

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.

Actions ▾

New Search

Edit Criteria/Columns...

Save...

Print...

No options available ▾

1-46 of 46

50 ▾

per page

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:

Scheduled Start:

Template:

From:

Subject:

Body:

Save this batch as a new email template...

Thursday, September 21, 2017 11:34:52 AM

As soon as possible

Community TestEmail

""Company.Company""

Community TestEmail

HTML & Plain Text

Send Progress

Current Status:

Description:

Start Time:

End Time:

Emails Scheduled:

Emails Skipped:

Emails Sent:

SENT

Your batch has completed!

Thursday, September 21, 2017 11:34:59 AM

Thursday, September 21, 2017 11:34:59 AM

1

0

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.


1-2 of 2			50		▼		per page							
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

contains any

Unengaged Marketable

Unconfirmed

Confirmed (Legacy)

Confirmed

Non-marketable

Lockdown

Soft Bounce

Last Sent Date

Please select one

Last Engagement Date

Please select one

Last Engagement Interval

-

Id

First Name

starts with

Last Name

starts with

Company

starts with

Email

starts with

Search

Reset Filters

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

Email Complaint Summary

The chart displays the number of email complaints over time. The x-axis represents dates from 18-Sep to 18-Oct. The y-axis represents the count of complaints, with a visible tick at 0. Two data series are plotted: ISPComplaints (red squares) and InternalComplaints (blue circles). Both series remain at zero throughout the entire period.

Date	ISPComplaints	InternalComplaints
18-Sep	0	0
20-Sep	0	0
22-Sep	0	0
24-Sep	0	0
26-Sep	0	0
28-Sep	0	0
30-Sep	0	0
2-Oct	0	0
4-Oct	0	0
6-Oct	0	0
8-Oct	0	0
10-Oct	0	0
12-Oct	0	0
14-Oct	0	0
16-Oct	0	0
18-Oct	0	0

Legend: ■ ISPComplaints ● InternalComplaints

Actions: ▼ New Search Edit Criteria/Columns... Save... Print... No options available ▼

1-30 of 30 50 ▼ per page

Day	Emails	ISP Complaints	Internal Complaints
10/18/2017	0	0	0
10/17/2017	0	0	0
10/16/2017	0	0	0
10/15/2017	0	0	0
10/14/2017	0	0	0
10/13/2017	0	0	0
10/12/2017	0	0	0

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

Marketing

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🔍 Find a contact...

+

Campaign Builder

Email & Broadcasts

Lead Generation

Templates

Legacy

Reports

Settings

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%)

Variation B: (23.08%)

Winning email (53.85%)

Winning error count

Total recipients (100%)

13

Current status

📘

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

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

* 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