



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.



Sage E-marketing Email Reports

Home | Email Reports | Scheduled Email | Suppression Data | Account 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

5/13/2011 3:15:00 AM, Sample
5/12/2011 8:52:00 AM, Test

Individuals Sent
No individual emails sent in selected time frame

[View Report](#) [Sample reports](#)

- 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: Sample Campaign One
 Submitted on: 8/23/2012 1:01:00 AM To Print: Right Click here and select 'Print'
 Subject: Sample Campaign
 Template: Read Only zzz_Company News
 Opened: 66.6%
 To view the Email [click here](#)

Category	Count
Submitted	15
Sent	9
Unsent	6
Bounced	0
Unique Opens	6
Unique Clicks	3
Total Clicks	4
Viewed As Page	0
-hard from Footer	0

Summary Reports	Detail Reports
Opens and Clicks	Submitted
Opens	Unique Opens by Time
Opens over time	Unique Opens by Email
Clicks	Opens by Time
Clicks over time	Opens by Email
Create Call List	Unique Clicks by Link
Social Sharing Summary	Unique Clicks by Email
	Clicks by Link
	Clicks by Email
	Unopened
	Bounced
	Unsent
	Footer Sharing Details

(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.)