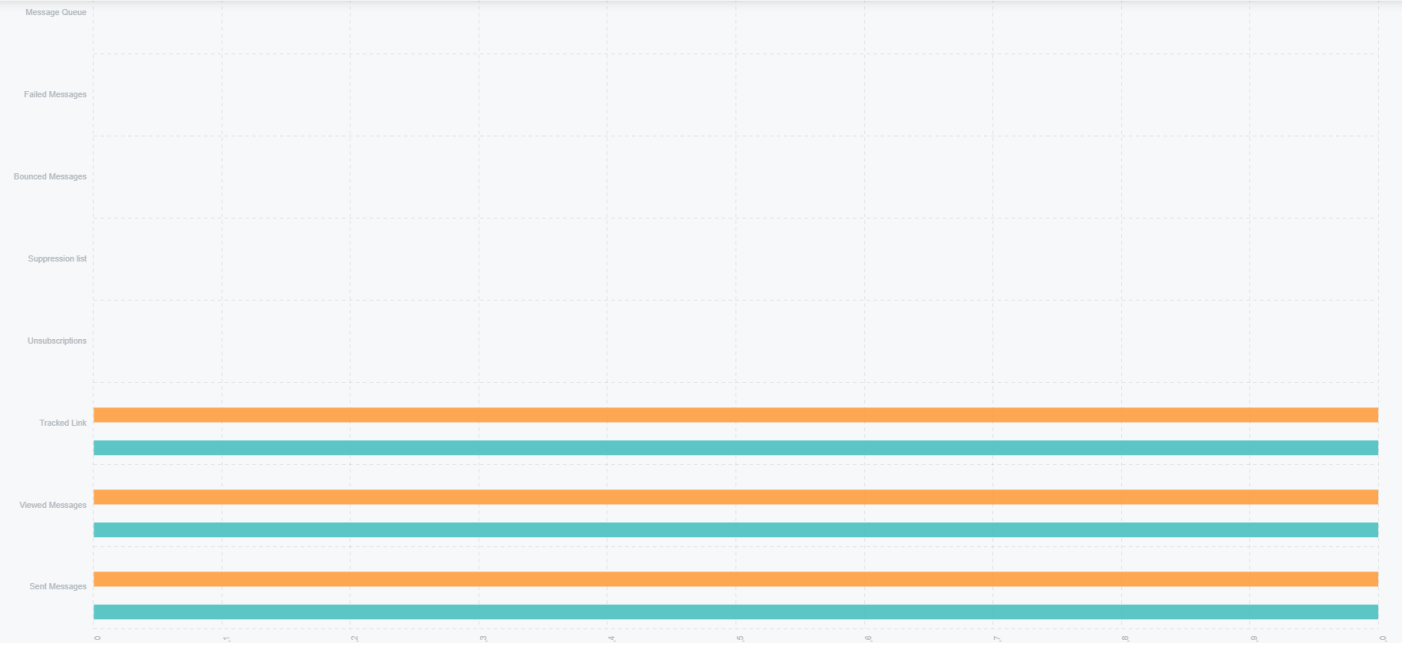
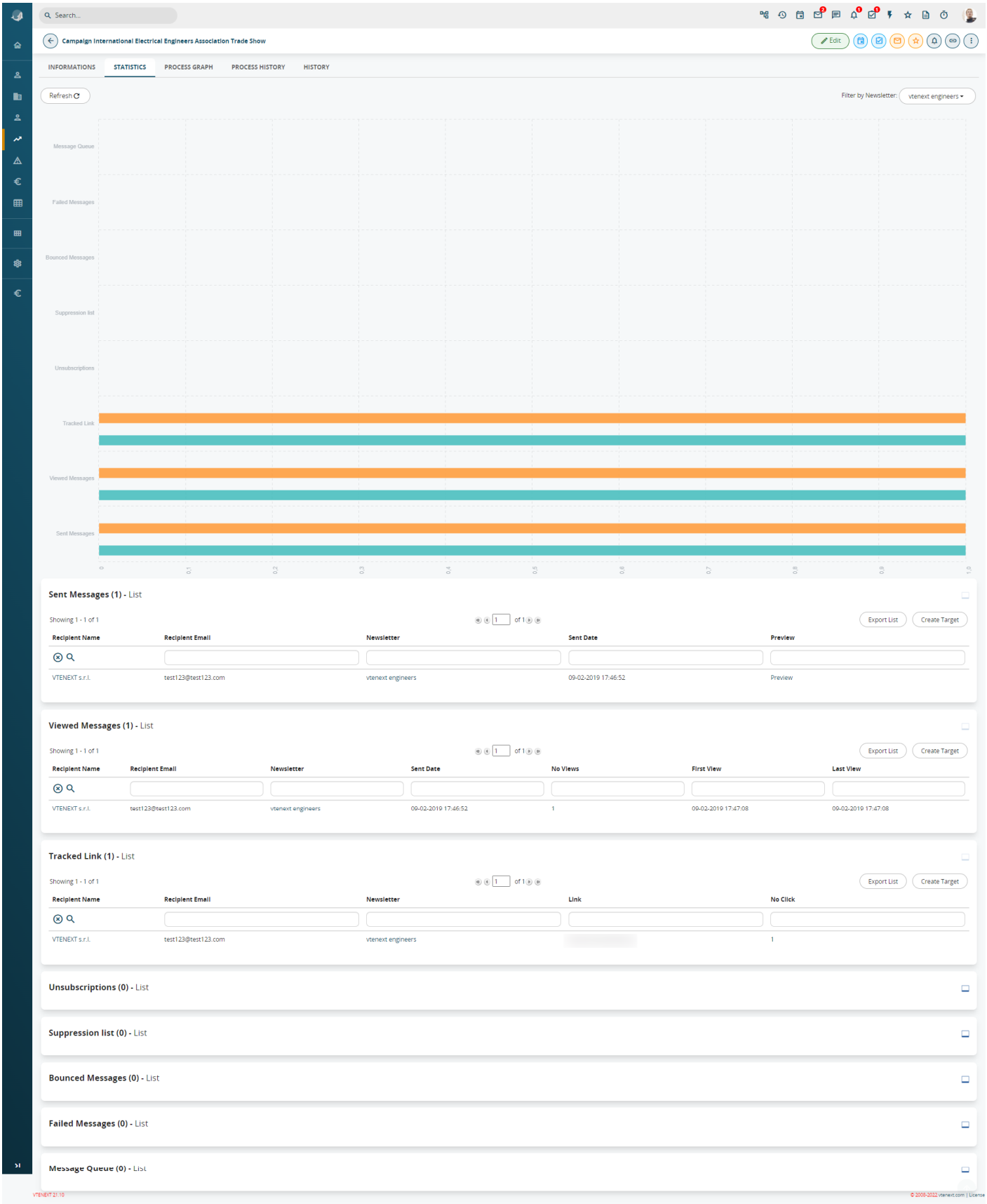
6.2 Email Sending Statistics and more

Once you send an email, you can access the Statistics tab from the Campaigns module to view an overview of statistics and details for individual statistics.



Message Queue	emails that have not yet been sent (when sending is complete, this column must be blank)
Sent messages	correctly sent and received emails
Viewed Messages	for each opened email: number of times the email has been opened, date and time of first and latest opening, link to recipient’s record
Tracked Link	if there are any links in the body of the email, the system tracks the number of clicks by each recipient for each link
Unsubscribes	recipients who clicked the unsubscribe link
Bounced Messages	emails sent but not received by the recipient (due to unresponsive server, full mailbox…)

Email failed	email that have not been sent (probably due to the address error)
Suppression List	suppressed email addresses



From each of these headings new targets can be created with the ‘Create a target’ button or the records can exported to an Excel file with ‘Export list’. The Statistics section provides access to statistics for the entire campaign (thus considering all the emails related to that campaign), or for a specific newsletter.

Revision #1
Created 2022-05-25 17:25:48 UTC by Alberto
Updated 2022-06-06 12:30:15 UTC by Alberto