

# AnyChart™

## Data Visualization Solutions



Extravision  
[www.extravision.com](http://www.extravision.com)  
Manchester, UK

Industry: Email Marketing

“We chose AnyChart because it had the flexibility we required at a good price point, with responsive support – which was extremely important to us.

The support team was excellent and they always replied quickly with either a solution, details of what we did wrong, or to confirm an actual bug. The few actual bugs we found were all fixed, eventually.

We found AnyChart extremely easy to work with.”

– Tom Chiverton, Lead Developer, Extravision

### Extravision Chooses AnyChart to Display Email Reporting Statistics

Extravision, founded in 2004, is a privately owned UK-based email service provider that offers flexible email marketing solutions to both small and large businesses across all sectors. Its products include Extravision Messenger, which enables users to create and send email marketing campaigns, and Extravision Reports – a tool designed to assess the ROI and effectiveness of email campaigns sent via Extravision Messenger.

#### Challenge:

- To enhance the display of the top email reporting statistics within Extravision Reports.
- To create a style that is easy for users to interpret and digest.
- To visualize different types of data: opens, clicks, and unsubscribe percentages as well as some time-based metrics.

#### Solution:

- AnyChart was chosen as a solution due to its flexibility and opportunity to create visually appealing and readable charts.
- AnyChart has all the features needed to easily configure charts and customize the style.
- Opens, clicks and unsubscribes were displayed in a pie chart format which allows users to see in an instant the success of their email campaigns. Line charts were used to display time-based data.

“AnyChart was the perfect solution to display the statistics within Extravision Reports.”  
– Stephanie Yates, Marketing & PR Manager, Extravision



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