

Sage E-marketing for ACT!

Results Tab - Track Your E-mail Blast

In this help document, you will learn the following:

- 1) [Result Tab Explanations](#)
- 2) [Retrieving History Results in Sage E-marketing for ACT!](#)
- 3) [Accessing Reports Online](#)

Opens and Clicks

Tracking your E-mail blast is a very important part of the E-marketing process. Your contacts' interactions with your E-mail messages can tell you a lot about the effectiveness of your E-mail blast as well as how interested your contacts are in your product. Determine which contacts are interested in your products based on if they opened your E-mail messages. Then, identify what specifically they are interested in based on what links they clicked.

Marketing

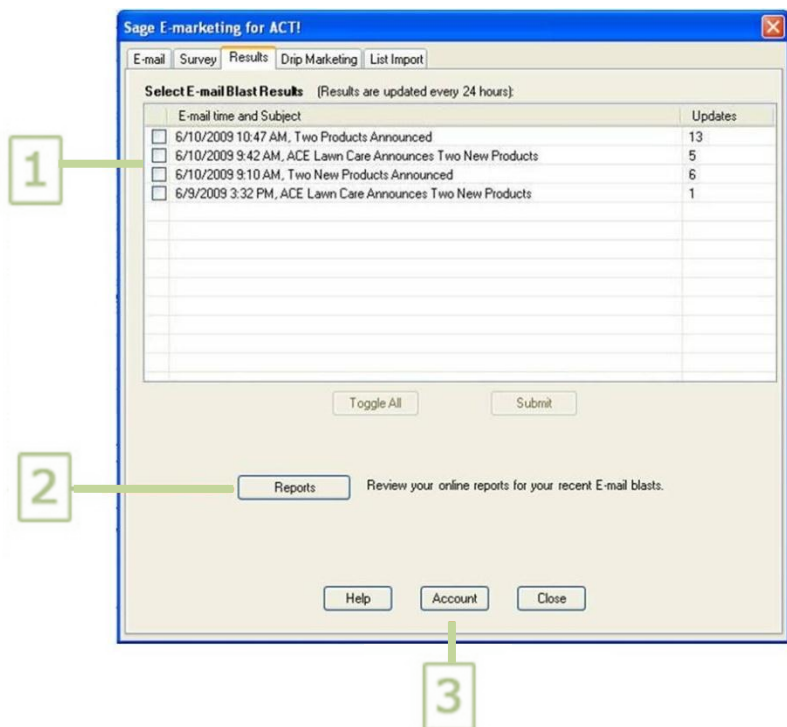
Based on the data from your E-mail blasts consider the effectiveness of each of your E-mail messages. It is important that you retrieve your E-mail reports within 2-3 days after the blast has been sent. This will help you keep an up-to-date idea of how your E-mails are doing. A few things you should be aware of are: subject lines, sent times and days, images versus plain text, as well as placement and working of links and surveys. Take note if your contacts generally click more on call to action items or more in-depth information. Also remember that opinions change so you should try to stay up to date on the preferences of your contacts. And the best part, all of your E-mail results are written back into your ACT! database so they can be easily accessed and analyzed.

Sales

A few days after your E-mail blast, use the results to qualify your leads based on their interaction with your E-mail. Rank your contacts to determine who is most interested and what they may be interested in the future. Use this information to create Call Lists to follow up with your most interested contacts. For example, if Charlie opens your E-mail 3 times and clicks 2 links, while Megan opens your E-mail once and clicks no links, you should contact Charlie first since he interacted more.

The following picture shows the Sage E-marketing for ACT!, numbered with corresponding explanations.


1. **Get Results:** After you send out your E-mail blast, data is brought back into each contact's history. This data includes a score, status, and open and click data. Get Results allows you to save these items to your existing contacts ACT! history.
2. **Reports:** Gives you access to your online reports. These includes open & click reports, schedule E-mail blast reports, submitted, opt-out's, unsent, bounced, invalid and all account level reports.
3. **Account:** Shows current Account information. The "Account" button gives you access to your Sage E-marketing for ACT! information, where you can upgrade your account, or add a UserID.



Retrieving History Results in ACT!

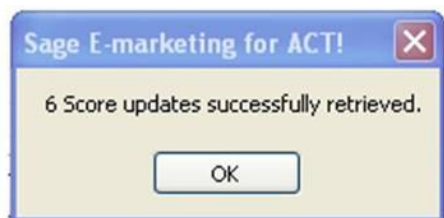
After you send out your email blast through Sage E-marketing for ACT! you are able (beginning the next day and subsequent days) to retrieve results for your blast (i.e. open and click information) back into your ACT! history. Keeping your ACT! history up to date with the most recent results ensures that you are most effectively integrated with your ACT! database.

Now Do It! – Write Data into ACT!

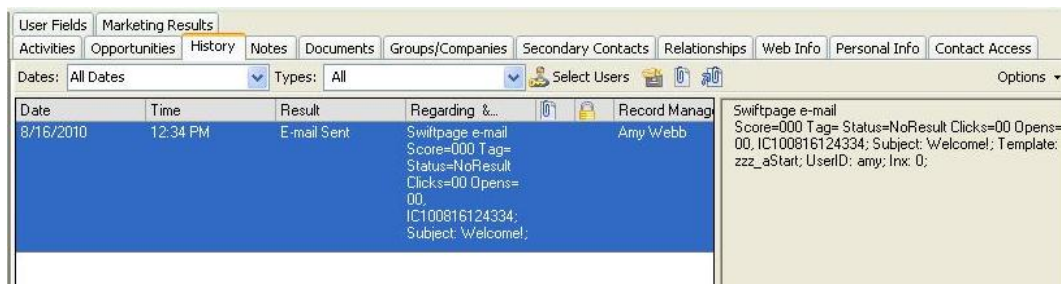
1. Go back to ACT!
2. Click on the Sage E-marketing for ACT! icon on your toolbar 
3. Click the **Results** tab. There, you will see listed any email blasts that have results to write back to your ACT! database:
4. Use the checkboxes next to each email blast to select which results to write, or use the Toggle All button to select all of them. When you are finished, click Submit.
5. You will be told how many updates are about to be made to your ACT! history, and asked if you want to continue. Click Yes.

A pop up will appear that tells you how many updates you are about to download. Clicking “Yes” will access your account on the servers and download your results.

You will then be notified about how many scores were successfully retrieved.



6. The results are then downloaded to your ACT! database. Note: depending on how many updates there are to be written to your ACT! history, this process can take a while. When it is finished, a confirmation will appear.
7. You are finished! You will notice that history records have been updated, as has the Email History section.



Previous history note:

Regarding & Details

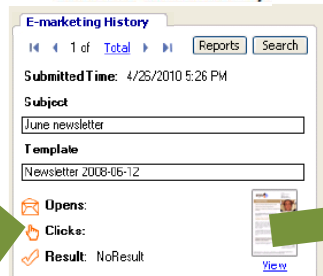
Swiftpage e-mail
Score=000 Tag=
Status=NoResult
Clicks=00 Opens=00
IC100426172621;
Subject: June
newsletter; Template:
Newsletter 2008-06-...

Updated history note:

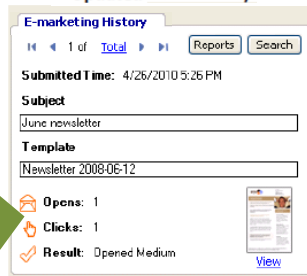
Regarding & Details

Swiftpage e-mail
Score=050 Tag=
Status=Opened
Medium Clicks=01
Opens=01,
IC100426172621;
Subject: June
newsletter;...

Previous Email History:



Updated Email History:



Accessing Reports Online

Reports are generated on an individual or email blast basis and are represented by a bar graph. Individual analytics can be viewed and then sent to you as a .CSV (Excel) file. The reports are generated in real time, so if an email is opened and clicked-through tomorrow, when you go back to look at your reports, the results will have updated and changed because of the new actions.

Choose the individual or campaign email that you want to view. Select the time filter to find your email, select the desired email and then click the View Report button at the bottom of the screen (see below).

Sage E-marketing for ACT!

E-mail Survey **Results** Drip Marketing List Import

Select E-mail Blast Results (Results are updated every 24 hours)

E-mail time and Subject

Toggle All

Reports Review your online reports

Email Reports

Email Blasts Queued
All queued Email Blasts have been sent.

Sent time filters: 24 hours 1 week 2 weeks 1 month 2 months

Email Blasts Sent
6/15/2012 1:01:00 AM: Sample Campaign One

Individuals Sent
No individual emails sent in selected time frame

View Report Sample reports

Email Blast Summary

Name: Sample Campaign One
Submitted on: 6/15/2012 12:01:00 AM
Subject: Sample Campaign
Template: Read Only zzz_Company News
Opened: 66.6%
To view the Email [click here](#)

To Print: Right Click here and select 'Print'

Summary Reports

- Opens and Clicks
- Opens
- Opens over Time
- Clicks
- Clicks over Time
- Create Call List

Detail Reports

- Submitted
- Unique Opens by Time
- Unique Opens by Email
- Opens by Time
- Opens by Email
- Unique Clicks by Link
- Unique Clicks by Email
- Clicks by Link
- Clicks by Email
- Unopened
- Bounced
- Unsent

Bar Graph Data:

Category	Value
Submitted	15
Sent	9
Unsent	6
Bounced	6
Unique Opens	3
Unique Clicks	4
Total Clicks Viewed As Page	4

Definitions of Reports:

Submitted: The total number of email addresses that were submitted for the send.

Sent: The total number of emails that were sent from our servers.

Unsent: The total number of email addresses that were not sent due to being a duplicate, invalid, 3 Bounce Suppressed or opted-out.

Bounced: The number of recipients whose email addresses bounced back.

Unique Opens: The number of recipients who opened up the email. Unique refers to the first time a contact opens an email.

Unique Clicks: The number of recipients who clicked on at least one link in the email. Unique refers to the first time a contact clicked on link

Total Clicks: The total number of times any of the links were clicked on within any of the emails sent out.

Forwarded: The number of times the link, "Forward to a Friend" at the bottom of a email was clicked on

Viewed as Page: The number of times the link "View as a Web page" at the bottom of an email was clicked on. People usually click on this link because they are receiving the email as plain text (i.e. with no graphics) because of their email settings.