View The Current Status Of A Broadcast🔗

You are able to track the status of a broadcast through **Marketing > Reports**.

The email broadcasts report shows you the status of the broadcast emails sent by users or sent automatically through a follow-up sequence. You can view the emails sent by individual users and/or those sent automatically by the system through an action or follow-up sequence. It displays date, status, and summary level delivery statistics (sent, delivered, skip, or error.)

Note: The system will skip the emails that are duplicates, invalid, opted-out, or bounced. To ensure accuracy, the batch status report does not include these email addresses in the total number of emails sent, therefore, the total sent may be less than the number of people on the broadcast list.

> **Pro-Tip**! Open rates are estimates. They are not the best way to measure true engagement. An open rate is recorded for each contact who receives the HTML version of an email and opens it long enough to activate the tracking image in the email. The system is not able to track instances where the recipient has images disabled in their email program or receive the Plain Text version of an email. The system may also record an open when a recipient briefly glances at the email, which is not true engagement. Click through rates are the best measure of email engagement.

1. Go to **Marketing > Reports** and click on **Email Broadcasts**
2. Click on **View** to see the details for an individual broadcast
3. Click on a statistic to drill down and view specific segments of the broadcast group (i.e. opened , clicked, bounced, etc.)