

Email Broadcast Reports

There are several marketing reports that will help you evaluate email marketing effectiveness. To see these reports, go to **Marketing > Reports** in the master navigation menu.

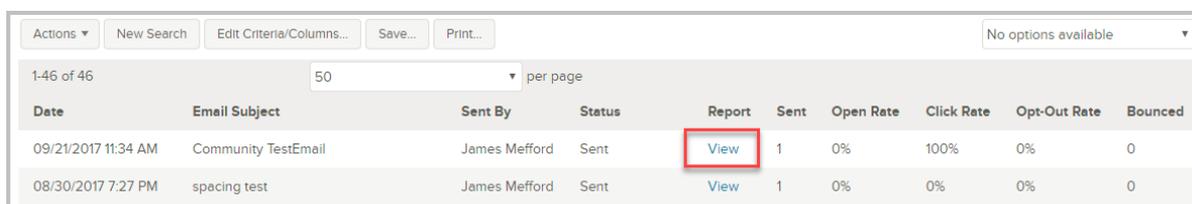
Email Broadcasts Report

The Email Broadcasts report shows you the status of broadcast emails sent by users or sent automatically through campaigns. It displays date, status, and summary level delivery statistics (sent, delivered, skip, or error.)

Skipped Emails: The system will skip 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, and are not the best way to measure true engagement. An open rate is recorded for each person 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. Click on **View** to see the details for an individual broadcast.



Date	Email Subject	Sent By	Status	Report	Sent	Open Rate	Click Rate	Opt-Out Rate	Bounced
09/21/2017 11:34 AM	Community TestEmail	James Mefford	Sent	View	1	0%	100%	0%	0
08/30/2017 7:27 PM	spacing test	James Mefford	Sent	View	1	0%	0%	0%	0

2. Click on a statistic to view a specific segment of the broadcast group (i.e. opened , clicked, bounced, etc.)

View Email Batch [\(back to batch list\)](#)

Dates are displayed in the following time zone: (GMT -05:00) Eastern Time (US & Canada)

Email Information

Created: Thursday, September 21, 2017 11:34:52 AM
 Scheduled Start: As soon as possible
 Template: Community TestEmail
 From: "Company.Company"
 Subject: Community TestEmail
 Body: HTML & Plain Text
[Save this batch as a new email template...](#)

Send Progress

Current Status: SENT
 Description: Your batch has completed!
 Start Time: Thursday, September 21, 2017 11:34:59 AM
 End Time: Thursday, September 21, 2017 11:34:59 AM
 Emails Scheduled: 1
 Emails Skipped*: 0
 Emails Sent: 1

3. You can also view broadcast email statistics by adding the **Email Stats** widget to your home page dashboard.

Email Broadcast Conversion Summary

The email broadcast conversion summary report displays a statistical summary on a per-broadcast basis. It displays the number of emails sent, opened, clicked, opt-out, bounce, spam complaints, and double opt-ins.

Email Subject	Date Sent	Sent By	# Sent	# Opened	# Clicked	# Opt-Out	# Bounce	Opened Rate	Clicked Rate	Opt-Out Rate	# ISP Spam Complaints	# Internal Spam Complaints	# Double Opt-In
Summary: 2017-10-03	10/3/2017	Unknown	3	0	0	0	0	0%	0%	0%	0	0	0
Summary: 2017-10-05	10/5/2017	Unknown	4	0	0	0	0	0%	0%	0%	0	0	0

Click Through Percentage Search

The click through percentage search helps you identify the most engaged email recipients. It displays click through statistics on a per-person basis. You can filter this search by percentage range, number of emails sent, number of emails clicked, tags, and more.

Email Status Search

The email status search report displays a list of people based on the status of their email address (i.e. bounce, opt-in, opt-out, etc.). You may use this search to clean up your database or to follow up with people who have bad email addresses in your system. Search by multiple criteria, including email status, last sent date, tags, and more. Click on Opt Status to view additional details.

Email Status Search

[Search](#) [General](#) [Address](#) [Phone/Email](#) [Custom Fields](#) [Misc Criteria](#) [Columns](#)

Search Criteria

Email Status ▼
 ▲

 ▼

Last Sent Date ▼

Last Engagement Date ▼

Last Engagement Interval  - 

Id

First Name ▼

Last Name ▼

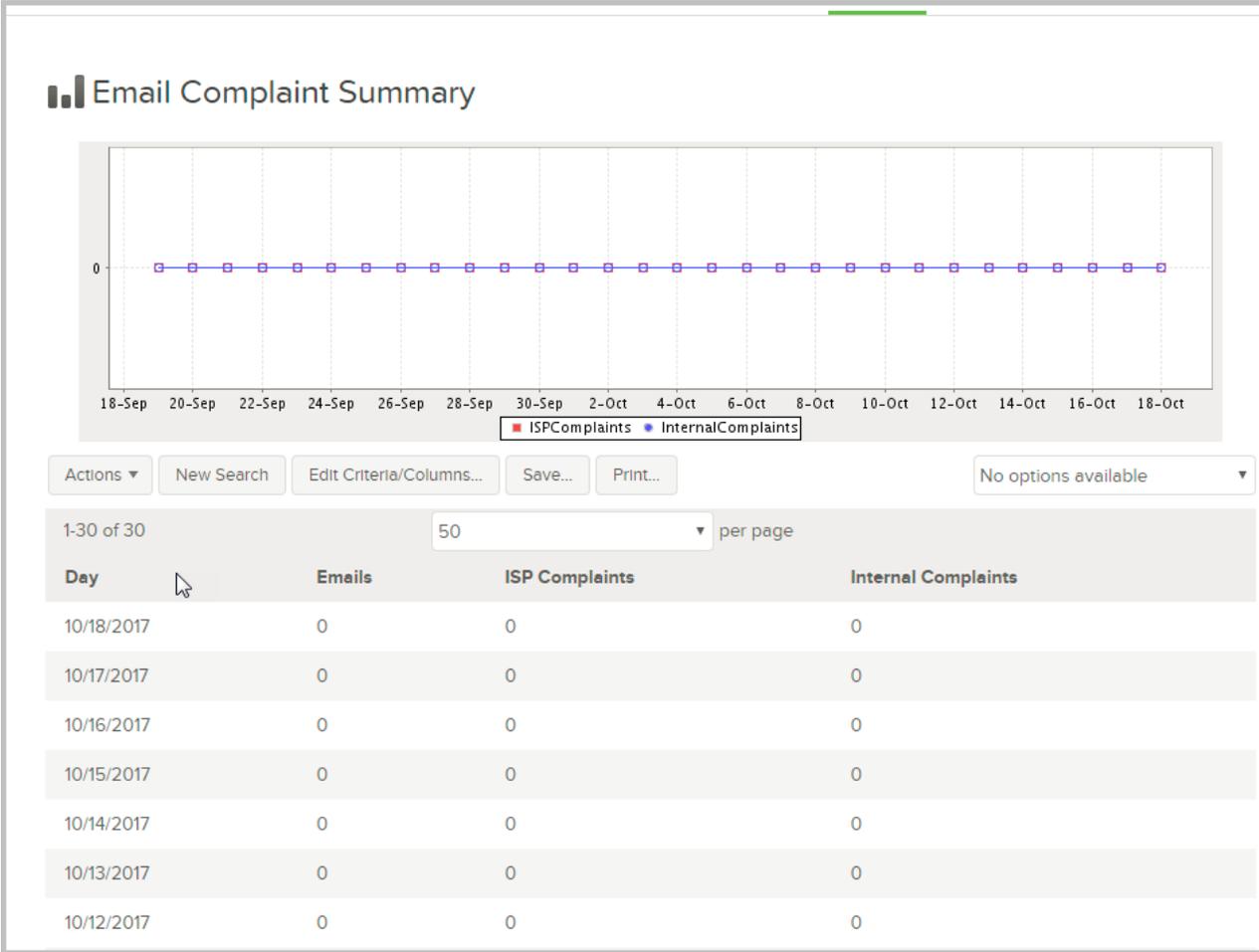
Company ▼

Email ▼

Email Complaint Summary

Use the email complaint summary report to monitor email complaints generated when someone clicks on the SPAM button in their email client (ISP Complaints) or when they opt out of your email marketing (Internal Complaints). You must keep your complaint rate

below .01% (1 per thousand emails) to comply with the Infusionsoft acceptable use policy and the CAN-SPAM Act. This report helps you monitor and manage email complaint issues right away.



Email Broadcast A/B Testing Results

The Broadcast Report pages will help you understand your results of your A/B Test.

View A/B Test details [\(back to batch list\)](#)

A/B Results

Created
 Mon, Jul 30, 2018, 2:51 PM

Recipients
 gmail email

Email distribution

Variation A: (23.08%)	3
Variation B: (23.08%)	3
Winning email (53.85%)	7
Winning error count	0

Total recipients (100%) 13

Current status i
 Scheduled Stop Test

Start time
 Mon, Jul 30, 2018, 2:51 PM

End time
 Mon, Jul 30, 2018, 6:51 PM

Winning metric
 CLICKS

Send winning email
 Automatically

A: ~Contact.FirstName~ Only 1 week left
 From: The contact's owner

2 Opens

66.7%

1 Clicks

33.3%

Opt-ins	Opt-outs	Bounces	Complaints	Errors	View Email
0	0	0	0	0	

B: ~Contact.FirstName~ Let's save your seat!
 From: The contact's owner

3 Opens

100%

3 Clicks

100%

Opt-ins	Opt-outs	Bounces	Complaints	Errors	View Email
0	0	0	0	0	

* Email addresses that are duplicates or that have one of the following statuses will be automatically skipped: opt-out, non-marketable (never opted-in), invalid (improperly formatted), hard bounce (address does not exist). The search that displays when the skipped count is clicked displays all Contacts that match any of this criteria. [Learn More](#)