

HOW TO / understand stats on the reporting and scheduling page

If you go to Marketing Materials > Reporting and Scheduling, then you can see the stats around each template.

If you click on the number under Sends, you can see the agents who sent the piece and how many times. If you click on the number of Clients, you can see the number of recipients from each agent. i.e. Agent Name (45 Contacts). That means Agent Name sent it to 45 recipients.

If you click on the number of Opens, then you can see the number of recipients from each agent who OPENED the email. i.e. Agent Name (35 Contacts). That means Agent Name had 35 contacts open the email.

If you click on the number of Clicks, then you can see the number of recipients from each agent who CLICKED on something in that email. i.e. Agent Name (15 Contacts). That means Agent Name had 15 recipients click on a link in the email.

If you click on the number of BOUNCES, then you can see the number of recipients from each agent who bounced. i.e Agent Name (5 Contacts). This means Agent Name had 5 recipients bounce when she sent the email.

If you click on the number of Spam, then you can see the number of recipients from each agent who reported the email as spam. i.e. Agent Name (2 Contacts). This means Agent Name had 2 recipients click to report the email as spam when she sent the email.

Private means that a template is restricted. How do I restrict a marketing piece? To restrict a marketing piece, click on the template title to get to the details page. Check the box marked Restricted. Click Save. No sales agents can see Restricted pieces, unless they are specifically given access.

Although these stats are listed together, they'll tell you very different information about your marketing piece. Let's dig right in!

When a contact views the email, this just means that the email is opened in their inbox.

If this contact were to click on a link in your email, this would then register as a click.

A bounce happens when our email servers send an email to a recipient's email provider's server (such as AOL, Yahoo, etc), and that server sends back a message saying that the email was not delivered. There are reasons that an email would bounce, but no matter that reason, if it bounces it is going into your bounce list.

