

Reports

Reports allow administrators with the proper access permission to analyze the success of the email communication.

How to access reports:

1. Login to the Admin Tool.
2. Click the **Email Marketing** link in the left navigation bar. The **Create & Manage Lists** page will display.
3. Click the **Reports** tab. The **Reports** page will display. *See figure 1.*
4. Click **View Summary** link next to the appropriate email. The **View Summary Report** page will display. *See figure 1.*

Email Name	Scheduled start	Job end	Status	Action
Launch Email 02Oct07	10/2/2007 10:42pm	10/2/2007 10:44pm	✓ Scheduled job completed successfully	View Summary

Figure 1

Display -	View the report data on screen.
Download List -	Download text or comma- or tab-delimited file.
Make new list -	Save data as a new recipient list.

Recipient Details

- **Total sent (OK+ bounced)** – This count reflects the number of messages that were actually delivered successfully plus bounce backs.
- **Sent OK** – This count reflects the number of messages that were actually delivered successfully (total emails less bounce backs). The recipients Unique ID, First Name, and Last Name display in the Emails Delivered Report.
- **Total recipient list count** – This count reflects the number of emails retrieved as a result of the initial query/search used to create the recipient list.
- **Open Count** – This count reflects the first time an individual opened the HTML version. If the **Open Counter Data Tag** is NOT used, Open Count is set to 0.

Recipient Errors

- **Missing merge data** – This count reflects the number of recipients missing a row from one of the online directory tables.
- **Bounce back** – This count reflects the number of messages we attempted to deliver but could not due to one reason or another, and they were returned to the system.
- **Missing email address** – This count reflects the number of emails with missing email addresses.
- **Bad email address** – This count reflects the number of email addresses that are invalid due to formatting problems.
- **Merge problem** – This count reflects the number of emails that encountered problems merging the data tag value from the database into the content such as Class Year, First Name, or Security Info.
- **Mail sending problem** – This count reflects the number of emails with a bad domain.
- **Unknown problems** – This count reflects the number of emails with errors not listed above.

Link Tracking

- **Unsubscribe tag clicks** – The number of recipients who clicked on the unsubscribe link.
- **Unsubscribe from clicks** – The number of recipients who actually unsubscribed.
- **Registration tag clicks** – The number of recipients who clicked on the registration link.
- **Registration from clicks** – The number of recipients who clicked on the registration link and actually registered once they reached the Registration page.
- **Update tag clicks** – The number of recipients who clicked on the User Update link.
- **Update from clicks** – The number of recipients who clicked on the User Update link and actually updated their profile information.
- **Class Notes link clicks** – This statistic represents the number of recipients who selected the Class Notes link.

Links to Forms

- **Transactions from form links** – The number of transactions from Donation/Membership Form links.
- **Total from form links** – The total amount generated from Donation/Membership Form links.
- **Link #** – The link number, URL, and number of recipients who clicked on the Donation/Membership Form link.

Other Links

- **Link #** – The link number, URL, number of recipients who clicked on the link, and the percentage of recipients who clicked versus the number of emails sent OK.