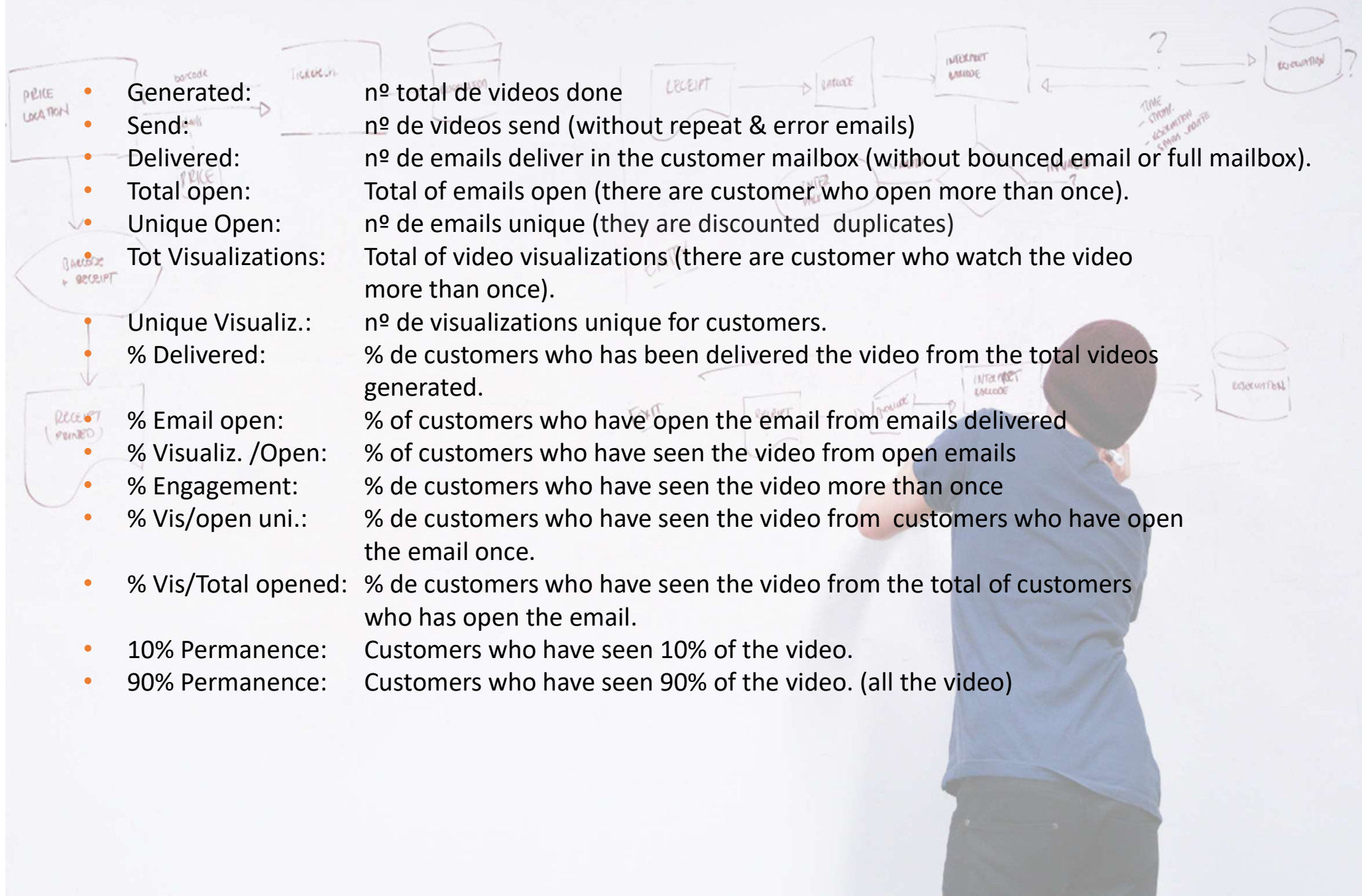




GLOSARIO



- **Generated:** nº total de videos done
- **Send:** nº de videos send (without repeat & error emails)
- **Delivered:** nº de emails deliver in the customer mailbox (without bounced email or full mailbox).
- **Total open:** Total of emails open (there are customer who open more than once).
- **Unique Open:** nº de emails unique (they are discounted duplicates)
- **Tot Visualizations:** Total of video visualizations (there are customer who watch the video more than once).
- **Unique Visualiz.:** nº de visualizations unique for customers.
- **% Delivered:** % de customers who has been delivered the video from the total videos generated.
- **% Email open:** % of customers who have open the email from emails delivered
- **% Visualiz. /Open:** % of customers who have seen the video from open emails
- **% Engagement:** % de customers who have seen the video more than once
- **% Vis/open uni.:** % de customers who have seen the video from customers who have open the email once.
- **% Vis/Total opened:** % de customers who have seen the video from the total of customers who has open the email.
- **10% Permanence:** Customers who have seen 10% of the video.
- **90% Permanence:** Customers who have seen 90% of the video. (all the video)