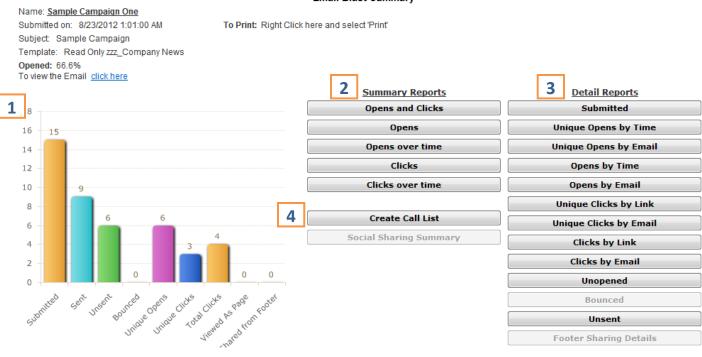


**Quick Start Guide to:** 

## The Email Blast Summary

This Quick Start Guide provides an overview of the Email Blast Summary.



## Email Blast Summary

- 1. The **Campaign Summary Graph** provides a graphic representation of the number of the Submitted, Sent, Unsent, Bounced, Unique Opens, Unique Clicks, Total Clicks, and Viewed As Page Reports.
- 2. The **Summary Reports** provide a general layout of the generated reports.
  - The **Opens and Clicks** report details the number of Opens, Clicks, and Forwards performed by each contact.
  - The **Opens** report consists of two pie charts. One chart depicts the percentage of Opens versus Unopened while the other represents the Opened count per email address.
  - **Opens over Time** generates a graphical overview of when the email was opened. This graph shows individual opens only.
  - The **Clicks** report illustrates the number of times the links within the email have been clicked on.

- **Clicks over Time** details the number of times a link within the email had been clicked on within a specific timeframe.
- 3. **Detail Reports** provide much more in depth information than the Summary Reports. Each Report, for instance, records the individual contact's email address.
  - The **Submitted** report displays all of the email addresses that were submitted for the send.
  - Unique Opens by Time lists each contact that has Opened your email and the number of times that it has been Opened. The most recent Opens appear at the top of the list.
  - Unique Opens by Email generates an alphabetical list of each contact that has Opened your email.
  - The **Opens by Time** report lists each individual Open event arranged by the time that it occurred.
  - **Opens by Email** records each individual Open event. The list is arranged alphabetically by email address.
  - The **Unique Clicks by Link** report displays the number of links that an individual clicked on in order of the links. An individual is only counted once per link.
  - Unique Clicks by Email shows the number of links that an individual clicked on in order of the Email Address. An individual is only counted once per link.
  - **Clicks by Link** lists every Click event, the corresponding email address, and the time that it occurred. The list is arranged by link.
  - The **Clicks by Email** report lists every Click event, the corresponding email address, and the time when it occurred. The list is arranged alphabetically by email address.
  - **Unopened** lists all of the contacts that have not yet opened your email.
  - **Bounced** details any email addresses that bounced, the bounce code, and the reason.
  - The **Unsent** report lists the email addresses that were not sent the email and provides the reason why.
- 4. **Create Call List** generates a list of the contacts that opened your email. Each contact will be awarded a rank of Hot, Warm, or Mild based on their interaction with the email.