

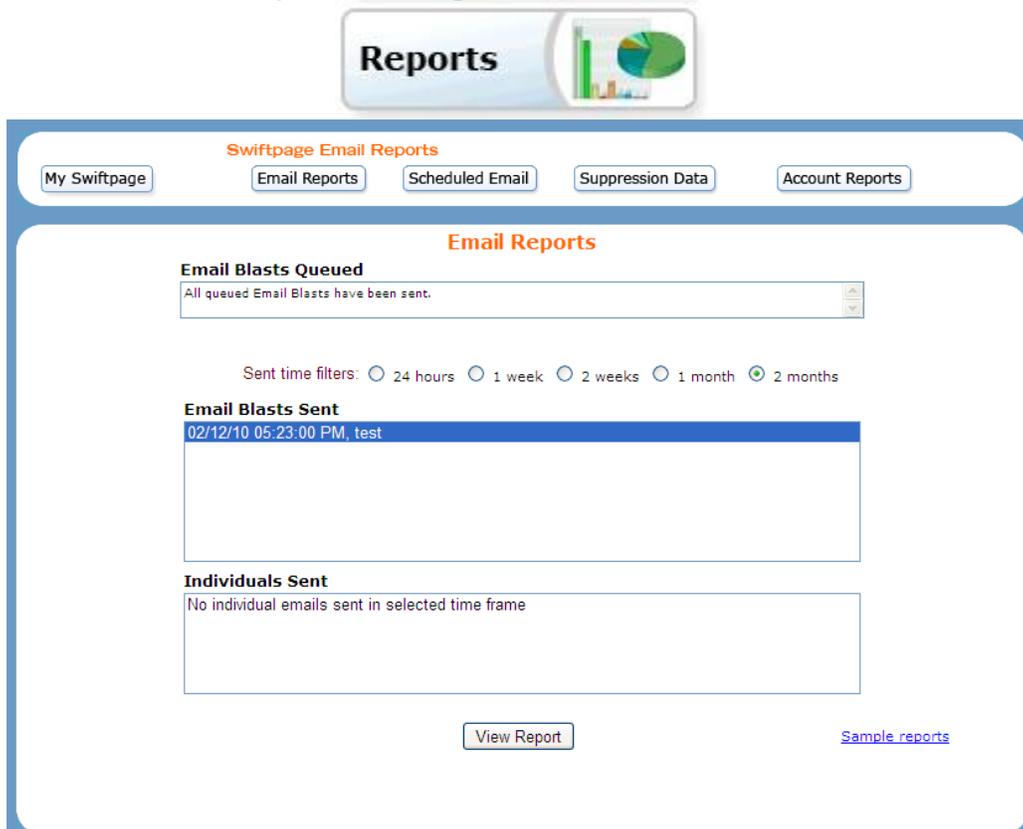
## Quick Start Guide To:

### Viewing Email Results & Reports

Swiftpage 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 yourself 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.

#### Viewing Reports:

1. Click on the Swiftpage icon in the toolbar of the Swiftpage integration you use (ACT!, SalesLogix, Excel, etc.) wherever you access Swiftpage and select the Reports button; the Reports button will vary where it is in the window depending on how you access Swiftpage (e.g. in ACT! it is on the Results tab).
2. If you don't have the Reports button in this window you will want to log into the Swiftpage editor by clicking Edit or logging into your account via our windows at the top of the home page of our web site: <http://www.swiftpage.com>. This will take you to the My Swiftpage portal. From there, click on the Reports button to be taken to your online reports.



3. Now you will 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).

## Email Blast Summary

Name: **test**

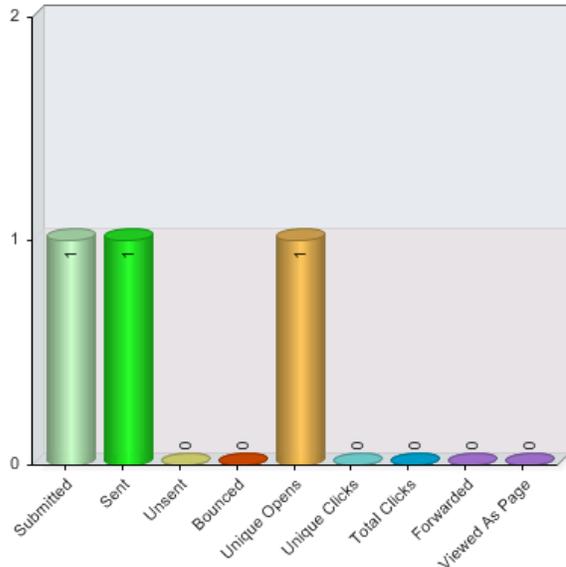
Submitted on: 2/12/2010 5:23:00 PM

To Print: Right Click here and select 'Print'

Subject: test

Template: Read Only y\_Newsletter 02test3

Opened: 100.0 % To view the  
Email [click here](#)



### 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

(Note: To see the actual email that you sent out for the report you are viewing click on the “click here” text in the upper left corner of the page.)

### 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 email address.
- **Bounced:** The number of recipients whose email addresses bounced back to Swiftpage.
- **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 a 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 Swiftpage email was clicked on
- **Viewed as Page:** The number of times the link “View as a Web page” at the bottom of a Swiftpage 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.

(Note: All of the detail reports, located to the right of the bar graph can be sent as CSV files to any email address for sharing your data.)