

Email Report statistics explained

The report will display several statistics regarding the email:

Statistic	Description
<i>Delivered Emails</i>	This section lists all emails that were delivered to contacts. This does not include contacts that were suppressed.
<i>Unique Opens</i>	This is the number of emails that were opened by unique contacts.
<i>Unique Clicks</i>	This is the number of emails that were clicked through by unique contacts.
<i>Total Clicks</i>	This is the number of emails that were clicked through by contacts. Certain contacts may have clicked through an email multiple times.
<i>Unsubscribes</i>	This is the number of emails that were unsubscribed from.
<i>Spam Complaints</i>	This is the number of emails that were reported as spam mails.
<i>Hard Bounces</i>	This is the number of emails that were rejected by the recipient ISP and are marked as permanently undeliverable.
<i>Soft Bounces</i>	This is the number of emails that were rejected by the recipient ISP and are marked as temporarily undeliverable.
<i>Messages Sent</i>	This is the total number of messages sent to contacts and does not include suppressions .

Recent Email Jobs

This section details when the email was last sent, and who the email was sent to. The section has clickable links to the previous few instances of when the email was sent. The section also provides a graph on delivery rates.

Top Clicks

This section provides information on the contacts who most clicked through the email. The section has clickable links to applicable contacts. The section also provides a graph on engagement rates, denoting the instances of opened emails, unopened emails, clicks, and unsubscribes.

Top Domains

Domains are the email addresses that the email was sent to. This section breaks down the domains of the recipients, and it shows how many recipients share the same domain. The section provides a graph on the top five domains our recipients use.

Top Links

This section provides information on the number of clicked links in the email. If there are multiple links in the email, then the links will be listed in this section in order of most clicked to least clicked. The section also provides a graph on how many times different links were clicked. The top links in this breakdown are non-unique clicks across all emails in the report.

Unsubscribe Survey Results

This section provides the survey results from unsubscribed emails. The section provides a graph on the occurrences of the results.