A quick guide to...

Using Email Analytics
In this guide...

Learn how to use GetResponse All-Seeing Email Intelligence to evaluate campaign performance and uncover hidden revenue opportunities.

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To find out what kind of response your campaigns are generating, choose Statistics in the Dashboard menu and click Email Analytics.

On the left-hand side choose the type of messages you are interested in: Newsletter, Follow up or RSS updates. Then use the dropdown menus to select a Campaign and a particular email or all emails in that campaign.
A row of tabs summarizes the number of messages Sent and Opened, links Clicked, Goals achieved, Social sharing, Unsubscribed, Bounced, and spam Complaint rate.

When the Summary button is clicked, the chart shows all events, including multiple events by individual subscribers. Click the Unique button to view unique counts. For example, if one subscriber opens an email twice, Summary counts both, and Unique counts only one.

Below the chart is an Actions column that enables you to view and email those who performed a particular action. For example, click show subscribers who opened your email, then click email group to create another email targeted for them.

To compare the statistics for two messages, click the Compare button and use the dropdown menu to choose a comparison email.
View the content of the Newsletter by clicking the View message link. This works only if RSS was enabled in Message Settings when you created or edited the message.

Click Pin to Dashboard if you want to see up-to-date statistics about particular messages whenever you visit your Dashboard area.

**Note:** To view detailed information about performance, you must specify type of message, campaign, and subject. Optionally, you may specify a different date range.

**Opened**

In the row of tabs, click Opened to display detailed information about how many times your message was opened, charted by date.

Click to display the results in a line or column graph. Regardless of the view, you can display the results as a Summary or Unique actions.

In Unique view, click Summary for numeric data or Hour for the exact times when the message was opened.
From the **Opened** tab, you can send a message to contacts who **Opened** your message or to subscribers who have **not opened** yet.

**Note:** Open rate is tracked only for HTML messages.
Clicked

Click the **Clicked** tab to view detailed results for the number of clicks. Choose whether to display **Total** clicks or **Unique** clicks. From the dropdown list select the particular links you are interested in.
Choose **Unique clicked** to find out exactly when your links were clicked. Just below the graphs, view a list of contacts who clicked the links. Optionally, create a segment of those contacts and send them another email.

**Note:** Click tracking works only when you enable it in **Message Settings** while creating or editing a message.

### Goals

To view statistics on a goal defined for a specific email message, click the Goals tab. Two types of charts—line and bar graph—show results achieved versus goals.

You can view data graphs for any tracked actions, as long as the email messages contained a link to the page you want to track. Or the actions must be defined as individual goals and parameters that you named before you sent the emails.
To learn how to set up and manage goals, download the manual at:


**Social**

If you place social media icons in your message, it’s easy to track the social reaction. You can find out how many contacts share it in social media and see the feedback they generate. The Social tab includes social sharing information about Facebook, Twitter, Pinterest, LinkedIn, Google+ and how many times the message was forwarded.
### Unsubscribed

Click the **Unsubscribed** tab to view details about the number of contacts who unsubscribed, along with the reason for their decision. The screen displays dates, quantities and the reason for the decision to unsubscribe.

### Bounced

Click the **Bounced** tab to view the number of bounces your email generated, presented in a pie chart divided into soft and hard bounces.

View hard-bounced email addresses by choosing **Contacts** in the **Dashboard** menu and clicking **Removal list**. Soft bounces are stored in **Contacts** under **Undelivered**.

### Complaint rate

The **Complaint rate** section lets you know how many contacts marked your message as spam, along with dates. These contacts are removed automatically from your list and blacklisted from your account.

**Note:** Always monitor the **bounce** and **spam complaints** ratios of your campaigns.
Subscription statistics

Under Email analytics in the Statistics menu choice, choose Subscription to see the number of subscribers in any campaign (or all campaigns) and the channels they used to join your list.

From the dropdown list for Campaigns, select the campaign you are interested in (or all campaigns.) Select a date range and, in the field labeled Show Advanced Settings, click the subscription methods you want to see.

At the bottom of this screen, you can optionally export the results to XML or CSV file.
Reports

Click Manage Reports to Create a new report or edit the settings of existing reports. To create a new report, click the Create button, enter a Report name, and Choose campaigns for the report. Then choose report type:

- **Activity**
  
  At a frequency you choose, the system reports the number of subscribers and unsubscribes for your campaign(s) and provides a summary of the performance of your newsletters and autoresponders (opens, clicks, goals and other metrics.)

- **Post-Delivery Report**
  
  After a number of days you specify, the system sends a report containing performance metrics.

Next, select a file format for the email attachment: csv, xls or both. Choose email addresses to send the report to.

Finally, choose frequency (daily, weekly, monthly) for your Activity report or send day (number of days after newsletter distribution date) for Post-Delivery Report. Click the Save button to confirm your settings.