# Your newsletter reporting guide

Kit · Built with Datapipe

Start with the overview. Follow the broadcast or sign-up source behind a change.

## Explore the report

01 Overview
Open rate, click rate, unsubscribes and subscriber growth at a glance.

02 Broadcasts
Every broadcast with its opens, clicks and unsubscribes.

03 Subscribers
New subscribers, cancellations and net growth, day by day.

04 Sign-up sources
Growth by form, landing page and referrer.

## Use your own data

**1 Add Kit in Datapipe.**
Paste a Kit V4 API key.

**2 Choose this template in Reports.**
Datapipe reads your broadcasts and subscribers and fills the pages.

**3 Open your Data Studio copy.**
Datapipe keeps the numbers up to date.

## Read the numbers correctly

Open rate is unique opens divided by recipients, click rate is subscribers who clicked divided by recipients, and click-to-open rate is clicks divided by opens.

Rates use totals, not averages of broadcast rates. Broadcasts count on the day they were sent, with their results at the last refresh.

New subscribers are confirmed sign-ups; cancellations count against the form a subscriber joined from. Use the date control to compare complete periods.

Sample data · A cooking newsletter’s Kit account, 16 August–13 November 2026

# Newsletter performance

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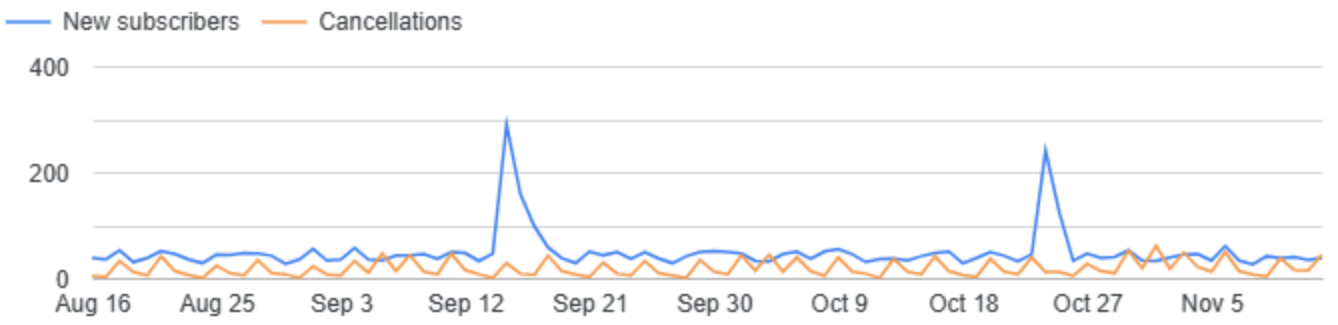
Sign-up source

Aug 16, 2026 - Nov 13, 2026

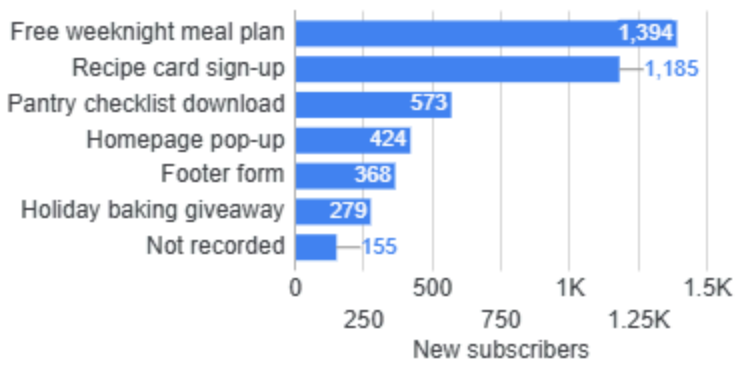
| Open rate | Click rate | Click-to-open rate | Unsubscribe rate |
|---|---|---|---|
| 49.87% | 4.49% | 9.00% | 0.233% |
| -0.16% from previous 90 days | 0.05% from previous 90 days | 0.14% from previous 90 days | 0.01% from previous 90 days |

| Recipients | New subscribers | Cancellations | Net new subscribers |
|---|---|---|---|
| 621,637 | 4,378 | 1,637 | 2,741 |
| 15.4% from previous 90 days | 50.3% from previous 90 days | 23.4% from previous 90 days | 72.8% from previous 90 days |

## New subscribers and cancellations per day




## New subscribers by sign-up source




## Recent broadcasts

| | Broadcast | Date | Recipients | Open rate | Click rate | Click-to-open rate | Unsubscribe rate |
|---|---|---|---|---|---|---|---|
| 1. | Friday notes: spice drawer fixes | Nov 13, 2026 | 23,339 | 44.89% | 4.84% | 10.78% | 0.24% |
| 2. | Freezer-friendly lemon pasta | Nov 10, 2026 | 23,339 | 49.29% | 3.8% | 7.71% | 0.2% |
| 3. | Friday Larder: leftovers | Nov 6, 2026 | 23,368 | 47.29% | 4.51% | 9.54% | 0.24% |
| 4. | Make-ahead apple cake | Nov 3, 2026 | 23,317 | 56.24% | 3.43% | 6.1% | 0.23% |
| 5. | Inside the new Weeknight Larder | Nov 1, 2026 | 14,941 | 55.02% | 6.77% | 12.31% | 0.43% |
| 6. | Friday notes: tinned fish | Oct 30, 2026 | 23,193 | 49.13% | 4.08% | 8.3% | 0.29% |
| 7. | A better braised greens | Oct 27, 2026 | 23,285 | 47.41% | 3.47% | 7.32% | 0.13% |

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Broadcasts count on the day they were sent, with their results at the last refresh. Rates are worked out from totals: open rate is opens ÷ recipients, click rate is clicks ÷ recipients and click-to-open rate is clicks ÷ opens. New subscribers are confirmed sign-ups; cancellations count against the form a subscriber joined from. Comparisons use equal periods.

# Broadcasts

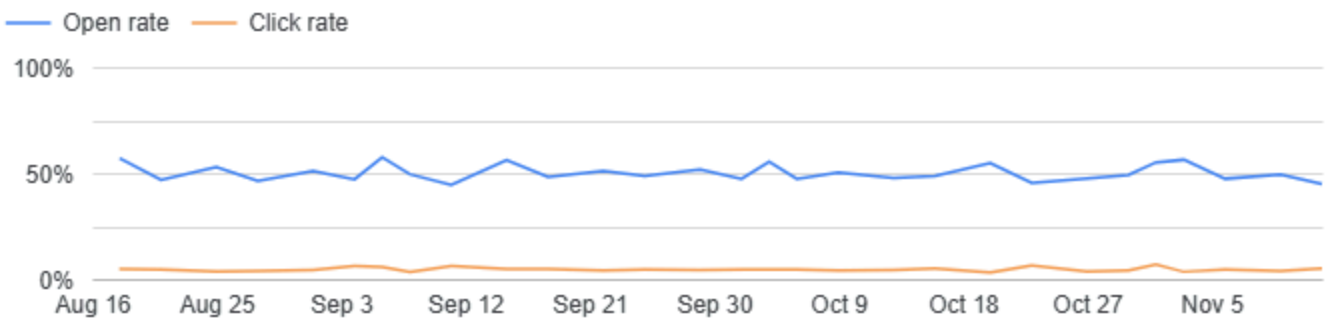
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Broadcast | Send hour | Aug 16, 2026 - Nov 13, 2026

| Broadcasts | Recipients | Opens | Clicks |
|---|---|---|---|
| 29 | 621,637 | 310,025 | 27,888 |
| ↑ 3.6% from previous 90 days | ↑ 15.4% from previous 90 days | ↑ 15.0% from previous 90 days | ↑ 16.8% from previous 90 days |

| Open rate | Click rate | Click-to-open rate | Unsubscribe rate |
|---|---|---|---|
| 49.87% | 4.49% | 9.00% | 0.233% |
| ↓ -0.16% from previous 90 days | ↑ 0.05% from previous 90 days | ↑ 0.14% from previous 90 days | ↑ 0.01% from previous 90 days |

## Open rate and click rate by send day




## Top 5 broadcasts by click rate




| | Broadcast | Date ▾ | Send hour | Recipients | Opens | Open rate | Clicks | Click rate | Click-to-open rate | Unsubscribes |
|---|---|---|---|---|---|---|---|---|---|---|
| 1. | Friday notes: spice drawer fixes | Nov 13, 2026 | 07:00 | 23,339 | 10,478 | 44.89% | 1,130 | 4.84% | 10.78% | 55 |
| 2. | Freezer-friendly lemon pasta | Nov 10, 2026 | 07:00 | 23,339 | 11,503 | 49.29% | 887 | 3.8% | 7.71% | 46 |
| 3. | Friday Larder: leftovers | Nov 6, 2026 | 07:00 | 23,368 | 11,051 | 47.29% | 1,054 | 4.51% | 9.54% | 55 |
| 4. | Make-ahead apple cake | Nov 3, 2026 | 07:00 | 23,317 | 13,114 | 56.24% | 800 | 3.43% | 6.1% | 53 |
| 5. | Inside the new Weeknight Larder | Nov 1, 2026 | 10:00 | 14,941 | 8,220 | 55.02% | 1,012 | 6.77% | 12.31% | 64 |
| 6. | Friday notes: tinned fish | Oct 30, 2026 | 07:00 | 23,193 | 11,394 | 49.13% | 946 | 4.08% | 8.3% | 67 |
| 7. | A better braised greens | Oct 27, 2026 | 07:00 | 23,285 | 11,039 | 47.41% | 808 | 3.47% | 7.32% | 30 |
| 8. | Friday notes: grilling | Oct 23, 2026 | 07:00 | 22,740 | 10,299 | 45.29% | 1,462 | 6.43% | 14.2% | 53 |
| 9. | Peach crumble, three ways | Oct 20, 2026 | 07:00 | 22,765 | 12,460 | 54.73% | 685 | 3.01% | 5.5% | 49 |
| 10. | Five things: soup season | Oct 16, 2026 | 07:00 | 22,726 | 11,065 | 48.69% | 1,118 | 4.92% | 10.1% | 58 |

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Each broadcast counts on the day it was sent, in your Kit account's time zone, with its results at the last refresh. Opens are unique opens; clicks are subscribers who clicked. Rates use totals: click-to-open rate is clicks divided by opens. A broadcast sent with open or click tracking off counts no opens or clicks.

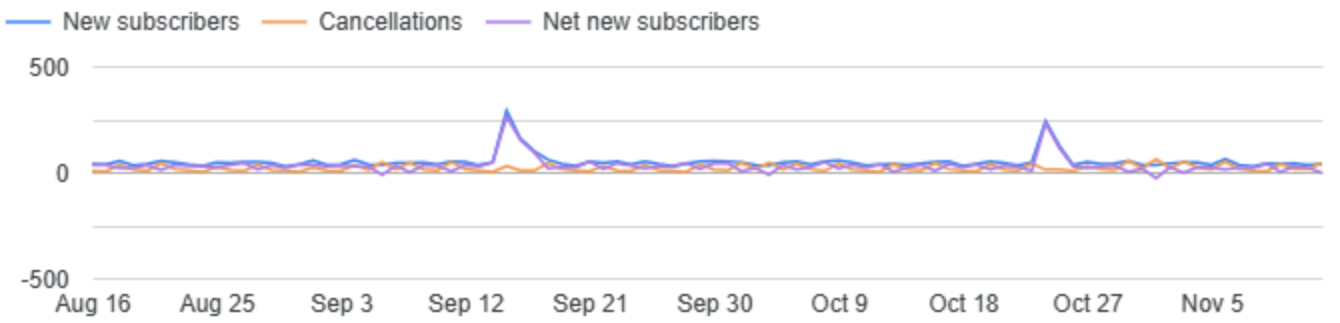
# Subscribers

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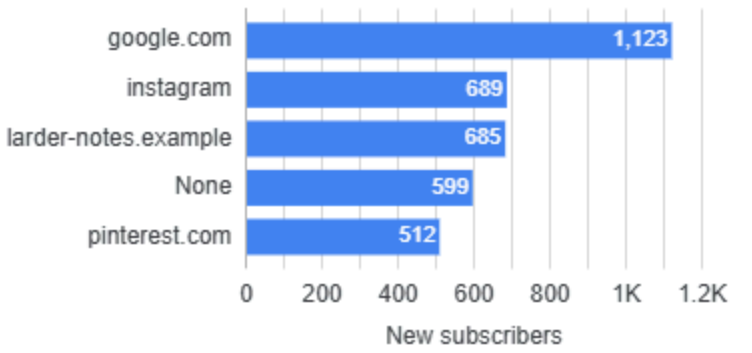
Sign-up source | Referrer | Aug 16, 2026 - Nov 13, 2026

| New subscribers | Cancellations | Net new subscribers | New subscribers per day |
|---|---|---|---|
| 4,378 | 1,637 | 2,741 | 48.6 |
| ↑ 50.3% from previous 90 days | ↑ 23.4% from previous 90 days | ↑ 72.8% from previous 90 days | ↑ 50.3% from previous 90 days |

## New subscribers, cancellations and net growth per day




## Top 5 referrers by new subscribers




| | Date | New subscribers | Cancellations | Net new subscribers |
|---|---|---|---|---|
| 1. | Nov 13, 2026 | 38 | 43 | -5 |
| 2. | Nov 12, 2026 | 34 | 14 | 20 |
| 3. | Nov 11, 2026 | 40 | 15 | 25 |
| 4. | Nov 10, 2026 | 38 | 37 | 1 |
| 5. | Nov 9, 2026 | 41 | 3 | 38 |
| 6. | Nov 8, 2026 | 26 | 7 | 19 |
| 7. | Nov 7, 2026 | 33 | 13 | 20 |
| 8. | Nov 6, 2026 | 60 | 49 | 11 |
| 9. | Nov 5, 2026 | 33 | 12 | 21 |
| 10. | Nov 4, 2026 | 45 | 21 | 24 |

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New subscribers are confirmed sign-ups on the day they joined; subscribers who never confirmed are left out. Cancellations are unsubscribes on the day they happened, counted against the form or landing page the subscriber first joined from. Net new subscribers is new subscribers minus cancellations. Days use your Kit account's time zone.

# Sign-up sources

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Referrer

Aug 16, 2026 - Nov 13, 2026

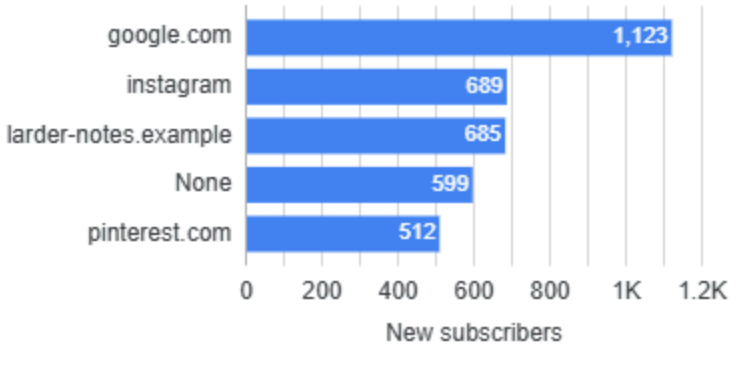
New subscribers
4,378
50.3% from previous 90 days

Net new subscribers
2,741
72.8% from previous 90 days

## New subscribers per day by sign-up source




## New subscribers by referrer




| | Sign-up source | New subscribers ▾ | Cancellations | Net new subscribers |
|---|---|---|---|---|
| 1. | Free weeknight meal plan | 1,394 | 409 | 985 |
| 2. | Recipe card sign-up | 1,185 | 495 | 690 |
| 3. | Pantry checklist download | 573 | 222 | 351 |
| 4. | Homepage pop-up | 424 | 203 | 221 |
| 5. | Footer form | 368 | 159 | 209 |
| 6. | Holiday baking giveaway | 279 | 84 | 195 |
| 7. | Not recorded | 155 | 65 | 90 |

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Sign-up source is the Kit form or landing page a subscriber joined from. Referrer is the UTM source when the sign-up link was tagged, otherwise the referring site; None means Kit recorded neither. Subscribers added by import or the API usually show as Not recorded. Cancellations count against the source the subscriber first joined from.