

PROFESSIONAL BUILDER  
JULY TO JUNE 2022



Professional Builder has reported in accordance with ABC's industry-agreed standards for Email Newsletters



**22,559**  
DISTRIBUTION  
(AVERAGE PER MAILING)

EMAIL  
DISTRIBUTION

**22,559**  
DISTRIBUTION  
(AVERAGE PER  
MAILING)

**53**  
MAILINGS IN PERIOD

- ✓ EMAIL ADDRESSES DEDUPLICATED
- ✓ HARD BOUNCES EXCLUDED

**BUILDING**  
MARKET SECTOR

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[www.abc.org.uk](http://www.abc.org.uk)

# PROFESSIONAL BUILDER

JULY TO JUNE 2022



DISTRIBUTION (AVERAGE PER MAILING)

22,559

## OTHER METRICS

AVERAGE EMAILS OPENED

7,875

AVERAGE EMAILS OPENED PERCENTAGE

35%

### About ABC

ABC delivers a stamp of trust for the media industry. We are owned and developed jointly by media owners, advertisers and agencies to set agreed standards for media brand measurement across print, digital and events.

ABC is also a trusted verification provider. We audit media brand measurement data and the adoption of good practice and processes to industry-agreed standards.

Established in 1931, ABC was the first UK Joint Industry Currency (JIC) and is a founder of the International Federation of ABCs.

For more information please visit: [www.abc.org.uk](http://www.abc.org.uk)



### About this certificate

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