
ENTERGROUP LIST MANAGEMENT SERVICE

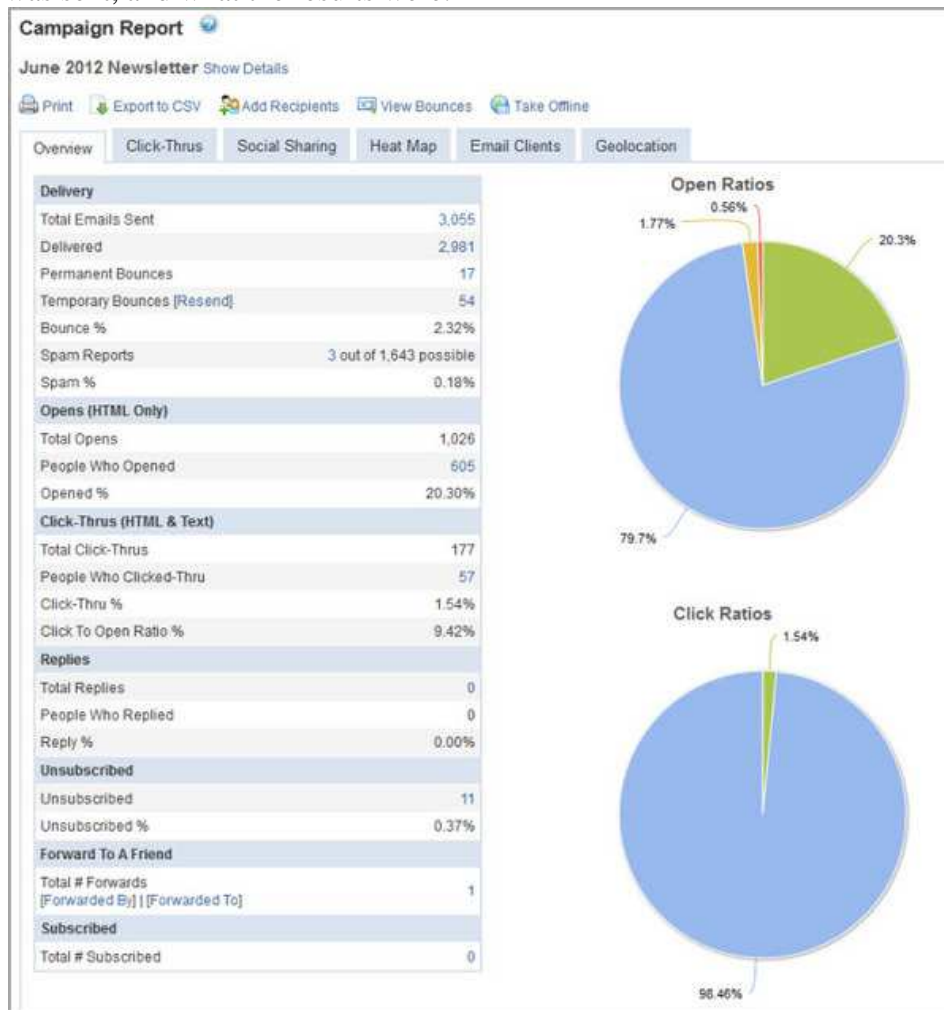
In this tutorial you will learn how to use reports made available for you to view the statistics of who opened the message, who clicked on links, and who bounced

Reporting: View Your Campaign Report

After an email message has been sent, reports are immediately made available for you to view the statistics of who opened the message, who clicked on links, and who bounced. The main report for your messages can be seen either by clicking on the report icon beside the individual message sent (**Campaigns > View > Complete > Report Icon**).

Individual Email Reporting

The report icon for an individual campaign will give you detailed statistics about what was sent, and what the results were:



- **Total Emails Sent** - The total number of contacts who were sent the message.

- **Delivered** - The total number of contacts who successfully received the message.
- **Hard Bounces** - The number of contacts who failed to receive this message with permanent errors. These addresses will not be sent to again.
- **Soft Bounces** - The number of contacts who failed to receive this message with temporary errors. These addresses will be sent to again, and this message can be resent just to the soft bounces by clicking on "Resend". Temporary errors still take time to correct themselves, so it is usually best to wait a day or two before resending to soft bounces.
- **Total/Unique Opens** - The number of contacts who opened the message in their email client or the initial click-thru for a URL in your email campaign which would indicate they opened your message to be able to click-thru to a URL. Opens are calculated if a small 1x1 pixel image is downloaded when the recipient opens the message or they initially clicked-thru a URL in your campaign which would indicate they opened the message. Since many mail clients block images, it is impossible to get this number 100% accurate, so the real number may be higher than what is reported. "People Who Opened" are the number of individuals who opened your email. "Total Opens" is the number of total times those unique individuals opened the message.
- **Click-Thrus** - The number of contacts who clicked on a link in your message. "Unique Click-Thrus" is the number of individuals who clicked on a link in your message. "Total Click-Thrus" is the total number of times those unique individuals clicked-thru on a link in your message. "Click to Open Ratio %" tabulates the Click To Open Ratio of your message (the percentage of those who opened the message and clicked a link)
- **Replies** - The number of contacts who replied to your message - requires "Track Replies" to be enabled in the "Details" section of the message creation process.
- **Unsubscribed** - The number of contacts who unsubscribed from your lists through the unsubscribe link at the bottom of your message.
- **Forward To A Friend** - The number of contacts who forwarded your message to a friend using the "Forward To A Friend" link in your message. This does not track contacts who forward your message using the "Forward" button in their email client.
- **Subscribes** - The number of contacts who subscribed to another list from the subscription link in your message.

Campaign Heat Maps

The "heat map" tool (accessible in your individual campaign report via the Heat Map tab) allows you to visually see where people are, and are not, clicking in your email campaigns. On our specially designed color scale, you can see which links are hot (red), which links are colder (yellow), and which links people are just not clicking on (no color).

With each campaign heat map you can see in an instant:

- Which topics are hot or not
- If people are clicking more on images or text
- Do people click on links in a certain area more so than others (Ie: do people click more on links in the top right hand corner? Or in the center of the email?)
- How email sponsors ads performed within your email— enabling you to market consistently well performing spots at a higher rate

To see a campaign's heat map, select **Campaigns -> View -> Completed** to click on the name, or report icon, of the email campaign you wish to view. On the campaign report, you'll see a tab titled "Heat Map."



Click on this tab, and we'll automatically show you your HTML email, complete with color highlights of which links are hot and cold. Want to know how many clicks indicate a hot link? Simply hover over the link and you'll see the number of "unique clicks" (number of people who initially clicked that link), as well as the total times the link was clicked.

Heat Maps allow you to analyze and optimize your email layout and content for maximum reader engagement.

Aggregate Reporting

Under the "Reports" tab at the top of the screen, you'll find several reports that let you look at message information over time. Statistics will be refreshed every hour for the first 24 hours following a send; every 6 hours for the first 48 hours; every 24 hours for the first two weeks; every week for the first month. After that data will only be updated on demand by viewing the individual campaign report. These reports let you track changes in message effectiveness (measured by open and click-thru percentages) over time, as well as limiting the comparison to either a date range, specific messages, or by list.

Message Comparison

From To Campaign Name

Quick Links [This Week](#) / [Last Week](#) / [This Month](#) / [Last Month](#) / [Show All Messages](#)

Limit to campaigns sent in August

Check to compare selected campaigns

	Name ↑↓	Date	Sent	Bounces	Delivered	Unique
		↑↓	# ↑↓	# ↑↓ % ↑↓	# ↑↓ % ↑↓	# ↑↓
<input checked="" type="checkbox"/>	Testing RSS	08/11/10	9	0 0.00%	9 100.00%	0
<input checked="" type="checkbox"/>	Testing RSS	08/10/10	9	0 0.00%	9 100.00%	4
<input type="checkbox"/>	San Diego Community Center Newsletter	08/06/10	5	0 0.00%	5 100.00%	2
<input checked="" type="checkbox"/>	triggered testing	08/01/10	2	0 0.00%	2 100.00%	1

To limit the comparison to one or more messages, check the check boxes to the left of the messages, then click "Compare" at the bottom of the screen. This will eliminate all of the other message information, and allow you to compare only the checked messages.