

Lists

List Name

Jan 1, 2025 - Jun 25, 2025

Sent (Campaigns)
4.8M
↑ 41.3%

Total opens (campaigns)
2.9M
↑ 42.5%

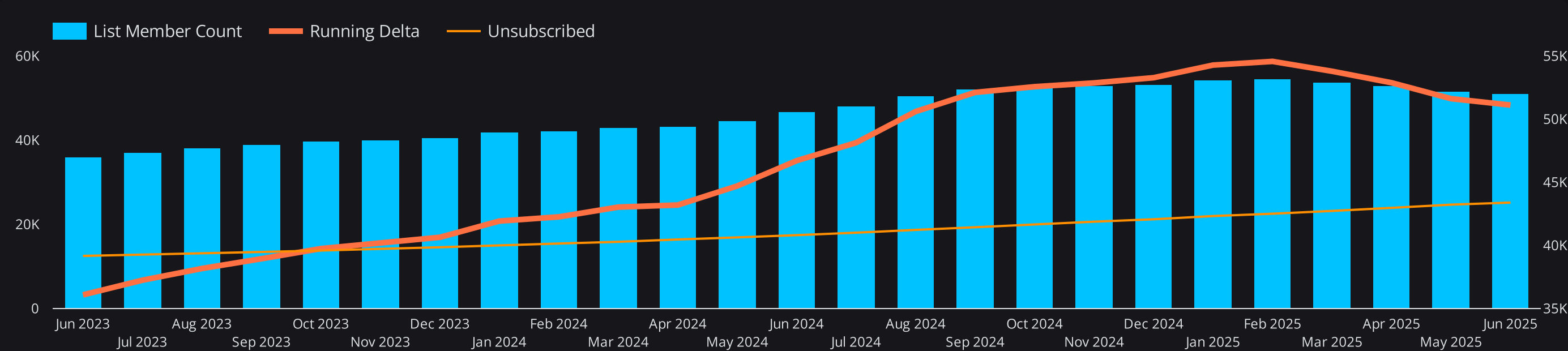
Clicked (Campaigns)
264.2K
↑ 2.7%

List Member Count
51,123
↑ 10.0%

Open rate (campaigns)
42.60%
↑ 4.9%

Unsubscribed
3.7K
↑ 49.4%

_Unsubscribed Rate
7.7%
↑ 5.8%



Last Week ▴	Campaign Launches
Monday	1
Tuesday	1
Thursday	2
Friday	2
Grand total	6

Sent ▾	Day	Campaign Title	Subject (Campaigns)	Sent	Total opens	Open Rate	Unique clicks	Click Rate	Unsub Rate
Jun 24, 2025	Tuesday	*Weekly Deals Email Campaign - 12/17...	New Weekly Deals Available!	44,088	11.7K	22.07%	1.4K	2.89%	1.81%
Jun 23, 2025	Monday	Two For Tuesday Email Campaign (cop...	Two For Tuesday Deal Available!	18,673	11K	47.03%	790	3.66%	8.03%
Jun 20, 2025	Friday	New Arrivals 2024-04-24 (copy 59)	New Arrivals!	18,703	12.9K	50.85%	1.2K	5.49%	7.49%
Jun 20, 2025	Friday	Two For Tuesday Email Campaign (cop...	Two For Tuesday Deal Available!	18,673	11K	47.03%	790	3.66%	8.03%
Grand total				4,805,020	2.9M	42.6%	319.5K	5.5%	7.68%



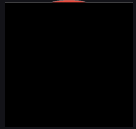


Email Campaigns

Campaign List Name Jan 1, 2025 - Jun 25, 2025

Delivered ▾	Campaign Title	Subject (Campaigns)	Recipients	Bounces	Opened	Open Rate	Clicked	Click Rate	Unsubscribed Rate	Unsubscribed
Jun 24, 2025, 8PM	*Weekly Deals Email Campaign - 12/17/19 - [Upd...	New Weekly Deals Available!	44,088	103	9,707	22.07%	1,269	2.89%	1.81%	8
Jun 23, 2025, 9PM	Two For Tuesday Email Campaign (copy 246)	Two For Tuesday Deal Available!	18,673	23	8,772	47.03%	682	3.66%	8.03%	15
Jun 20, 2025, 8PM	New Arrivals 2024-04-24 (copy 59)	New Arrivals!	18,703	27	9,497	50.85%	1,026	5.49%	7.49%	14
Jun 20, 2025, 8AM	Tru Fru Assorted Dessert Bites, 5oz Subscriber...	Tru Fru Assorted Dessert Bites, 5oz for 80% off!	39,500	80	16,451	41.73%	953	2.42%	6.84%	27
Jun 19, 2025, 8PM	*Weekend-Only Deals Email Campaign - Tagged ...	New Weekend Deals Available!	18,726	28	9,587	51.27%	1,535	8.21%	4.81%	9
Jun 19, 2025, 8AM	Reminder: Checkers Rally's Sweet Potato Fries, 2...	Last Chance to Save 81% on Checkers Rally's Swe...	38,530	73	15,417	40.09%	455	1.18%	3.37%	13
Jun 17, 2025, 8PM	*Weekly Deals Email Campaign - 12/17/19 - [Upd...	New Weekly Deals Available!	44,191	88	18,820	42.67%	3,842	8.71%	5.2%	23
Jun 16, 2025, 8PM	Two For Tuesday Email Campaign (copy 245)	Two For Tuesday Deal Available!	18,734	27	9,642	51.54%	804	4.3%	8.54%	16
Jun 13, 2025, 8PM	New Arrivals 2024-04-24 (copy 58)	New Arrivals!	18,743	18	9,600	51.27%	1,353	7.23%	17.07%	32
Jun 13, 2025, 8AM	Checkers Rally's Sweet Potato Fries, 22oz Subsc...	Checkers Rally's Sweet Potato Fries, 22oz for 81% ...	39,292	55	16,391	41.77%	783	2%	3.82%	15
Jun 12, 2025, 8PM	*Weekend-Only Deals Email Campaign - Tagged ...	New Weekend Deals Available!	18,745	18	9,359	49.98%	1,466	7.83%	5.87%	11
Jun 12, 2025, 8AM	Reminder: Grass Fed Organic Ground Beef 85% L...	Last Chance to Save 71% on Grass Fed Organic Gr...	38,492	56	15,070	39.21%	619	1.61%	3.9%	15
Jun 10, 2025, 8PM	*Weekly Deals Email Campaign - 12/17/19 - [Upd...	New Weekly Deals Available!	44,178	71	18,983	43.04%	4,039	9.16%	6.79%	30
Jun 9, 2025, 8PM	Two For Tuesday Email Campaign (copy 244)	Two For Tuesday Deal Available!	18,716	20	9,949	53.21%	741	3.96%	11.75%	22
Jun 6, 2025, 8PM	New Arrivals 2024-04-24 (copy 57)	New Arrivals!	18,747	18	10,202	54.47%	1,305	6.97%	19.2%	36
Jun 6, 2025, 8AM	Grass Fed Organic Ground Beef 85% Lean, 16oz ...	Grass Fed Organic Ground Beef 85% Lean, 16oz f...	39,075	52	17,478	44.79%	1,207	3.09%	7.93%	31
Jun 5, 2025, 8PM	*Weekend-Only Deals Email Campaign - Tagged ...	New Weekend Deals Available!	18,788	20	9,758	51.99%	1,538	8.19%	5.32%	10
Jun 5, 2025, 8AM	Reminder: Planters Peanuts Salted & Lightly Salt...	Last Chance to Save 76% on Planters Peanuts Salt...	38,459	59	15,574	40.56%	504	1.31%	6.5%	25
Jun 3, 2025, 8PM	*Weekly Deals Email Campaign - 12/17/19 - [Upd...	New Weekly Deals Available!	44,088	64	18,451	41.88%	3,007	6.82%	6.08%	10
Grand total			4,805,...	6,330	2,044...	42.6%	264,...	5.5%	7.68%	3,688





Subject Lines

Campaign List Name

Jan 1, 2025 - Jun 25, 2025

	Subject (Campaigns)	Recipients	Bounces	Opened ▾	Open Rate	Clicked
1.	New Weekly Deals Available!	1M	1593	440.6K	42.04%	105.3K
2.	Two For Tuesday Deal Available!	474.8K	508	242.8K	51.2%	21.4K
3.	New Arrivals!	475.5K	459	242.7K	51.08%	33.7K
4.	New Weekend Deals Available!	439.4K	433	223K	50.8%	43.3K
5.	27th Anniversary Sale!	47.5K	62	20.5K	43.22%	6.2K
6.	27th Anniversary Sale! Week 2!	47.4K	70	20.4K	42.99%	5.8K
7.	Philadelphia Original 2-8 oz (16oz) for 75% off!	44.8K	56	18.2K	40.73%	1.5K
8.	Rosarita Refried Beans, 15.2 oz for 80% off!	47.2K	69	18K	38.26%	1.5K
9.	Wright Applewood Smoked Bacon, 24oz for 70% off!	47.3K	66	18K	38.07%	1.7K
10.	Planters Winter Mixed Nuts Assorted Varieties 19.25 - 21 oz for 69% off!	46K	39	17.9K	38.93%	1.5K
11.	Planters Peanuts Salted & Lightly Salted, 16 oz for 76% off!	38.7K	60	17.6K	45.63%	1.2K
12.	Buldak Dumplings, 24.69 oz for 80% off!	47.3K	55	17.6K	37.27%	1.2K
13.	Memorial Day	44K	60	17.6K	39.96%	2.8K
14.	Foster Farms Grilled Chicken Strips, 16 oz for 67% off!	46.2K	48	17.5K	38.01%	1.3K
15.	Grass Fed Organic Ground Beef 85% Lean, 16oz for 71% off!	39.1K	52	17.5K	44.79%	1.2K
16.	Smithfield Prime Fresh Turkey Breast, 14oz for 85% off!	47.3K	61	17.4K	36.82%	1.3K
17.	Pepperoni, 6oz for 87% off!	47K	73	17.3K	36.97%	1.1K
18.	Uploaded Lunchables for 71% off!	45.4K	67	17.3K	38.2%	1K
19.	505 Southwest Salsa & Marinade, 16oz Assorted Varieties for 83% off!	44.6K	59	17.3K	38.83%	920
Grand total		4.8M	6330	2M	42.6%	264.2K





Automations

Audience

Jan 1, 2025 - Jun 25, 2025

Automations Start Time	Workflow	Automation Status	Subject		Emails Sent ▾	Total Opens	Total Clicks
Feb 5, 2019, 1PM	Welcome to ADF!	sending	Welcome to the Americ...		136,512	102,460	22,193
Mar 15, 2019, 2PM	Letter from Jon Dekkers...	sending	Why I Started American...		133,211	76,832	6,707
Apr 15, 2019, 10AM	Get a free gift on your ...	sending	Get a free gift from us ...		131,629	79,291	4,725
Feb 27, 2019, 3PM	Get \$5 Off Automated E...	sending	Here's \$5.00 On Us! 🎁		128,775	144,324	26,964
Mar 12, 2019, 8AM	[Reminder] - "Get \$5 O...	sending	Don't Leave Money On ...		70,668	18,321	3,548
Jun 10, 2019, 8AM	Email # : ADF Cash \$10 ...	sending	We miss you 😞		65,063	5,404	1,082
Jun 10, 2019, 8AM	Reminder #1 for \$10 Ca...	sending	There's still time! ⌚		61,253	2,824	522
Jun 10, 2019, 8AM	Reminder #2 for \$10 Ca...	sending	Don't leave \$10 on the t...		58,871	3,389	673
Jun 10, 2019, 9AM	Reminder #3 - Last Cha...	sending	Your \$10 offer expires i...		56,032	3,355	630
Jun 12, 2019, 10AM	Automation Email #5 in...	sending	Is this goodbye? 😞		51,305	4,233	1,610
Jun 12, 2019, 11AM	Automation Email #6 in...	sending	Should we unsubscribe...		49,228	4,621	1,485
Aug 10, 2019, 11AM	Re-Engage Part 1. You...	sending	You've been unsubscri...		47,123	7,287	1,333
Oct 12, 2019, 12PM	Congrats, you're a VIP!	sending	Congrats, you're a VIP! ...		31,288	58,808	8,454
Oct 16, 2019, 9AM	Review Us Your opini...	sending	Your opinion counts!		31,209	26,710	2,024
Mar 14, 2019, 11AM	Day of birthday Email #1	sending	Hey, it's your birthday! ...		23,525	39,589	6,260
Dec 30, 2019, 10AM	Review Us [Reminder] ...	sending	Will you help us out wit...		13,098	6,024	584
Jun 16, 2019, 9AM	Part 2. Re-Engage Em...	sending	Is this goodbye? 😞		11,775	2,707	1,151
Jun 4, 2020, 11AM	Auto Email #1 Opt-In ...	paused	Save even more with o...		10,111	3,760	222
					21,613	13,433	2,311

Not seeing data? Set the date range to when your automations were created.





Unsubscribes by Email Type

List Name ▾

Jan 1, 2025 - Jun 25, 2025 ▾

Unsubscribed

3,688

↑ 49.4%

_Unsubscribed Rate

7.7%

↑ 5.8%

List Unsubscribe Count

25.2K

↑ 45.3%

Open rate (campaigns)

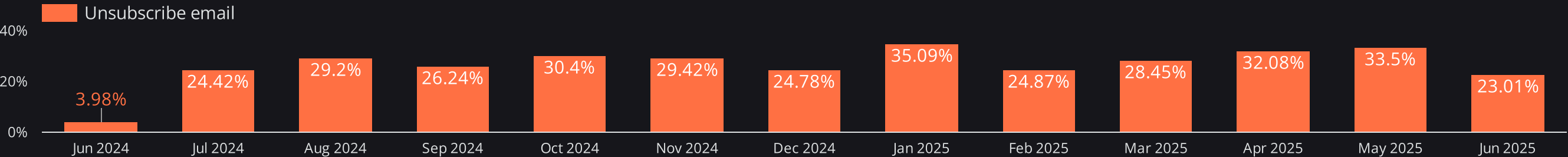
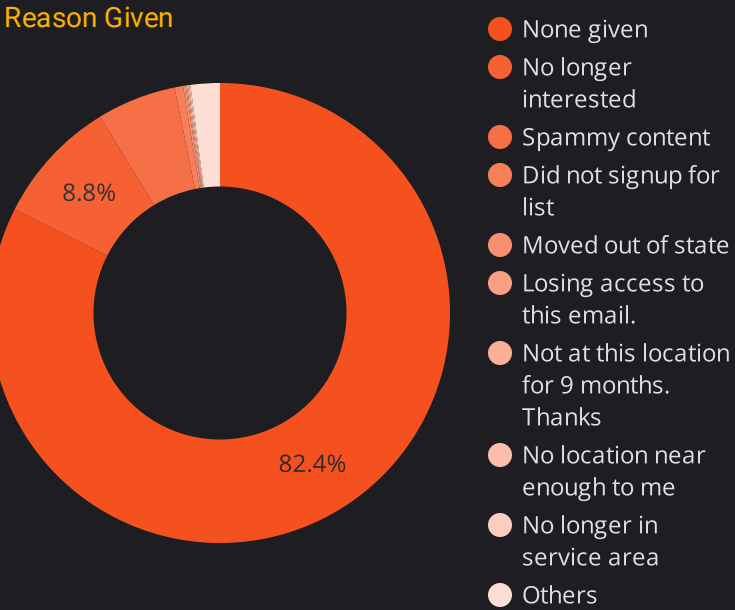
42.60%

↑ 4.9%

Click rate (campaigns)

5.5%

↓ -27.3%



New Weekly Deals

Unsubscribed

763

↑ 5.8%

_Unsubscribed Rate

7.27%

↓ -3.7%

Sent (Campaigns)

1.0M

↑ 9.8%

Open rate (campaigns)

42.04%

↓ -1.5%

Subscriber-Only Deal

Unsubscribed

1,237

↑ 11.4%

_Unsubscribed Rate

6.28%

↑ 1.7%

Sent (Campaigns)

2.0M

↑ 9.5%

Open rate (campaigns)

37.25%

↑ 2.5%

New Arrivals

Unsubscribed

621

↑ 305.9%

_Unsubscribed Rate

13.06%

↓ -4.5%

Sent (Campaigns)

475.5K

↑ 324.8%

Open rate (campaigns)

51.08%

↑ 6.1%

Two for Tuesday

Unsubscribed

473

↑ 95.5%

_Unsubscribed Rate

9.96%

↓ -1.7%

Sent (Campaigns)

474.8K

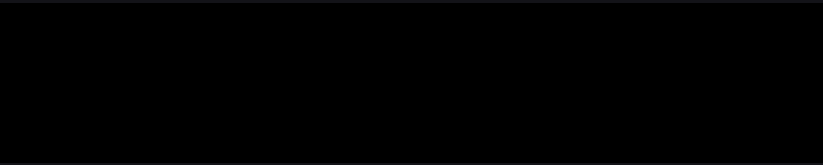
↑ 98.7%

Open rate (campaigns)

51.20%

↑ 1.0%



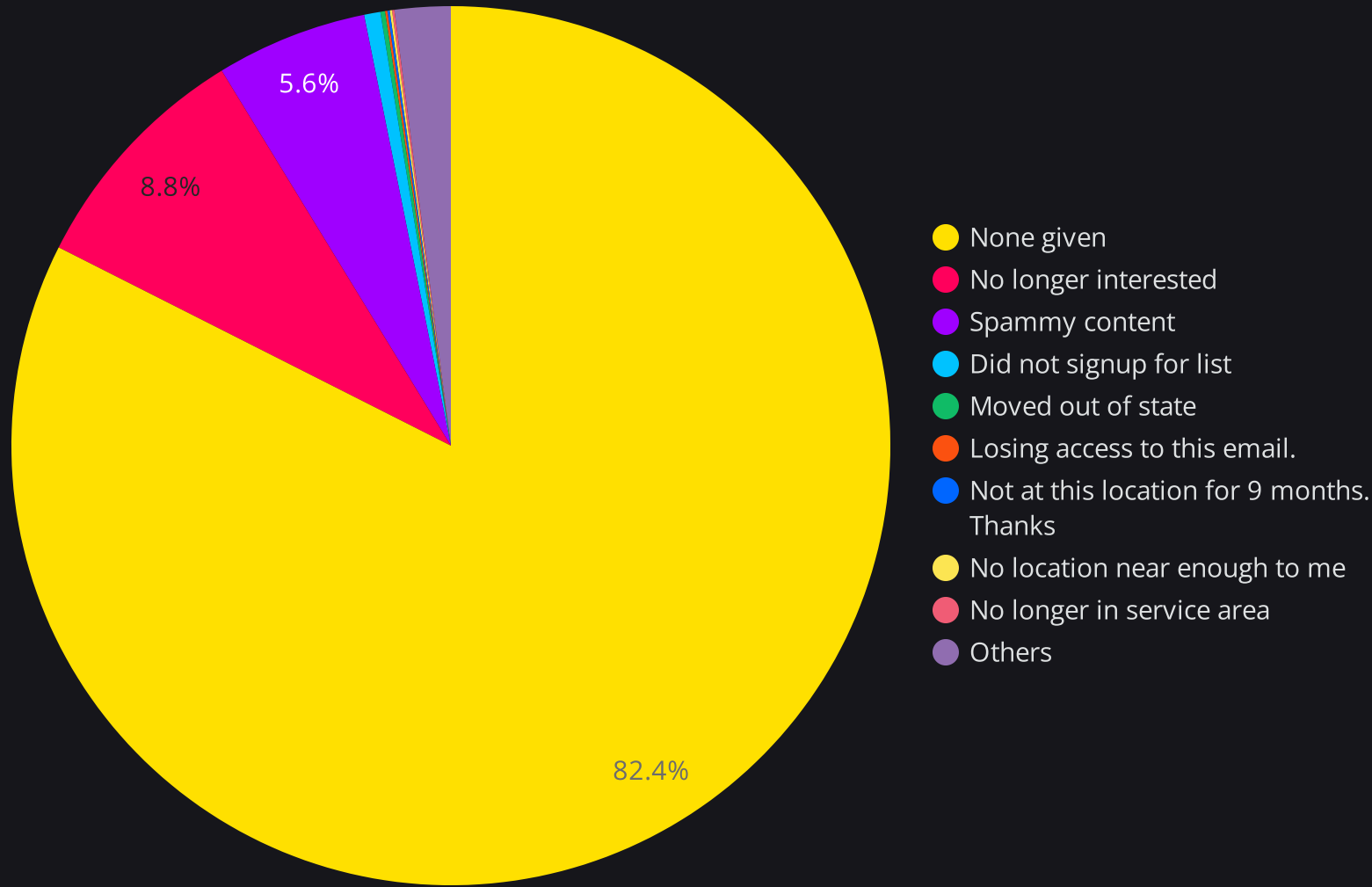


Unsubscribes

Jan 1, 2025 - Jun 25, 2025



Reason	Count ▾
None given	963
No longer interested	103
Spammy content	65
Did not signup for list	7
Moved out of state	2
Losing access to this email.	1
Not at this location for 9 months. Thanks	1
No location near enough to me	1
No longer in service area	1
I'm moving from the state.	1
Stores are too distant from me	1
Too many em's	1
Too many emails	1
There is no such store in Tucson, Arizona	1
email address not longer will be valid	1
You're not in my city and state. Bend, oregon	1
I dont live in arizona anymore	1
There isn't a store near me.	1
Grand total	1,168



Landing Pages

Jan 1, 2025 - Jun 25, 2025

▼

Landing Page Name	Visits ▼	Unique Visits	Clicks	Subscribes	Conversion Rate	Orders	Average Order Revenue	Total Revenue
Main Store Sign Up Page	16,468	108	46,507	13,148	12,174.07%	0	0	\$0
Satellite Sign Up Page	6,107	210	20,590	4,795	2,283.33%	0	0	\$0
Preference Center for 4717	3,492	0	0	0	null	0	0	\$0
Re-Subscribe Cleaned or ...	743	737	872	382	51.83%	0	0	\$0
Special Event Sign Up Page	84	3	155	67	2,233.33%	0	0	\$0
Home	2	0	0	0	null	0	0	\$0
Grand total	26,896	1,058	68,124	18,392	1,738.37%	0	0	\$0

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