Row(@flextemprow,1),"CTA_FONT3") SET @headline_fontsz = Field(Row
(@flextemprow,1),"HEADLINE_FONT_SIZE") SET @headline_fontmobsz = Field(Row(@flextemprow,1),"HEADLINE_FONT_MOBILESIZE") SET @subhead_fontsz = Field(Row
(@flextemprow,1),"SUBHEAD_FONT_SIZE") SET @bodycopy_size = Field(Row(@flextemprow,1),"BODYCOPY_SIZE") SET @cta_fontsz = Field(Row(@flextemprow,1),"CTA_FONT_SIZE")
SET @cta_fontmobsz = Field(Row(@flextemprow,1),"CTA_FONT_MOBILESIZE") SET @email_bgcolor = Field(Row(@flextemprow,1),"EMAIL_BGCOLOR") SET @headline_bgcolor = Field
(Row(@flextemprow,1),"HEADLINE_BGCOLOR") SET @bodycopy_color = Field(Row(@flextemprow,1),"BODYCOPY_COLOR") SET @headline_fontcolor = Field(Row
(@flextemprow,1),"HEADLINE_FONT_COLOR") SET @cta_textcolor = Field(Row(@flextemprow,1),"CTA_TEXT_COLOR") SET @second_cta_color = Field(Row
(@flextemprow,1),"SECONDARYCTA_COLOR") SET @second_cta_font1 = Field(Row(@flextemprow,1),"SECONDARYCTA_FONT1") SET @second_cta_font2 = Field(Row
(@flextemprow,1),"SECONDARYCTA_FONT2") SET @second_cta_font3 = Field(Row(@flextemprow,1),"SECONDARYCTA_FONT3") SET @second_cta_fontsz = Field(Row
(@flextemprow,1),"SECONDARYCTA_FONTSIZE") SET @rgbar = Field(Row(@flextemprow,1),"RGBAR") SET @rgbar_mobile = Field(Row(@flextemprow,1),"RGBAR_MOBILE") SET
@windsor_disp = Field(Row(@flextemprow,1),"WINDSOR_DISP") SET @HF_BgColor = Field(Row(@flextemprow,1),"HF_BgColor") SET @HF_Text_Color = Field(Row
(@flextemprow,1),"HF_Text_Color") SET @Prop_logo = Field(Row(@flextemprow,1),"Prop_logo") SET @market = Field(Row(@flextemprow,1),"Market") SET @prop_logo_mobile = Field
(Row(@flextemprow,1),"Prop_logo_Mobile") SET @prop_link = Field(Row(@flextemprow,1),"Prop_Link") SET @header_bgcolor = Field(Row(@flextemprow,1),"Header_BgColor") ENDIF IF
EMPTY(@prop_logo_mobile) THEN SET @prop_logo_mobile = @prop_logo ENDIF ]%%
```

%%[ SET @preheader\_text\_disp = "Total Rewards@ members: Get your presale tickets before 10pm Thursday!" SET @disclaimer = "Please note times listed are Pacific Time (PT). Subject to availability. Must be 21 to gamble. Additional restrictions apply. Management reserves all rights. " ]%% %%=ContentAreaByName ("My Contents\Header and Footer\Global\_Flex\_Header")=%%

SPECIAL TOTAL REWARDS PRESALE



PRESALE OFFER  
TUES 12PM - THURS 10PM  
USE PASSWORD: CETENRIQUE  
ON SALE FRI 10AM

[BUY TICKETS](#)

# ENRIQUE IGLESIAS

**FRI SEPT 16 & SAT SEPT 17**

THE COLOSSEUM  
CAESARS PALACE  
LAS VEGAS

axs [WWW.THECOLOSSEUM.COM](#) 

866.320.9763

MORE UPCOMING SHOWS AT THE COLOSSEUM



ELTON JOHN  
Now - April 30



REBA, BROOKS & DUNN  
May 3 - July 30



CELINE DION  
May 17 - November 26



[BUY TICKETS >](#)

[BUY TICKETS >](#)

[BUY TICKETS >](#)



Shop. Earn. Redeem.  
Exclusive Offers for Total Rewards members

[LEARN MORE](#)

%%=ContentAreaByName("My Contents\Header and Footer\flex-total-rewards-lower")=%%

PLAY A GREENER HAND **CODEGREEN®**

%%=ContentAreaByName("My Contents\Header and Footer\Global\_Flex\_Footer")=%%