

2008 LE Crew Newsletters			
Performance Indicator	August	Sept	Oct
Topic	Join LE Crew Blast	Earn 25 Extra CCs Now	Castrol Newsletter: Will your next car fly?
Total Sent	52,151	4,559	5408
Total Delivered	51,571	4,367	5187
Bounce	580 (1.1%)	192	221
Opt Out	<1%	<1%	<1%
Open Rate	24.1%	49.3%	37.5%
Click Through Rate	27.0%	64.6%	52.9%