

Boston

MAGAZINE



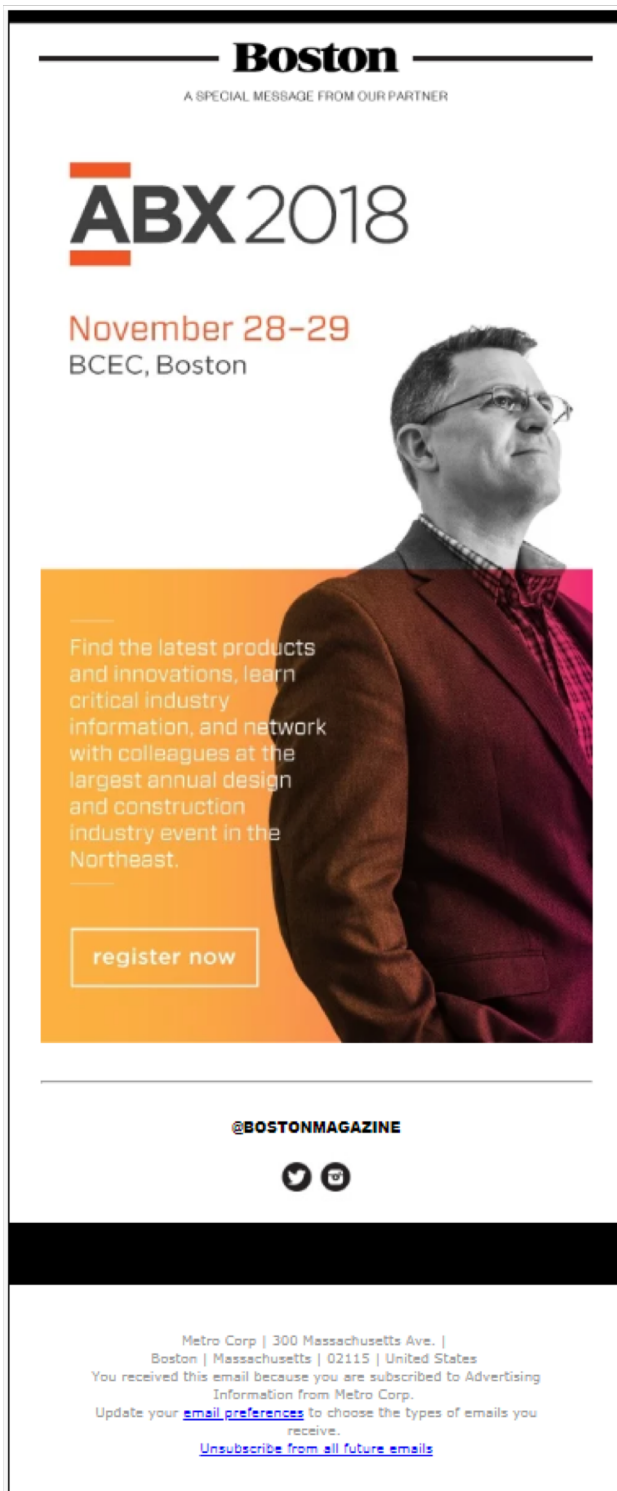
FALL CAMPAIGN RECAP

ABX – Fall Campaign

DIGITAL

- **Dedicated E-Blasts – Home & Property**
 - 10/17/18
 - 11/07/18





Boston
A SPECIAL MESSAGE FROM OUR PARTNER



ABX 2018

November 28-29
BCEC, Boston

Find the latest products and innovations, learn critical industry information, and network with colleagues at the largest annual design and construction industry event in the Northeast.

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Deployment Date: 10/17/18

List: Home & Property

Subject Line: Register to Attend ABX in Boston

Performance

Delivered: 9,249

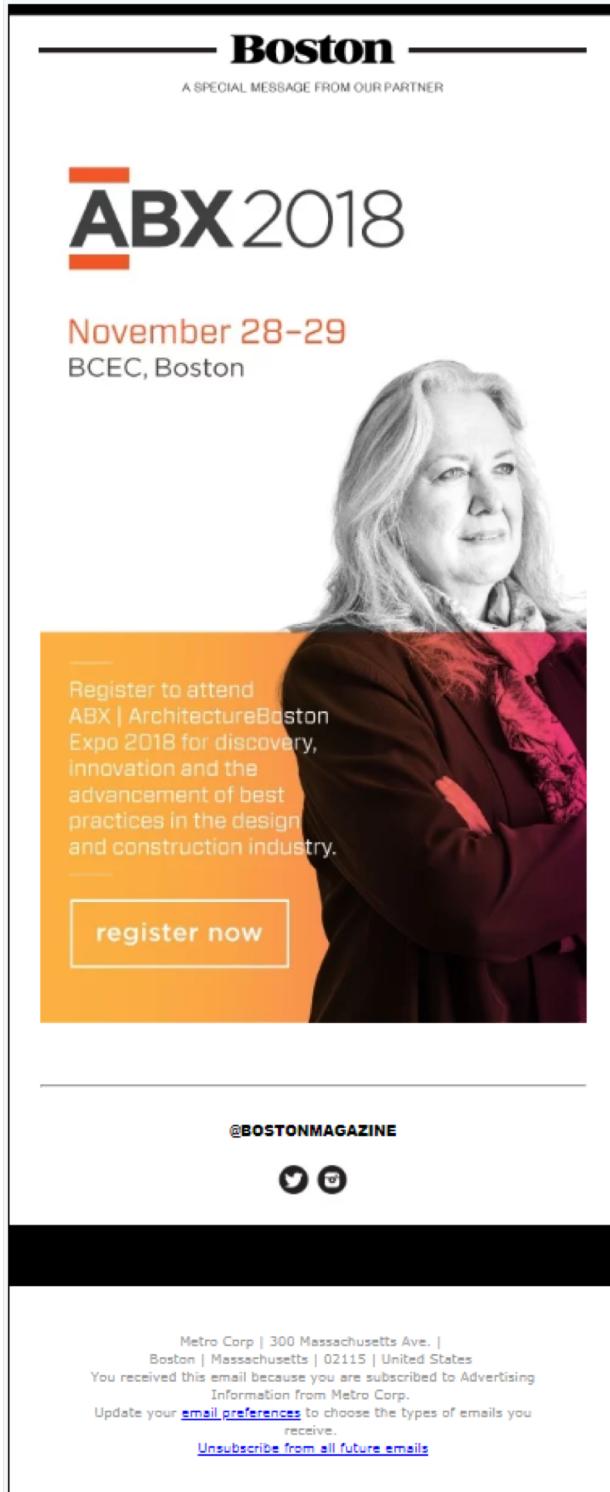
Open rate: 36.80%

Click through rate: 3.64%

Boston mag Benchmarks

Open rate:

Click through rate:



Boston
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ABX 2018

November 28-29
BCEC, Boston

Register to attend
ABX | ArchitectureBoston
Expo 2018 for discovery,
innovation and the
advancement of best
practices in the design
and construction industry.

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Deployment Date: 11/07/18

List: Home & Property

Subject Line: See the Best in the Northeast at
ABX 2018

Performance

Delivered: 9,272

Open rate: 34.14

Click through rate: 1.83%

Boston mag Benchmarks

Open rate:

Click through rate:

ABX – Fall Campaign

DIGITAL

- **Dedicated E-Blast – 10/17/18**
 - Impressions delivered: 9,249
- **Dedicated E-Blast – 11/07/18**
 - Impressions delivered: 9,272

Total campaign impressions delivered: 18,521

Christina Miller
Account Executive

Blake Schuller
Account Coordinator

