Swiftpage E

Quick Start Guide To:

Using the Drip Marketing Reporting Features

This quick start guide will explain how to use the Drip Marketing reporting features, including Reports and the List Viewer.

Reports: when you click on the "Reports" button from the Drip Marketing Campaign Sequence Manager screen, you will be taken to Drip Marketing reports. This graphical report will show you the different Stages of your Campaign Sequence. Each Stage is represented by a bar graph showing how many contacts were included in that stage and when the stage was executed. Clicking on any of the Stage icons takes you immediately to the normal online editor Reports screen for that Stage, showing you information about opens and clicks.

Below the graph, a text chart will display a quick view of the number of opens and clicks for each of your contacts and each of the Email Stages in your Campaign Sequence. For instance, if you have one hundred contacts and three Email Stages in your Campaign Sequence, you will see one hundred rows of information (with contact name and email address) and three columns for each of the three Email Stages, with the number of opens and clicks listed for each contact for each stage.

List Viewer: when you click on the "List Viewer" button from the Drip Marketing Campaign Sequence Manager screen, you will be taken to a screen that shows each of the contacts in your Campaign Sequence along with the following information:
- Name: the contact's name.
- Email: the contact's email address.
- Last stage: the last Stage of the Campaign Sequence in which the contact was involved.
- Added on: the date the contact was added to your Campaign Sequence.
- Status: the status of the contact (active or inactive).

From this screen, you can select contacts with the checkboxes on the left and remove them from the list if desire. You can also send the list of contacts in CSV format to any email address, or filter your contacts by a particular Stage in the Campaign Sequence, to see a smaller list.

The button on the right of the List Viewer screen, for Details, enables a pop-up window that lists further details about the contact's involvement with the Campaign Sequence. The Details window provides the following information:

- The name of the contact.
- Which Campaign Sequence you are viewing.
- The total number of Stages in the Campaign.
- When the contact was added to the Campaign Sequence.
- The contact's email address.
- A list of all of the Stages from the Campaign Sequence that the contact has been included in.