



Crisis Management Series Report

Responding to a Revolution

(CMS #6 – Chris O’Connor)

Published: **Thursday 15 August 2019**

Number of recipients: **2941**

List comprised predominantly of recipients occupying senior or management level positions in the political risk, banking, or diplomatic sectors.

Open rate: **19.3%**

Equivalent to 568 unique individual opens. The open rate is above the industry average for consulting companies of 14.7%. The open rate is a percentage that tells you how many of our readers opened the email.

Click rate: **1.9%**

Equivalent to 57 individual clicks. The click rate is above the industry average for consulting companies of 1.4%. The click rate is a percentage that tells you how of our readers clicked on at least one link in the email.

Audience: Top opens by country –

UK	60.5%
USA	26.5%
Switzerland	5.5%
France	3.1%
Austria	2.7%
Barbados	0.6%
Germany	0.6%
Belgium	0.4%

Last 6 API / CMS open and click rates (most recent first):

	Open	Click
CMS #5 – Crisis Management in Africa – Tim Morris	18.3%	2.3%
AP Insight #75 – The UK’s International brand is being undermined by its politics – John Buck	19.0%	3.1%
AP Insight #74 - The "exorbitant privilege" under threat – Andrew Popper	19.1%	2.1%
AP Insight #73 – Economic Sanctions and Regime Change – Paul Wilson	18.0%	2.9%
CMS #4 - Switzerland’s problem with Qadhafi – Vincent Fean	18.9%	3.0%
AP Insight #72 – The Great Indian Election Mystery – Mark Runacres	19.4%	1.8%

Note: as of 2019 we have added our two separate databases together.