

Appendix 1

The links in the email newsletter were created by Mailchimp, the newsletter software we use for all our newsletters. Mailchimp creates tracking links by default – when we add a regular URL link to a newsletter, this is changed to a tracking link by Mailchimp before the newsletter is sent.

Tracking links are only used to provide Mailchimp (the email marketing service we use for newsletters) information about whether links in newsletters are clicked, and how many times each link was clicked. Mailchimp advise it is not possible to track anything else with click tracking. Click information is used to help us understand if the information we link to in our newsletters is of interest to recipients.

We don't tend to look at this information in any great detail but is useful for confirming that a reasonable number of the recipients looked at the email, for example. The information generated by the tracking of clicks is stored on Mailchimp's system.

For further information, please see:

- Mailchimp's information page on click tracking, at [Use Click Tracking in Emails | Mailchimp](#)
- Toitū Te Whenua's privacy policy which discusses our use of Mailchimp, at [Privacy | Toitū Te Whenua - Land Information New Zealand \(linz.govt.nz\)](#)

The tracking information relating to the LINZ Data Service notification sent on 20 June 2023 is as follows:

LINZ Data Service New User Interface Released

Sent: Tue, Jun 20, 2023 11:41 am

Overview

26,302 Recipients

10,567 Opened

1,913 Clicked

935 Bounced

203 Unsubscribed

- Successful deliveries: 25,367 96.4%
- Total opens: 17,347
- Last opened: 6/27/23 9:21AM
- Forwarded: 0

- Clicks per unique opens: 18.1%
- Total clicks: 4,098
- Last clicked: 6/27/23 8:30AM
- Abuse reports: 1

Opens by location

Country	Opens	Percent
USA	8,337	54.5%
New Zealand	5,430	35.5%
Australia	569	3.7%
Sweden	263	1.7%
Israel	208	1.4%
Turkiye	73	0.5%
United Kingdom	72	0.5%
France	29	0.2%
Germany	27	0.2%
India	27	0.2%

Subscriber activity

24-hour performance

- 206 [s 9(2)(a)]
- 34 [s 9(2)(a)]

- 76
- 63
- 59

Content Optimizer

14 out of 17 Best practices met

Skimmability 2 out of 3

Links & CTAs 3 out of 3

Text & Visuals 3 out of 3

Typography 6 out of 8

Click performance

URL	Total	Unique
https://data.linz.govt.nz/	3,519 (85.9%)	1,872 (68.6%)
https://www.youtube.com/watch?v=mZj6x1OBM1E&feature=youtu.be	276 (6.7%)	226 (8.3%)
https://www.linz.govt.nz/data/linz-data-service	152 (3.7%)	147 (5.4%)
https://www.linkedin.com/company/land-information-new-zealand/	151 (3.7%)	147 (5.4%)

Social stats

Campaign URL activity - 23 clicks
Top 10 referrers

Referrer	Clicks	First click	Last click
https://mailchi.mp/	13	6/20/23 12:39PM	6/21/23 7:37AM
http://mailchi.mp	4	6/20/23 11:47AM	6/20/23 11:47AM
android-app://com.google.android.gm/	3	6/20/23 12:54PM	6/20/23 5:19PM
https://us3.campaign-archive.com/	1	6/21/23 5:02AM	6/21/23 5:02AM
https://www.google.com	1	6/21/23 5:05AM	6/21/23 5:05AM

Advanced reports

Email Domain Performance

Domain	Email	Bounces	Opens	Clicks	Unsubs
gmail.com	7141 (27%)	58 (1%)	4275 (60%)	370 (5%)	84 (1%)
hotmail.com	866 (3%)	3 (0%)	344 (40%)	43 (5%)	7 (1%)

Domain	Email	Bounces	Opens	Clicks	Unsubs
wsp.com	574 (2%)	37 (6%)	69 (13%)	31 (6%)	1 (0%)
xtra.co.nz	422 (2%)	8 (2%)	244 (59%)	43 (10%)	2 (0%)
beca.com	407 (2%)	51 (13%)	67 (19%)	32 (9%)	1 (0%)
Other	16892 (64%)	778 (5%)	5568 (35%)	1394 (9%)	108 (1%)

Released under the Official Information Act 1982