

Campaign Full Sequence And Email Summary Report



This article applies to:

Max Classic has the ability for you to view campaign email statistics, at a glance, from within the campaign builder's reporting tab.

1. Navigate to **Marketing > Campaign Builder** and click on the name of a campaign that contains emails
2. Click on the 'Reporting' tab, from within the campaign builder, and select a preset or custom date range to report on
3. Click on the Sequence & Email Report button, located at the bottom right of the Total Email Performance stats

The screenshot displays the reporting interface for a campaign. At the top, there are filters for 'Date Range Filter' (Last 7 days), 'Presets', 'Start Date' (10-26-2017), 'End Date' (11-02-2017), and 'America/New_York'. Below these filters, the 'Unique Contacts' section shows a count of 7. The 'Total Email Performance' section includes a table of metrics:

Metric	Count
EMAILS SENT	17
OPENS (12%)	2
CLICKS (0%)	0
UNOPENS (88%)	15

Additional metrics shown are Opt-Outs (0%), Bounces (0%), and Complaints (0%), each with a count of 0. A central circular gauge displays '0% CLICK TO OPEN RATE'. A red box highlights the 'Sequence & Email Report' button located at the bottom right of the performance section.

1. Clicking the Sequence & Email Report button will display a summary report for all sequences that contain email(s). All Sequences containing an email will be listed and a report that shows the open and

click % for each email.

Sequence	Email Name	Email Subject	Total Sent	Opens	Clicks	CTOR	Unopens	Opt-outs	Comp
Free Estimate Request Appointment Confirmation: 2 Emails + Tags	Day Before Appointment Reminder: See you tomorrow, "Contact.FirstName"	See you tomorrow, "Contact.FirstName"!	0	0	0	0%	0	0	
Free Estimate Request Appointment Confirmation: 2 Emails + Tags	Appointment Confirmation #1: Your Appointment is Confirmed!	Your Appointment is Confirmed!	0	0	0	0%	0	0	
Schedule Free Estimate Request: 1 Email Series + 1 Task	Schedule Free Estimate #1: We've received your request!	We've received your estimate request!	1	1	0	100%	0	0	

2. Opt-out, Un-open counts and other useful metrics are available

4. (Optional) Click the Email Performance numbers to navigate to the corresponding marketing report for more in-depth reporting