

Email Broadcast Reports

This article applies to:

There are several marketing reports that will help you evaluate email marketing effectiveness. To see all of these reports, go to **Marketing > Reports** in the main navigation menu.

Email Broadcasts Report

The Email Broadcasts report shows you the status of broadcast emails sent by users; it may also show emails that are sent as a batch through a campaign; however, not all campaign emails are batched. or sent automatically through campaigns. It displays date, status, and summary level delivery statistics (sent, delivered, skip, or error.)

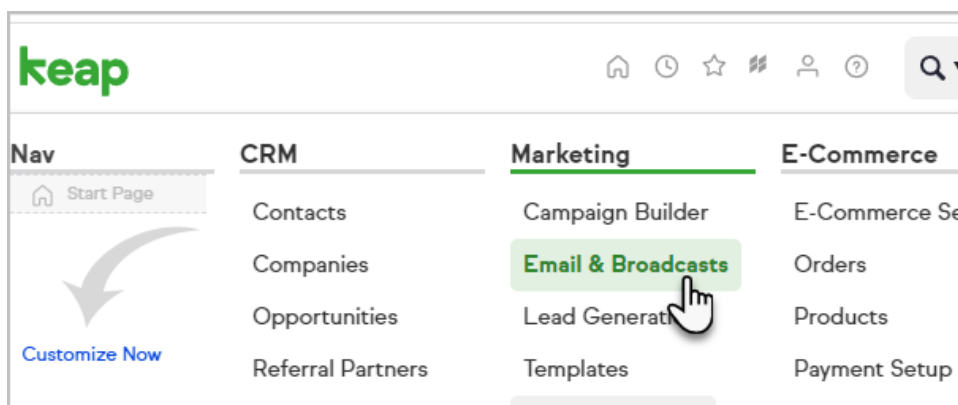
Skipped Emails: The system will skip emails that are duplicates, invalid, opted-out, or bounced. To ensure accuracy, the batch status report does not include these email addresses in the total number of emails sent, therefore, the total sent may be less than the number of people on the broadcast list.

Pro Tips!

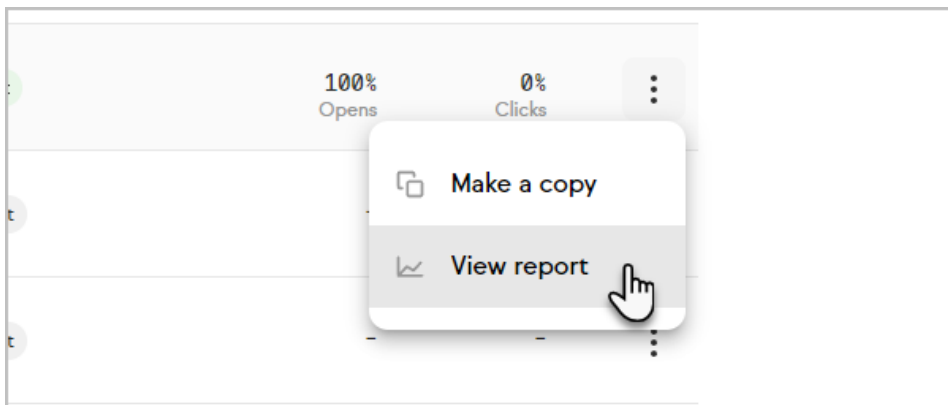
Open rates are estimates, and are not the best way to measure true engagement. An open rate is recorded for each person who receives the HTML version of an email and opens it long enough to activate the tracking image in the email. The system is not able to track instances where the recipient has images disabled in their email program or receive the plain text version of an email. The system may also record an open when a recipient briefly glances at the email, which is not true engagement. Click through rates are the best measure of email engagement.

"Unique" is a total of Contacts and Total is the count of instances. So for example the image above shows Opens unique 1 and 6 Opens Total. This means 1 contact opened the email 6 times. This goes the same for Clicks Unique.

1. Go to **Marketing > Email & Broadcasts** in the main menu



2. Find your sent broadcast on the Email Broadcast History Page.
3. Next to the email broadcast of interest, select the overflow menu and select **View Report**



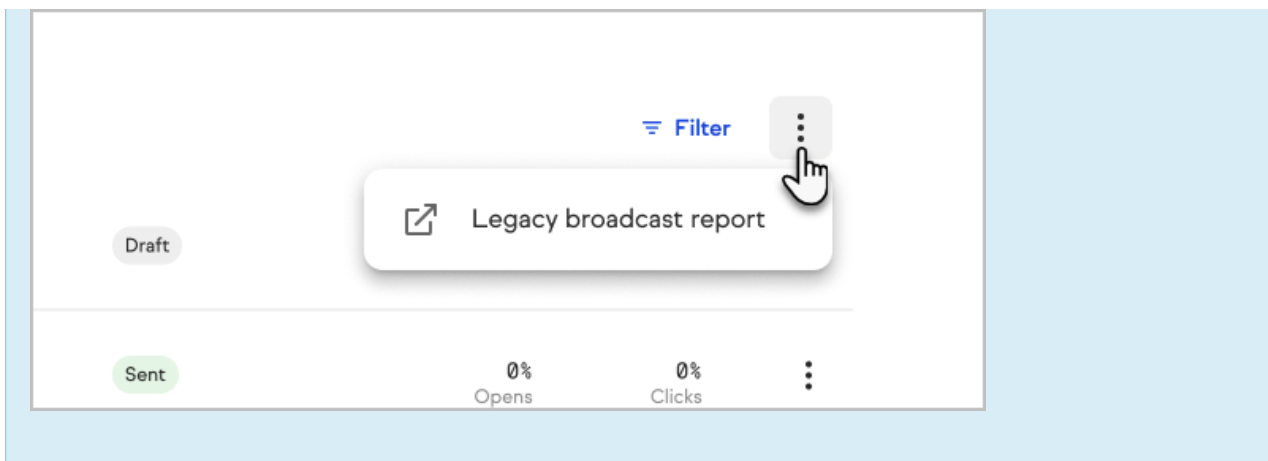
4. Click on a statistic to view a specific segment of the broadcast group (i.e. opened , clicked, bounced, etc.)

Email Information	Broadcast stats
Created Tue, Jun 5, 2018, 09:38 AM	1 Total delivered 100%
From The logged-in user	1 Opens (Unique) 6 Opens (Total) 100%
To ✉	0 Clicks (Unique) 0 Clicks (Total) 0%
Subject Test	0 Unopened 0%
Body View email	0 Opt-ins 0%
Current status i	0 Opt-outs 0%
Sent	0 Bounces 0%
Start time Tue, Jun 5, 2018, 09:38 AM	0 Complaints 0%
End time Tue, Jun 5, 2018, 09:38 AM	
Emails pending 0	
Emails sent 1	
Emails skipped * 0	
Emails errored 0	

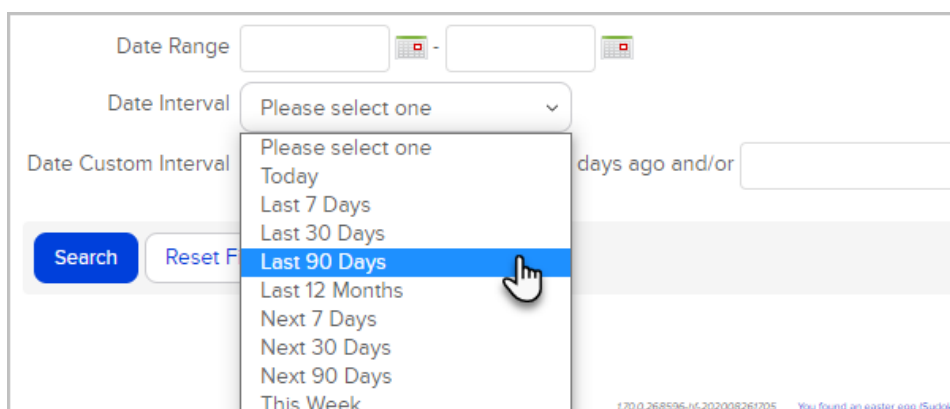
* Email addresses that are duplicates or that have one of the following statuses will be automatically skipped: opt-out, non-marketable (never opted-in), invalid (improperly formatted), hard bounce (address does not exist). The search that displays when the skipped count is clicked displays all Contacts that match any of this criteria. [Learn More](#)

Pro Tips!

To view the legacy broadcast report, click the button on the top right of the page and choose **Legacy broadcast report**. This option allows for you to further filter your reporting data and may be preferred for some customers.



1. You can also view broadcast email statistics by adding the **Email Stats** widget to your home page dashboard.
2. Select a **Date Interval** to create a single report which you can reference as time goes on



Email Broadcast Conversion Summary

The email broadcast conversion summary report displays a statistical summary on a per-broadcast basis. It displays the number of emails sent, opened, clicked, opt-out, bounce, spam complaints, and double opt-ins.

Click Through Percentage Search

The click through percentage search helps you identify the most engaged email recipients. It displays click through statistics on a per-person basis. You can filter this search by percentage range, number of emails sent, number of emails clicked, tags, and more.

Keap uses link tracking algorithms to detect web crawlers and bots that scan emails and click links. We filter bot activity out of your reports so that you have accurate data and insights. Our system also ensures that those bots don't get tagged or entered into campaign sequences, keeping your CRM organized.

Email Status Search

The email status search report displays a list of people based on the status of their email address (i.e. bounce, opt-in, opt-out, etc.). You may use this search to clean up your database or to follow up with people who have bad email addresses in your system. Search by multiple criteria, including email status, last sent date, tags, and more. Click on Opt Status to view additional details.

Email Complaint Summary

Use the email complaint summary report to monitor email complaints generated when someone clicks on the SPAM button in their email client (ISP Complaints) or when they opt out of your email marketing (Internal Complaints). You must keep your complaint rate below .01% (1 per thousand emails) to comply with the Max Classic acceptable use policy and the CAN-SPAM Act. This report helps you monitor and manage email complaint issues right away.

Email Broadcast A/B Testing Results

The Broadcast Report pages will help you understand your results of your A/B Test.

The screenshot shows a marketing dashboard with a navigation bar at the top containing 'Marketing', 'Campaign Builder', 'Email & Broadcasts', 'Lead Generation', 'Templates', 'Legacy', 'Reports', and 'Settings'. The main content area is titled 'View A/B Test details' with a link to '(back to batch list)'. On the left, under 'A/B Results', it shows the test was created on 'Mon, Jul 30, 2018, 2:51 PM' with 'gmail email' recipients. It lists 'Variation A: (23.08%)' with 3 recipients, 'Variation B: (23.08%)' with 3 recipients, and 'Winning email (53.85%)' with 7 recipients. A 'Total recipients (100%)' of 13 is shown. The current status is 'Scheduled' with a 'Stop Test' button. The start time is 'Mon, Jul 30, 2018, 2:51 PM' and the end time is 'Mon, Jul 30, 2018, 6:51 PM'. The winning metric is 'CLICKS' and the 'Send winning email' option is set to 'Automatically'. The main area displays two email variations: Variation A, 'Only 1 week left', and Variation B, 'Let's save your seat!'. Each variation shows its subject, sender, and performance metrics: opens, clicks, opt-ins, opt-outs, bounces, complaints, and errors. Variation A has 2 opens (66.7%) and 1 click (33.3%). Variation B has 3 opens (100%) and 3 clicks (100%). Both have 0 opt-ins, opt-outs, bounces, complaints, and errors. A 'View Email' button is provided for each. A footnote at the bottom explains that email addresses with certain statuses are skipped.

A/B Results

Created
Mon, Jul 30, 2018, 2:51 PM

Recipients
gmail email

Email distribution

Variation A: (23.08%) 3
Variation B: (23.08%) 3
Winning email (53.85%) 7
Winning error count 0

Total recipients (100%) 13

Current status **Scheduled** [Stop Test](#)

Start time
Mon, Jul 30, 2018, 2:51 PM

End time
Mon, Jul 30, 2018, 6:51 PM

Winning metric
CLICKS

Send winning email
Automatically

A: ~Contact.FirstName~ Only 1 week left
From: The contact's owner

2 Opens 66.7% 1 Clicks 33.3%

Opt-ins 0 Opt-outs 0 Bounces 0 Complaints 0 Errors 0 [View Email](#)

B: ~Contact.FirstName~ Let's save your seat!
From: The contact's owner

3 Opens 100% 3 Clicks 100%

Opt-ins 0 Opt-outs 0 Bounces 0 Complaints 0 Errors 0 [View Email](#)

* Email addresses that are duplicates or that have one of the following statuses will be automatically skipped: opt-out, non-marketable (never opted-in), invalid (improperly formatted), hard bounce (address does not exist). The search that displays when the skipped count is clicked displays all Contacts that match any of this criteria. [Learn More](#)