

## National Average for Youth Sports 15.16% Open Rate and 6.8% Click Rate

### Our Athletic Marketing Average for Spring 2021

Sent <b>5953</b>	Open Rate <b>39.4%</b>	Click Rate <b>8.9%</b>
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	Original	Resend	Total		Original	Resend	Total
Opens	1603	626	2229	Clicks	131	66	197
Sent	5953	4049	10002	Did Not Open	4043	3419	7462
Bounces	307	4	311	Unsubscribed	10	3	13
Successful Deliveries	5646	4045	9691	Spam Reports	0	0	0
Desktop Open Percentage			52.5%	Mobile Open Percentage			47.5%

**YMCA of Southeastern NC**

January 8 · 🌐

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Our spring season of youth soccer is JUST around the corner! Give your kids the chance to reconnect and play safely outdoors. Our athletics team is going above and beyond to keep kids and families safe, and in the game!

Learn more at <https://www.ymcasenc.org/soccer-youthleagues/>