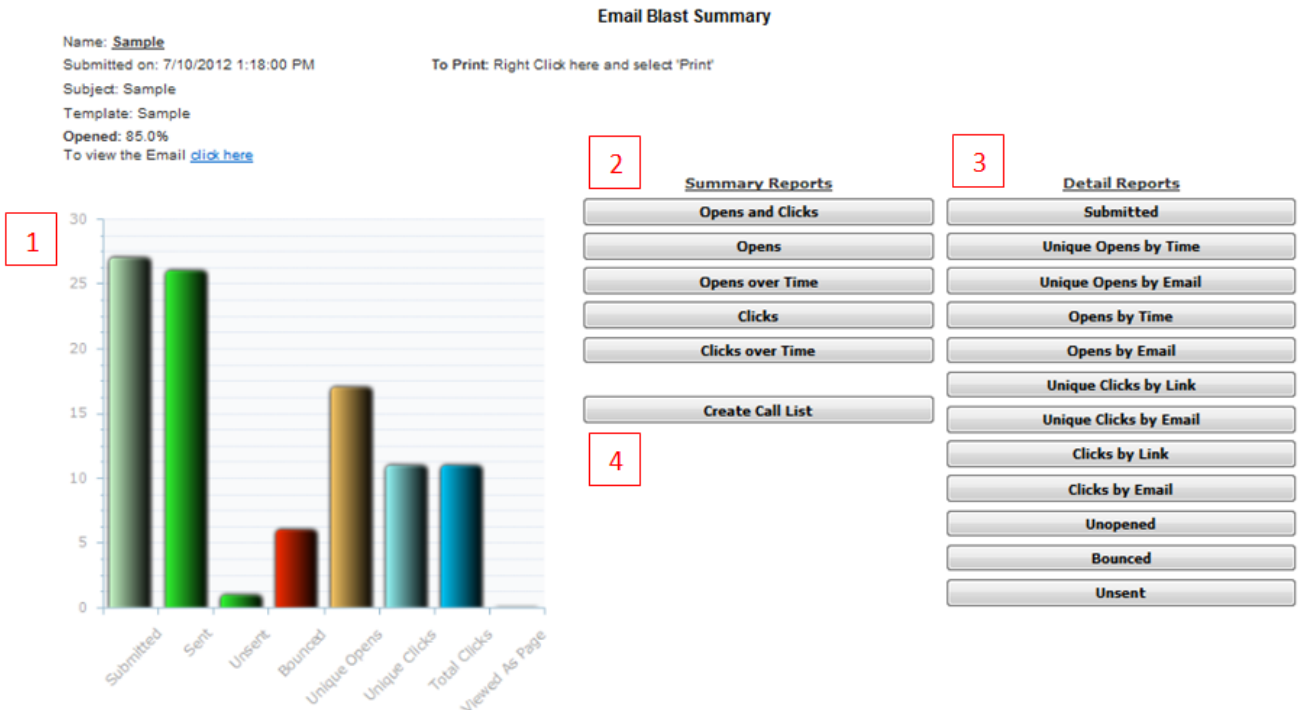




Sage E-marketing for Sage CRM

Quick Start Guide To:

Email Blast Summary



1. **Campaign Summary Graph** – Graphic layout of the reports generated
2. **Summary Reports** – A general layout of all the reports generated
 - **Opens and Clicks:** The opens and clicks report provides you with details about how your email recipients interacted with your email.
 - **Opens:** Out of how many people the email was sent to, the number of email addresses that opened it.
 - **Opens over Time:** This is a graphical overview of when the email was opened over time. This graph shows individual opens only.

- **Clicks:** This is the number of times the links within the email have been clicked on.
- **Clicks over Time:** This is a graphical overview of all links clicked on by individuals. The taller the bar is, the more times that link was clicked on within that period of time.

3. **Detail Reports** – All specific detailed reports generated

- **Submitted:** Total emails that were submitted for the send.
- **Unique Opens by Time:** Number of individuals that have opened up an email in order of the time opened. Individuals are only counted once per email sent out if they opened it.
- **Unique Opens by Email:** Number of individuals that have opened up an email in order of their email address. Individuals are only counted once per email sent out if they opened it.
- **Opens by Time:** Detail Report of All Opens by Time
- **Opens by Email:** Detail Report of All Opens by Email
- **Unique Clicks by Link:** Number of links that an individual clicked on in order of the Links; an individual can only count once per link within an email.
- **Unique Clicks by Email:** Number of links that an individual clicked on in order of the Email Address; an individual can only count once per link within an email.
- **Clicks by Link:** This list shows every single link that was clicked on, and if a person clicked on a link more than once, their email address will be listed more than once along with the time they clicked on each link. This list is sorted by the links in your email.
- **Clicks by Email:** This list shows every single link that was clicked on, and if a person clicked on a link more than once, their email address will be listed more than once along with the time they clicked on each link. This list is sorted alphabetically by email addresses.
- **Unopened:** These email addresses have been sent this particular email campaign you are viewing the report for. However, these email addresses have not yet opened your email, as they count as an unopened. When he or she opens your email, their name will not appear in this particular report anymore.
- **Bounced:** This report is going to show all the bounced email addresses you have sent this particular email to. Listed will be the email address, followed by a code number with the reason for being bounced in the right column.
- **Unsent:** Email addresses listed in the Unsent report will not have been sent this particular email. It will list the reasoning as to why.

4. **Create Call List** – The Call List has replaced our old “Rank by Score” report and will open in a new browser tab when you click on it from the Open-Click Reports section. Email recipients can be found in the Call List if they have opened the email you sent them. Sage E-marketing for Sage CRM gives each recipient in the Call List a number score and a rank (Hot, Warm, Mild) based on their interaction with your email.