

December '23 Newsletter

Sent date

December 28, 2023 11:10 AM UTC-05:00 by Cody Goolsby

Email details

Subject

Seasons Greetings from OWL ESG

Title

December '23 Newsletter

Sent by

Cody Goolsby <cody@digitalatlasmarketing.com>

From address

communications@owlesg.com

Sent date

December 28, 2023 11:10 AM

Preview text

We have so many successes to build on, and cannot wait for what we have in store.

From name

Rob Yates

Included lists

[Newsletter List](#)

Don't send to contacts with low engagement

Enabled

Subscription

Marketing Information

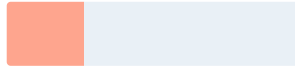
Created on

December 22, 2023 2:16 PM

Internal HubSpot ID

288099003

Open rate 26.52%



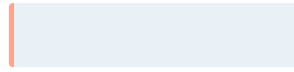
Unique opens **656**

Total opens 1097

DESKTOP	MOBILE	OTHER
18%	17%	65%

Click rate 1.9%

Click-through rate 7.2% ⓘ

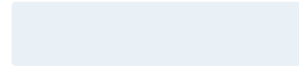


Unique clicks **47**

Total clicks 107

DESKTOP	MOBILE	OTHER
98%	2%	0%

Reply rate 0%



Unique replies **0**

Delivery

SUCCESSFUL DELIVERIES

2,474

99.44%

BOUNCES

14

0.56%

UNSUBSCRIBES

24

0.97%

SPAM REPORTS

0

0%

Time spent viewing email

READ

37.5%

SKIMMED

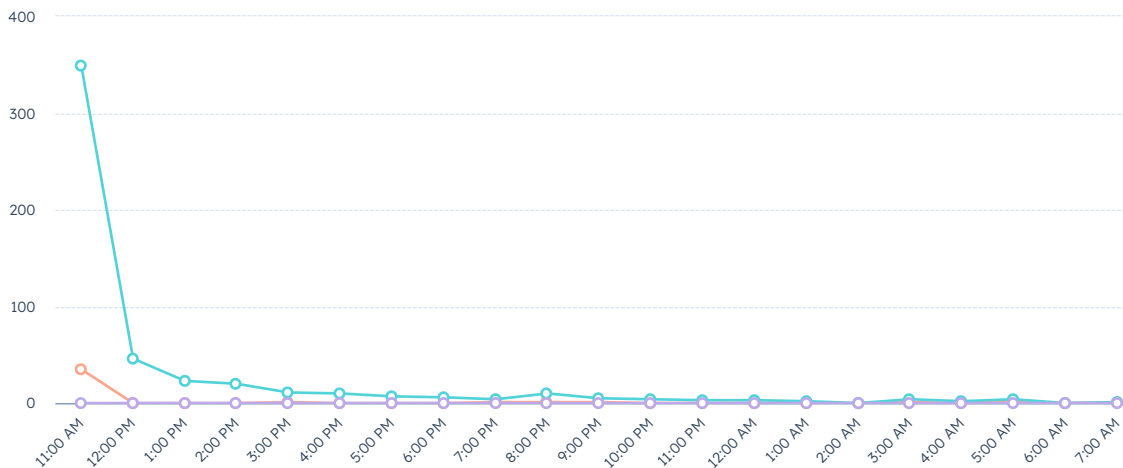
41.3%

GLANCED

21.3%



Engagement over time



Top clicked links

LINK	CLICKS
https://www.youtube.com/watch	16
https://owlesg.com/2023/12/18/exploring-the-expanding-world-of-ntfs-art-music-gaming-and-beyond/	13
https://www.sciencealert.com/the-worlds-biggest-nuclear-fusion-reactor-just-came-online	9
https://owlesg.com/	9
https://www.mckinsey.com/capabilities/sustainability/our-insights/carbon-removals-how-to-scale-a-new-gigat...	5
https://www.youtube.com/channel/UC6nn0zEwwKORQpy7q9Jw0IA	4
https://thehill.com/policy/energy-environment/4372248-in-light-of-court-ruling-epa-to-propose-allowing-most-...	1
https://owlesg.com/2023/12/15/moving-esg-from-a-metric-to-a-factor/	1

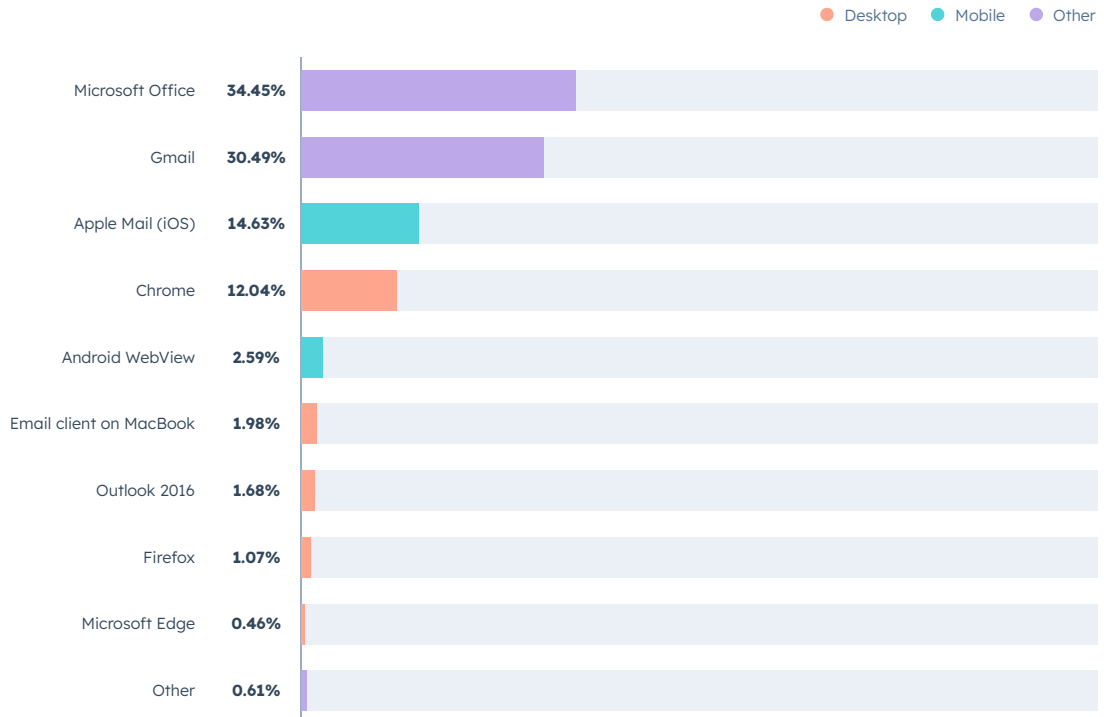
Top engaged contacts

CONTACT	OPENS
Jesse McMahon <jesse.mcmahon@scotiabank.com>	16
Jamil Abdullah <jamil.a@falconwp.com>	14
Drake McHugh <mchughdrake@gmail.com>	11
Helen Zhu <helen.zhu@nftrinity.com>	9
Joseph Ben Salem <jbsalem@owlesg.com>	8
Madalena Dasilvadias <madalena.dasilvadias@bnpparibas.com>	7
Robert Whitmore <robert.whitmore@nasdaq.com>	7
Mickey Weatherston <mickey.weatherston@churchillam.com>	6

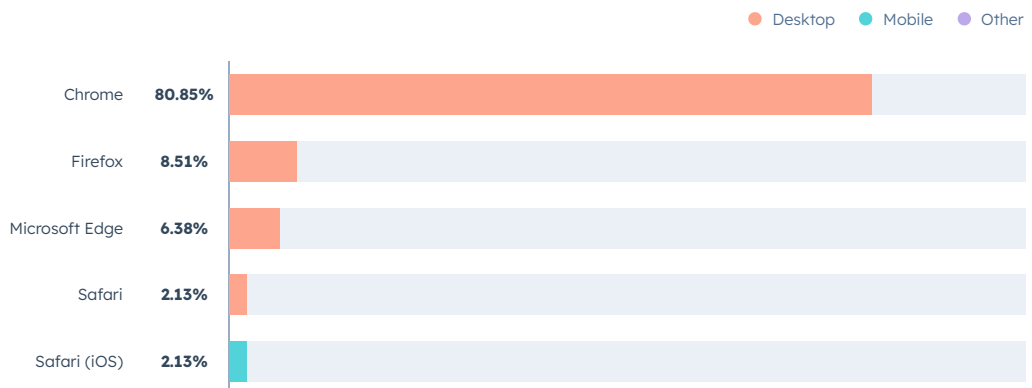
Top engaged contacts

CONTACT	CLICKS
Helen Zhu <helen.zhu@nftrinity.com>	10
Pierce Pahlow <pierce.pahlow@nasdaq.com>	10
Dominique Habegger <habegger@ppt.ch>	6
Cary Greenspan <cary.greenspan@bankwithunited.com>	5
Christopher Albers <christopher.albers@bofa.com>	5
Steve Vargas <stephen.vargas@nasdaq.com>	5
Mickey Weatherston <mickey.weatherston@churchillam.com>	5
William Mcadam <wmcadam@qia.qa>	5

Opens by email client



Clicks by browser



HTML click map



2 17.1%

The Spectacle from OWL ESG

Bringing clarity to a rapidly evolving industry

Message From the CEO

Thank you all for a wonderful year and Happy Holidays from all of us at OWL ESG. We have so many successes to build on, and cannot wait for what we have in store. For now, though, we want all of you to experience peace this holiday season, and to wish you a Happy New Year. Looking forward to 2024, [enjoy this video from the OWL family.](#)

9.8%

One Big Thing – Exploring the Expanding World of NFTs: Art, Music, Gaming, and Beyond:

Non-fungible tokens (NFTs) are all around us. From art and music to gaming and movies, these digital assets are selling for millions of dollars. Bought and sold online, often with cryptocurrency, NFTs are gaining infamy because of their increase in popularity amongst different industries. In 2021 alone, NFTs were worth \$41 billion, a number that's close to the total value of the entire global fine art market. NFTs are usually one of a kind and have unique identifying codes. However, a significant number of them, especially during the initial stages, comprise digital creations that already have a presence elsewhere. What is their environmental impact, and are they really worth the hype?

1 24.4%

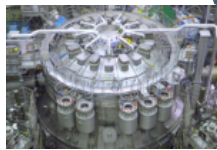
Read Full Article

ESG News Highlighted from Around the World

9.8%

7.3%

2.4%



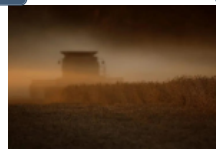
The World's Biggest Nuclear Fusion Reactor Just Came Online
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3 12.2%



Carbon Removals: How To Scale A Gigaton Industry
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2.4%



EPA To Propose Allowing Most Uses Of Pesticide Linked To Development in Children
[Read More](#)

0%

Featured OWL Insight

0%

Check out, "[Moving ESG from a Metric to a Factor](#)," which breaks down the difference between a metric and factor investing, and how ESG metrics can move into investment strategies as a factor using the "Magnificent 7" stocks as a reference point.

2.4%

Read More



Armchair ESG with Nate and Yates

4.9%

Follow our podcast series, [Armchair ESG with Nate and Yates](#). OWL's Head of Product, Nathanael Ndjerareou, and Director of Communications, Paul Yates, host discussions about ESG, investing, sustainability trends, and current events. This month we [talk with Finpublica's Founder Adam Wasserman](#) about what it takes to start an ESG-focused non-profit, and what the future of ESG investing looks like.

7.3%

OWL ESG, 312 Arizona Avenue, Santa Monica, CA 90401, United States of America, (424) 800 - 3834

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