



Quick Start Guide to:

The Email Blast Summary

This Quick Start Guide provides an overview of the Email Blast Summary.

Email Blast Summary

Name: Sample Campaign One
Submitted on: 8/23/2012 1:01:00 AM To Print: Right Click here and select 'Print'
Subject: Sample Campaign
Template: Read Only zzz_Company News
Opened: 66.6%
To view the Email [click here](#)

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Metric	Count
Submitted	15
Sent	9
Unsent	6
Bounced	0
Unique Opens	6
Unique Clicks	3
Total Clicks	4
Viewed As Page	0
-hared from Footer	0

2 Summary Reports

- Opens and Clicks
- Opens
- Opens over time
- Clicks
- Clicks over time
- Create Call List
- Social Sharing Summary

3 Detail Reports

- Submitted
- Unique Opens by Time
- Unique Opens by Email
- Opens by Time
- Opens by Email
- Unique Clicks by Link
- Unique Clicks by Email
- Clicks by Link
- Clicks by Email
- Unopened
- Bounced
- Unsent
- Footer Sharing Details

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1. The **Campaign Summary Graph** provides a graphic representation of the number of the Submitted, Sent, Unsent, Bounced, Unique Opens, Unique Clicks, Total Clicks, and Viewed As Page Reports.
2. The **Summary Reports** provide a general layout of the generated reports.
 - The **Opens and Clicks** report details the number of Opens, Clicks, and Forwards performed by each contact.
 - The **Opens** report consists of two pie charts. One chart depicts the percentage of Opens versus Unopened while the other represents the Opened count per email address.
 - **Opens over Time** generates a graphical overview of when the email was opened. This graph shows individual opens only.
 - The **Clicks** report illustrates the number of times the links within the email have been clicked on.

- **Clicks over Time** details the number of times a link within the email had been clicked on within a specific timeframe.
3. **Detail Reports** provide much more in depth information than the Summary Reports. Each Report, for instance, records the individual contact's email address.
- The **Submitted** report displays all of the email addresses that were submitted for the send.
 - **Unique Opens by Time** lists each contact that has Opened your email and the number of times that it has been Opened. The most recent Opens appear at the top of the list.
 - **Unique Opens by Email** generates an alphabetical list of each contact that has Opened your email.
 - The **Opens by Time** report lists each individual Open event arranged by the time that it occurred.
 - **Opens by Email** records each individual Open event. The list is arranged alphabetically by email address.
 - The **Unique Clicks by Link** report displays the number of links that an individual clicked on in order of the links. An individual is only counted once per link.
 - **Unique Clicks by Email** shows the number of links that an individual clicked on in order of the Email Address. An individual is only counted once per link.
 - **Clicks by Link** lists every Click event, the corresponding email address, and the time that it occurred. The list is arranged by link.
 - The **Clicks by Email** report lists every Click event, the corresponding email address, and the time when it occurred. The list is arranged alphabetically by email address.
 - **Unopened** lists all of the contacts that have not yet opened your email.
 - **Bounced** details any email addresses that bounced, the bounce code, and the reason.
 - The **Unsent** report lists the email addresses that were not sent the email and provides the reason why.
4. **Create Call List** generates a list of the contacts that opened your email. Each contact will be awarded a rank of Hot, Warm, or Mild based on their interaction with the email.