# Adestra Reporting Guide

Reporting on an individual email/campaign in Adestra

1 You can get to the metrics for your individual email one of two ways: either go into the campaign itself and click into the reporting link found in the lower right column or tab over to the reporting tab (found in the left column) and click into the project you email is located and then into the campaign you want to see the report on.

2 Once you are in the individual report for a campaign, there are several tabs to take you deeper into the analytics of that individual email.

- Links: Next tabbing over to the links tab gives you a report on each link in the campaign and the count for clicks. In addition, you can click on the list count and see contact information for each click. These reports can be exported also.

- Inbound: Learn about the email deliverability on the Inbound tab. Here you can dig deeper into the various avenues for a blocked email.

- Social: If your email was shared on social, you will have a dashboard of analytics on social shares.

- Timeline: View the timeline of opens and clicks over the first few hours of the email send.

- Heatmap: At a glance view where recipients spent the most time in your email. Understand how far down the scrolled, where they clicked, at a single glance.

- Email Clients: Understand if your email is read on mobile vs. desktop and Gmail vs. Outlook.

- Geo Tracking: Drill down by city, state, etc. and see where in the world your email is being opened.

- Saved Reports: Create a saved report for your Director for example. This creates a sharable link that you can share with someone that doesn't have a login to the platform, but wants the overall opens, clicks, and performance details of the email.

3 Bonus Tips: If you are ever looking for more detail on a bounced email, head into the Inboud tab and then tab over to the messages tab. There you will see each message attached to the bounced email. A "Flame" is a reply message with profanity.
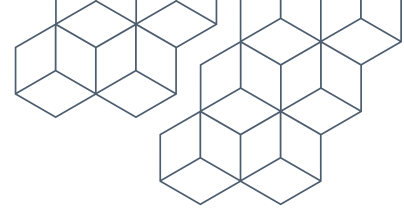
Reporting across projects and tags

4 On the Report tab, the first thing you will see is the dashboard for the month for all emails you organization has been sending out of the system. It's a great at-a-glance view of your email program performance. You can also see at a glance the email portfolio by "Project". A project is a collection of emails. Next, you can also choose a custom date range to drill into your dashboard from a different time frame. Finally, you can report on a collection of emails that are all tagged with the same tag. The drop down allows you to choose any tag you have used so far to report on a group of emails that may not all be in one project.

Export Manager Reporting

5 To report at an aggregate level, head over to the Data section of your workspace and click into the "Export Manager". Here you will "Create a new report," found by clicking the link in the top right area of the page. There are three types of reports to choose from when creating an Export Managed report here.

- Event History: event history exports contain one record for each event (example: clicks, opens) that has occurred, meaning one contact may appear several times.

- Contact: contact exports contain one record per contact, regardless of how many events they have triggered.

- Device and location: device & location exports contain one record for each open within the selected data source.

Use the Event History report when you want a count of event type data (number of opens, number of contacts that clicked, etc.). Use the Contact report when you just need the list of contacts that are on an unsubscribe list or known bounce list.

6 Building your report: Once you have chosen the report type, pulled in the core table and named your report, you will see a screen with multiple areas to insert your inputs. Here you will start to build what you want in your report. First pull in the fields you will need from the core table. Note that you do have system fields options like the option to pull in a contact created date. Next, you will build in the event data from the system. This might be as simple as opens and clicks and can go deeper into deliverability questions around bounced emails. Every report you will pull in a data source. The data source can be the entire workspace and portfolio of all of your emails and you can narrow it down to only one project of emails.
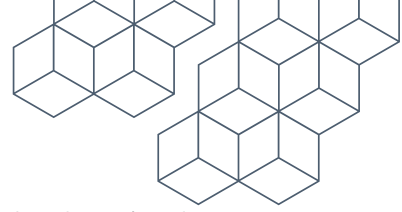
7 Exporting & Scheduling your report: Next, you have the option to request the download immediately by tabbing over to request a download. There you will choose a timeframe you want your data to be pulled from. You can also schedule a report to go out to you or someone on your team at a certain time every week or month.