



EMAIL TRACKING & MARKETING CLOUD REPORTS

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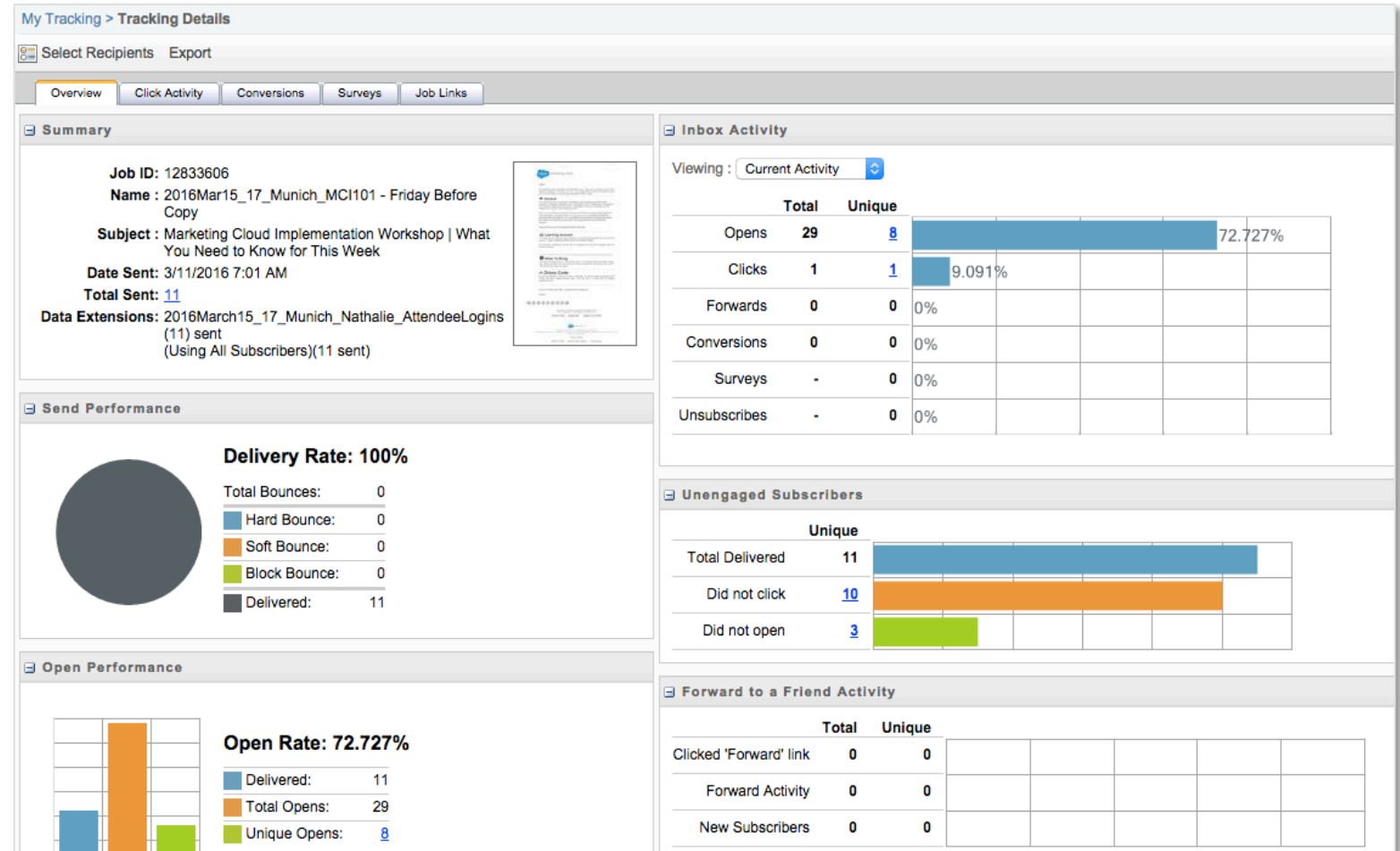
EMAIL SEND TRACKING



View aggregated and individual results for subscriber behaviors:

- Opens
- Clicks
- Did not open
- Did not click
- Bounces
- Unsubscribes

Aggregated collection of data for each email send



NOTE:



Marketing Cloud stores tracking data over for account lifetime. Users may delete tracking manually.

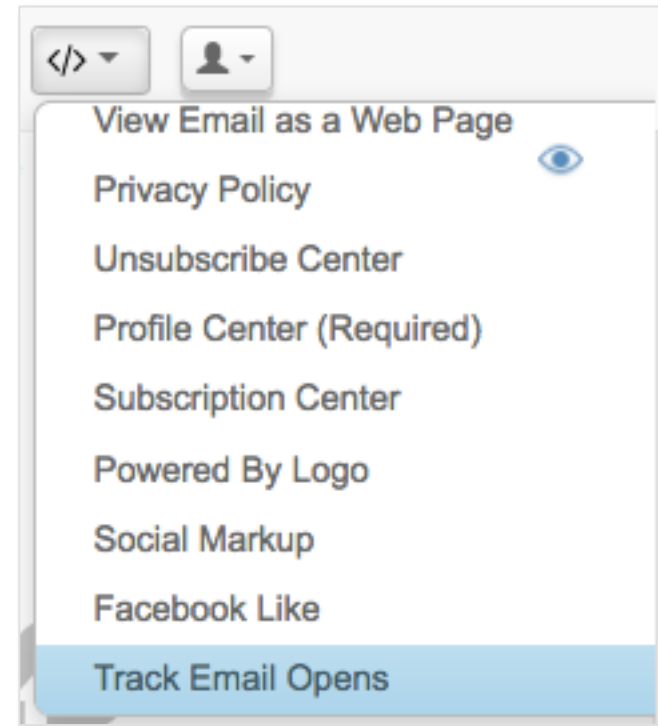
Gmail caches images

- Counts unique open
- Cannot count total opens

Settings to prevent image downloads affect open count

- Recipient may read text without capturing opens

Insert a 1x1 transparent tracking pixel into templates and emails created from HTML.



NOTE:



Marketing Cloud captures opens when a subscriber views email images. Text versions cannot capture opens.

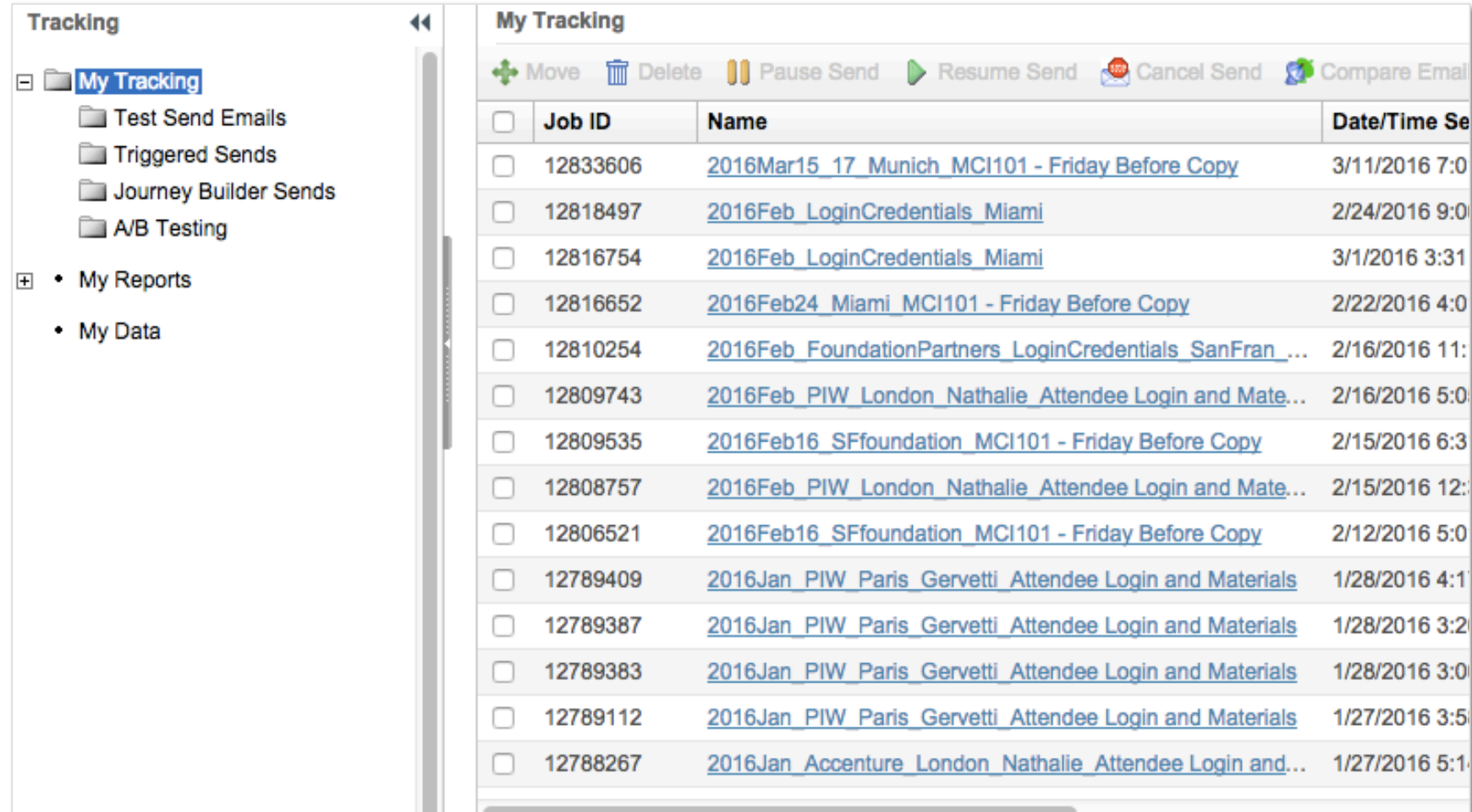
Some folders auto-generate by sends:

- Test Send Emails
- Triggered Sends
- A/B Testing

Create subfolders by right-clicking on parent folder

Select folder on send screen to select save location

Use folders to keep tracking organized and compare related sends



The screenshot displays the Salesforce Tracking interface. On the left, a sidebar titled "Tracking" shows a folder structure under "My Tracking":

- My Tracking
 - Test Send Emails
 - Triggered Sends
 - Journey Builder Sends
 - A/B Testing
- My Reports
- My Data

On the right, the "My Tracking" table lists individual tracking jobs with columns for Job ID, Name, and Date/Time Sent. The table includes a toolbar with actions: Move, Delete, Pause Send, Resume Send, Cancel Send, and Compare Email.

<input type="checkbox"/>	Job ID	Name	Date/Time Sent
<input type="checkbox"/>	12833606	2016Mar15_17_Munich_MCI101 - Friday Before Copy	3/11/2016 7:00
<input type="checkbox"/>	12818497	2016Feb_LoginCredentials_Miami	2/24/2016 9:00
<input type="checkbox"/>	12816754	2016Feb_LoginCredentials_Miami	3/1/2016 3:31
<input type="checkbox"/>	12816652	2016Feb24_Miami_MCI101 - Friday Before Copy	2/22/2016 4:00
<input type="checkbox"/>	12810254	2016Feb_FoundationPartners_LoginCredentials_SanFran_...	2/16/2016 11:00
<input type="checkbox"/>	12809743	2016Feb_PIW_London_Nathalie_Attendee Login and Mate...	2/16/2016 5:00
<input type="checkbox"/>	12809535	2016Feb16_SFfoundation_MCI101 - Friday Before Copy	2/15/2016 6:30
<input type="checkbox"/>	12808757	2016Feb_PIW_London_Nathalie_Attendee Login and Mate...	2/15/2016 12:00
<input type="checkbox"/>	12806521	2016Feb16_SFfoundation_MCI101 - Friday Before Copy	2/12/2016 5:00
<input type="checkbox"/>	12789409	2016Jan_PIW_Paris_Gervetti_Attendee Login and Materials	1/28/2016 4:10
<input type="checkbox"/>	12789387	2016Jan_PIW_Paris_Gervetti_Attendee Login and Materials	1/28/2016 3:20
<input type="checkbox"/>	12789383	2016Jan_PIW_Paris_Gervetti_Attendee Login and Materials	1/28/2016 3:00
<input type="checkbox"/>	12789112	2016Jan_PIW_Paris_Gervetti_Attendee Login and Materials	1/27/2016 3:50
<input type="checkbox"/>	12788267	2016Jan_Accenture_London_Nathalie_Attendee Login and...	1/27/2016 5:10

Select metrics of interest then compare relevant sends visible within a folder

My Tracking

+ Move
🗑 Delete
⏸ Pause Send
▶ Resume Send
🛑 Cancel Send
🔄 Compare Email Sends
Showing : Last 100 Sends
⚙ Set Grid Preferences

<input type="checkbox"/>	Name	Date/Time Sent	Emails Sent	Unique Opens	Unique Clicks	Unique Click-Through Rat
<input type="checkbox"/>	2016Mar15_17_Munich_MCI101 - Friday Before Copy	3/11/2016 7:01 AM	11	8	1	9.1%
<input checked="" type="checkbox"/>	2016Feb_LoginCredentials_Miami	2/24/2016 9:09 AM	9	7	2	22.2%
<input checked="" type="checkbox"/>	2016Feb_LoginCredentials_Miami	3/1/2016 3:31 PM	9	6	2	22.2%
<input type="checkbox"/>	2016Feb24_Miami_MCI101 - Friday Before Copy	2/22/2016 4:01 PM	8	6	0	0.0%

Check boxes and Compare Email Sends for on-screen comparison

Set Grid Preferences to select which metrics to display on screen

Email Overlay View

- Displays bar graph of click performance across email

Link View

- Click on unique hyperlink to access individual performance

Export Click Activity tab as PDF or XLS

0%

Hello, %%Name%%.

During this week's Implementation Workshop you will be using a training account to follow along and complete learning activities. Please log in to mc.exacttarget.com using the following credentials.

Username: %%Username%%
Password: %%Temporary Password%%
Member ID: %%MID%%

Please [download the learning guides containing the hands-on activities](#) for each of the 4 training [31.2%](#) prompted, enter the password below. If you have any questions or issues, please [email Sherry Keezer](#).

Learning Guide Download Password: driwphhD

Web Version

0%

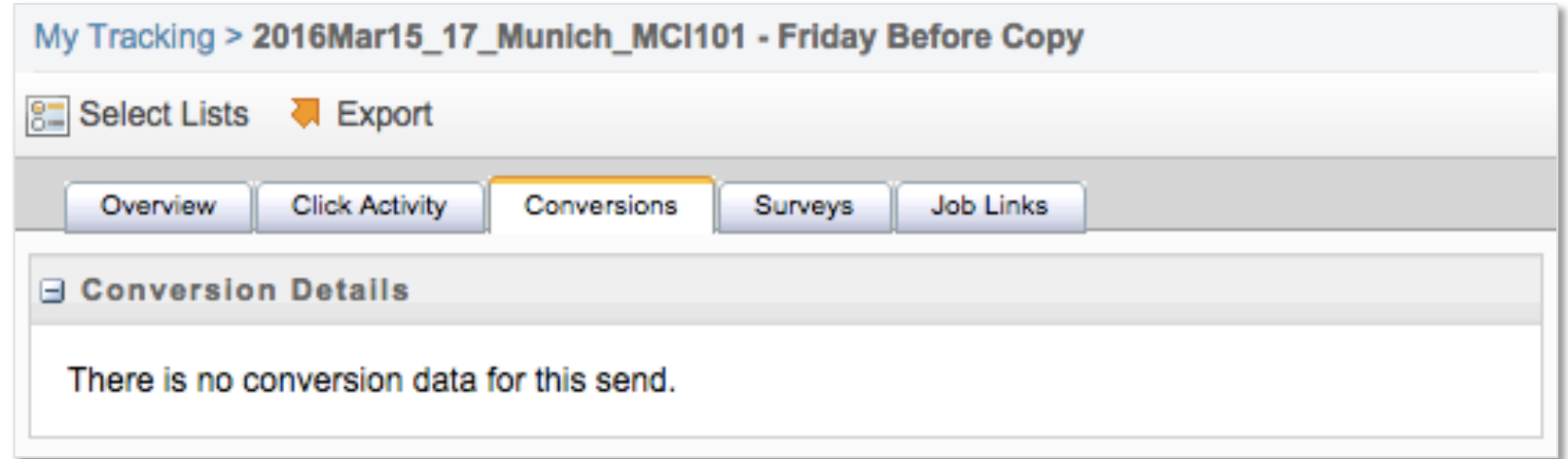
Link	Total	Unique	Net CTRs
download the learning guides containing the hands-on activities	22	10	83.3%
Log in text link in body	24	10	83.3%
SF Developer account link text	9	6	50.0%
help mc admin	2	2	16.7%
help Contact Builder	1	1	8.3%
help Data Extensions	1	1	8.3%
help Journey Builder	1	1	8.3%
help Marketing Cloud Connector	1	1	8.3%

Requires code added to website

Conversion tracking must be selected in Link Properties

Tracks purchases made from email within 8 clicks in path

Refers to Conversion Tracking code embedded on website



Data displayed includes:

- Path name
- Unique conversions
- Click path data links
- Number of unique conversions by link

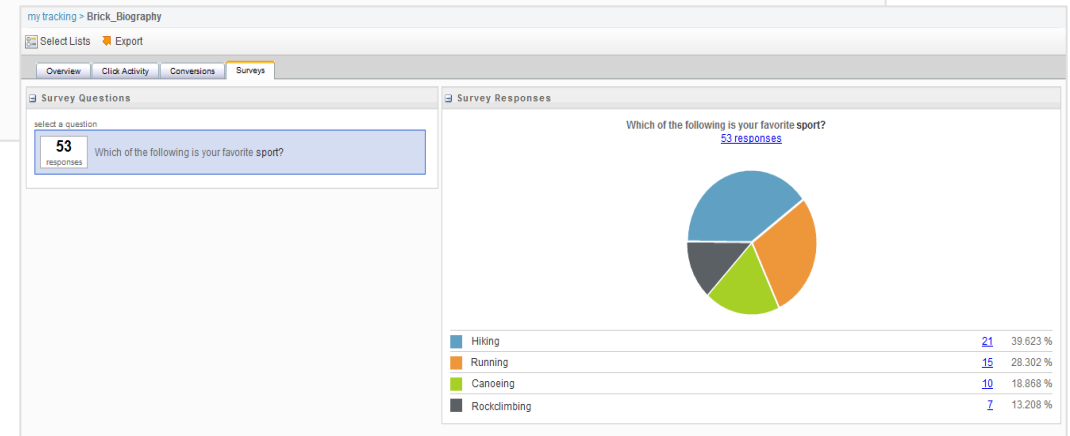
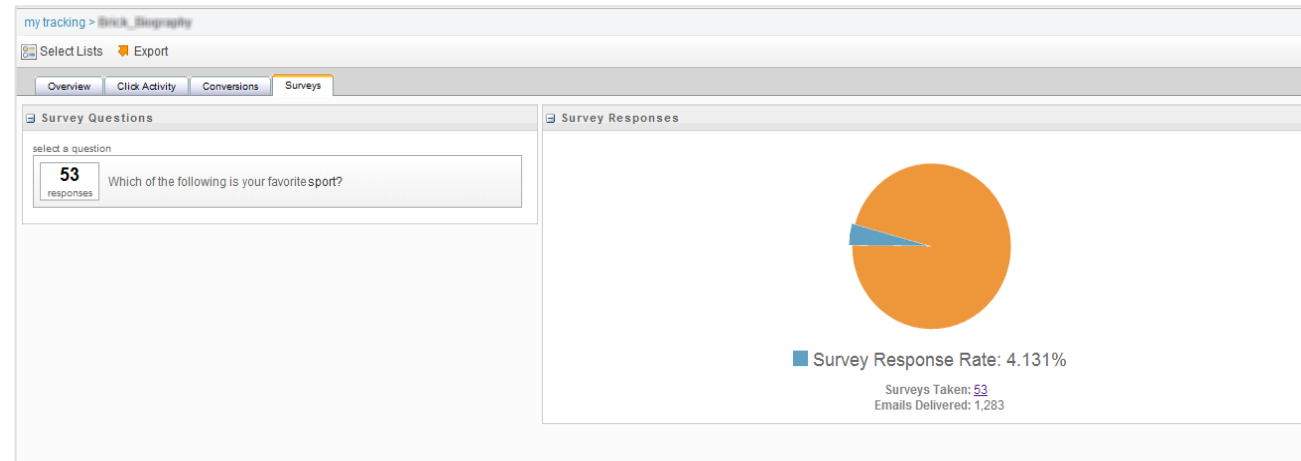
Users must view email as a web page to submit survey results

Results display:

- Survey response rate
- Per question response rates

Export results as PDF or CSV

Surveys can be included in template-based emails



Change destination of a URL after send

- Fix broken links
- Change incorrect destinations
- Add URL parameters for custom tracking (optional)

Changing URL in Job Links will not apply change to email creative in My Emails

Edit URLs in an email after send

My Tracking > 2016Mar15_17_Munich_MCI101 - Friday Before Copy

Overview Click Activity Conversions Surveys **Job Links**

EMAIL NAME	EMAIL SUBJECT	EMAIL PREHEADER	STATUS
2016Mar15_17_Muni...	Marketing Cloud Impl...	What to Expect, What...	Complete

Cancel Save

Editing URL ID: 274277

You are editing a link used in a sent email. Your edits only affect this job and not the link in the source email. [Learn More](#)

URL ID 274277

URL

URL Parameters No parameters appended

[Add Parameter](#)

Preview 26 / 2000 Characters Used

http://www.exacttarget.com

MARKETING CLOUD REPORTS

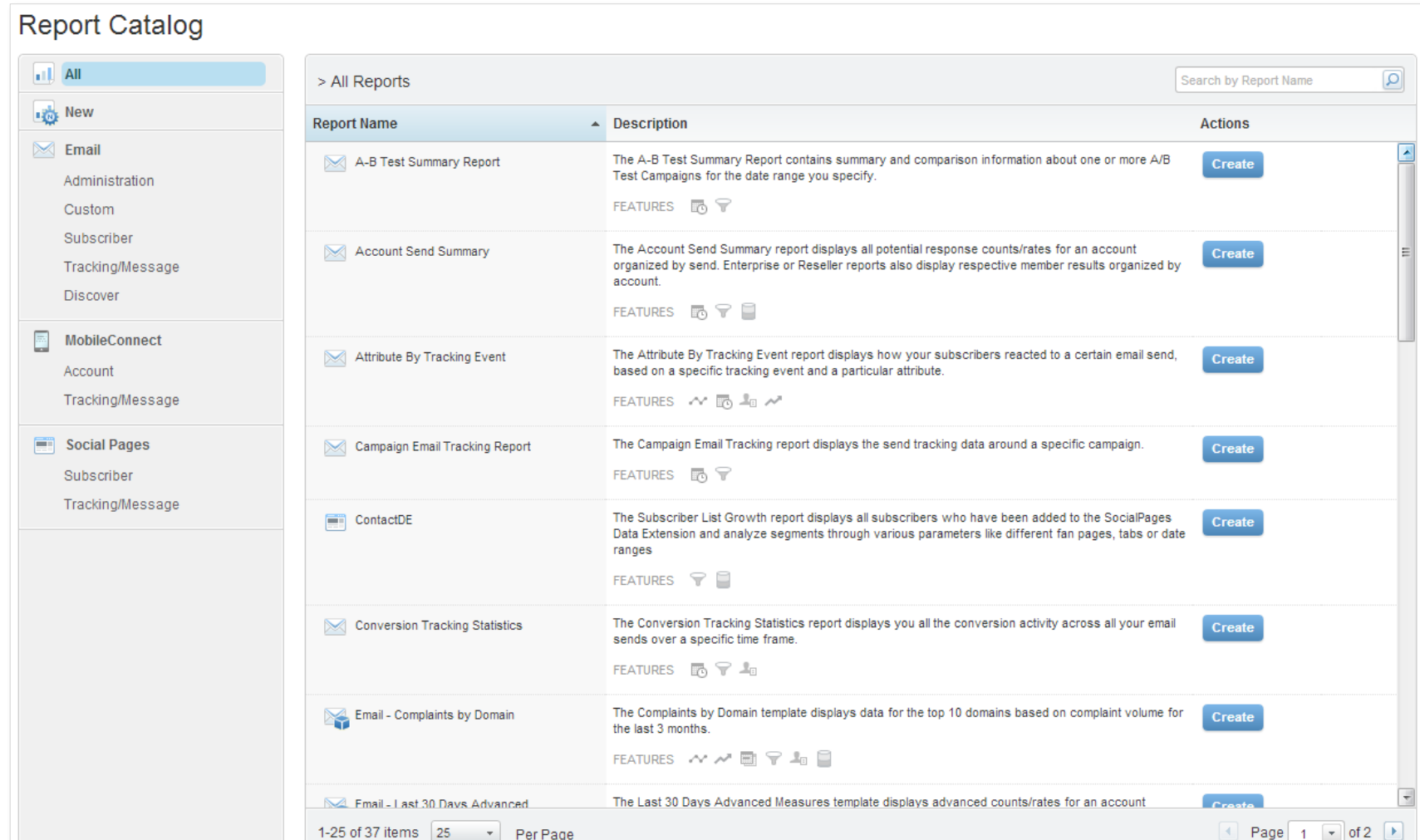


Reports are divided by channel:

- Email
- Campaigns
- Mobile
- Social Pages

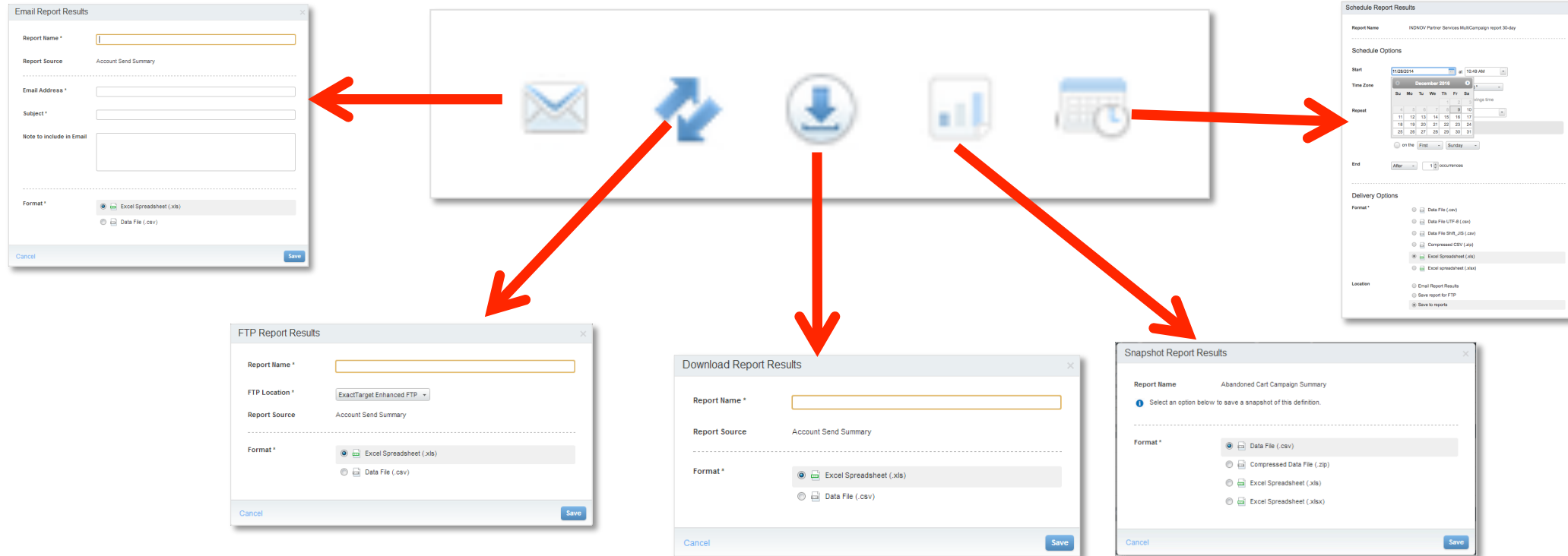
Each area has additional subcategories

The Report Catalog contains all standard reports available across the Marketing Cloud Platform.



The screenshot shows the 'Report Catalog' interface. On the left is a navigation sidebar with categories: All, New, Email (with subcategories: Administration, Custom, Subscriber, Tracking/Message, Discover), MobileConnect (with subcategories: Account, Tracking/Message), and Social Pages (with subcategories: Subscriber, Tracking/Message). The main area displays a table of reports under the heading '> All Reports'. The table has columns for Report Name, Description, and Actions. Each report entry includes an icon, a name, a detailed description, a 'FEATURES' section with icons, and a 'Create' button. At the bottom, there is a pagination control showing '1-25 of 37 items', a dropdown for '25' items per page, and 'Page 1 of 2'.

Report Name	Description	Actions
A-B Test Summary Report	The A-B Test Summary Report contains summary and comparison information about one or more A/B Test Campaigns for the date range you specify.	Create
Account Send Summary	The Account Send Summary report displays all potential response counts/rates for an account organized by send. Enterprise or Reseller reports also display respective member results organized by account.	Create
Attribute By Tracking Event	The Attribute By Tracking Event report displays how your subscribers reacted to a certain email send, based on a specific tracking event and a particular attribute.	Create
Campaign Email Tracking Report	The Campaign Email Tracking report displays the send tracking data around a specific campaign.	Create
ContactDE	The Subscriber List Growth report displays all subscribers who have been added to the SocialPages Data Extension and analyze segments through various parameters like different fan pages, tabs or date ranges	Create
Conversion Tracking Statistics	The Conversion Tracking Statistics report displays you all the conversion activity across all your email sends over a specific time frame.	Create
Email - Complaints by Domain	The Complaints by Domain template displays data for the top 10 domains based on complaint volume for the last 3 months.	Create
Email - Last 30 Days Advanced	The Last 30 Days Advanced Measures template displays advanced counts/rates for an account.	Create



5 Output Options:

- Email
- FTP
- Browser Download
- Snapshot
- Schedule

CONNECT: EMAIL SENDS TRACKING




Double-click on Email Sends tab

Review:

- Send Definition
- Tracking Metrics
- Subscriber Info
- Individual Email Results
- Aggregated Link Level Details

Tracking Info

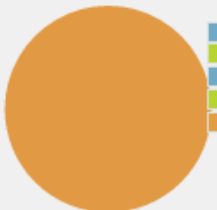
Job Id: 12287989
Name: NTO Service Follow Up
 ([Analytics for this Email](#))
Subject: Thank You for Contacting NTO!
Date Sent: 9/15/2014 1:27 PM
Total Sent: 1
Tracking as of: 9/15/2014 2:27 PM
Tracking Subscription Expiration: 9/20/2014



Send Performance

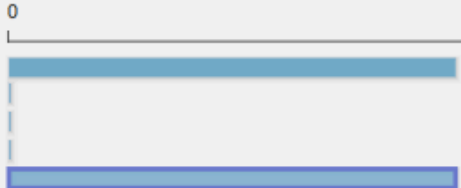
Delivery Rate: 100.0%

Total Bounces:	0
Hard Bounce:	0
Soft Bounce:	0
Total Delivered:	1



Activity


	Total	Unique
Opens	1	1
Clicks	0	0
Forwards	-	0
Unsubscribed	-	0
Total Delivered	-	1



Open Performance

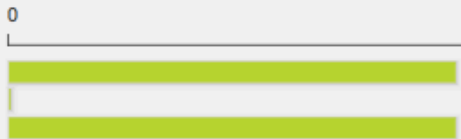
Open Rate: 100.0%

Delivered:	1
Total Opens:	1
Unique Opens:	1



Unengaged Subscribers

	Unique
Did not click	1
Did not open	0
Delivered	1



Related Individual Email Result Reports

[Sent](#) [Opened](#) [Clicked](#) [Hard Bounced](#) [Delivered](#) [Did not open](#) [Did not click](#) [Soft Bounced](#)

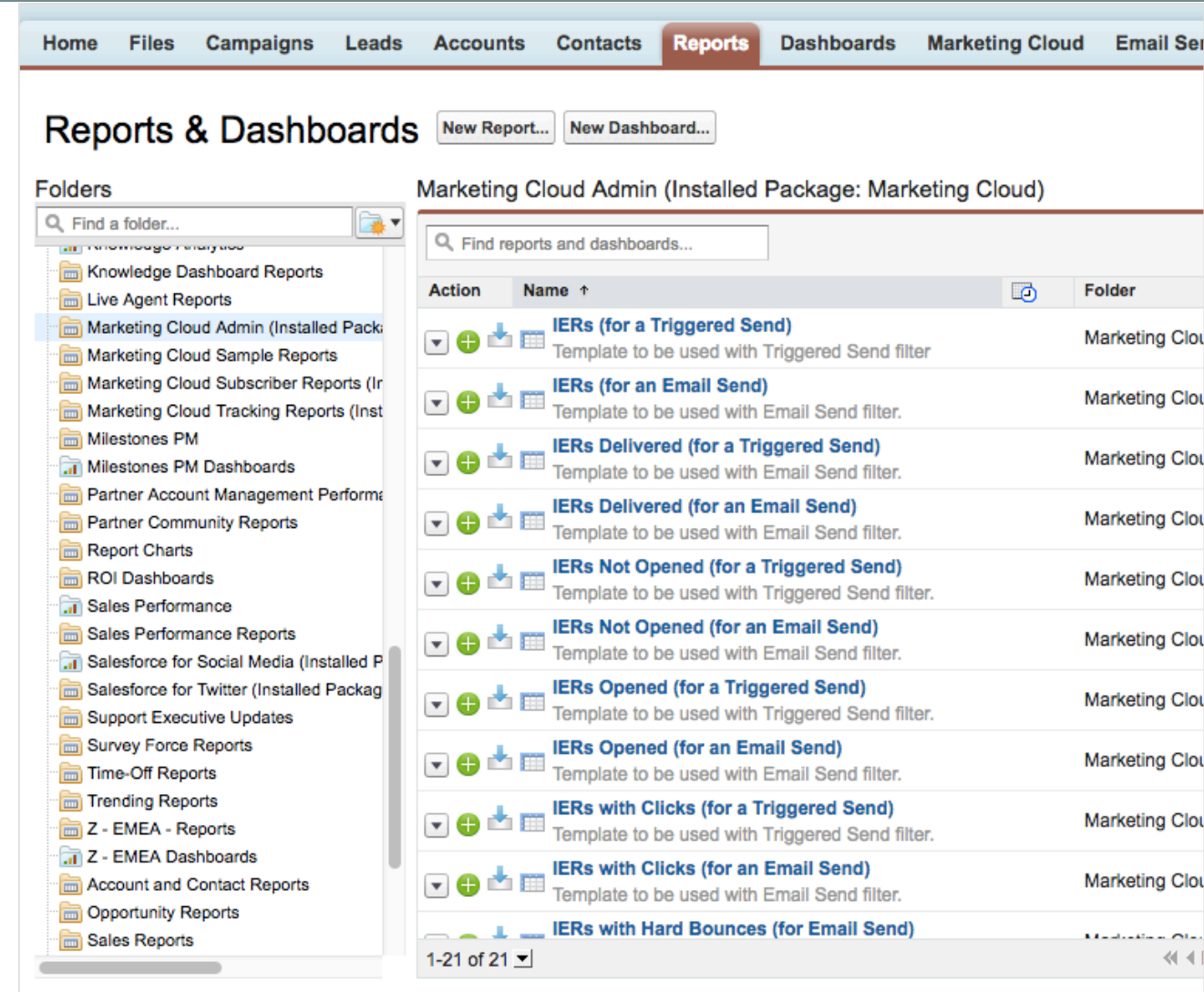
CONNECT: MARKETING CLOUD REPORTS INSTALLED PACKAGE



Cloud Connect installs the Marketing Cloud Reports package.

3 Report Folders Installed:

- Marketing Cloud Admin
- Marketing Cloud Subscriber Reports
- Marketing Cloud Tracking Reports



Easily create reports to retarget customers based on email recipient behavior using Admin reports in Salesforce Report Builder.

IER = Individual Email Results

Marketing Cloud Admin	Description
IERs (for an Email Send)	Template to be used with Email Send filter.
IERs Delivered (for an Email Send)	Display the emails delivered (no bounces)
IERs Not Opened (for an Email Send)	Display the emails delivered but not opened
IERs Opened (for an Email Send)	Give the list of the emails opened
IERs with Clicks (for an Email Send)	Track and display the email with at least one click
IERs without Clicks (for an Email Send)	Track and display the email without clicks
IERs with Soft Bounces (for an Email Send)	Display the email and the contact associated to a soft bounce
IERs with Hard Bounces (for an Email Send)	Display the email and the contact associated to a hard bounce
Outstanding Sends	List of emails that are pending

Marketing Cloud Subscriber Reports	Description
Campaign Performance over Time	To provide information about the number of subscribers over a period of time for a specific campaign
Email Sends by User over Time	Display email sends per user on the account in a specific time period and the report/campaign associated to it
Subscriber Engagement over Time	Analyse subscribers who are most actively engaged
Unengaged Subscribers over Time	Unresponsive subscribers

Marketing Cloud Tracking Reports	Description
Recent Email Sending Summary	Provides tracking information for each send generated within a specific time period

CONNECT: SEND ANALYTICS

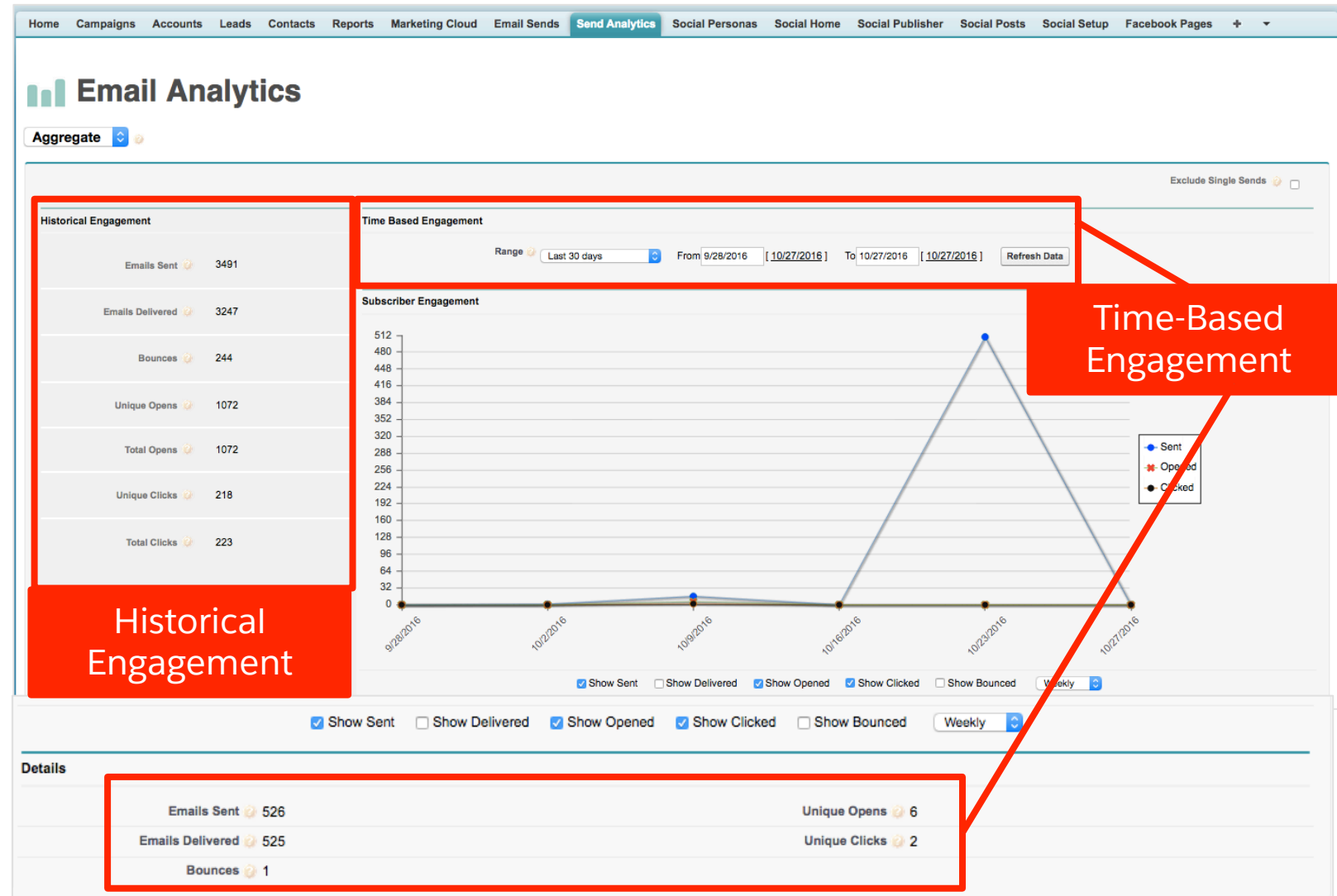


Historical Engagement

- Displays all-time data

Time Based Engagement

- Displays data for a specified period of time



NOTE:



Marketing Cloud tracking data stored in Salesforce is available as a graphical display of historical and time-based engagement.

Aggregate tracking data for all sends

- Set date ranges

Specific subscriber's activities

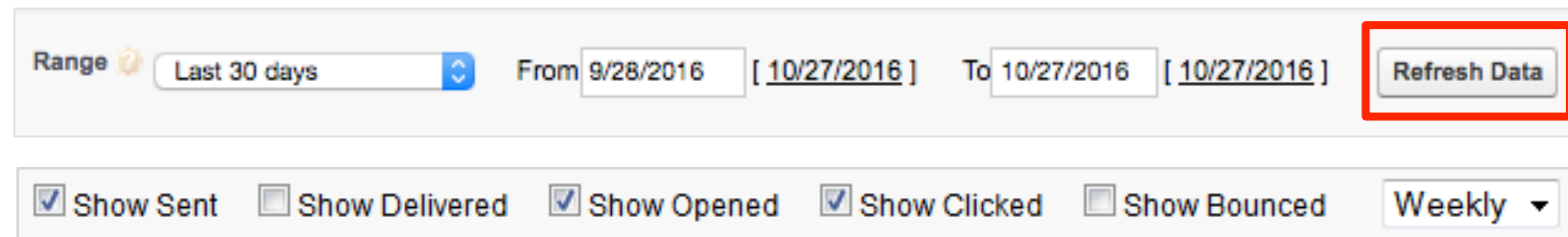
- Search by email address


Specific email send activities

- Review a specific email send



- Easily identify trends in subscriber behavior and email performance
- Refresh Data button fires API to bring in updated metrics
- Checkboxes allow for easy toggling of the available display options



DEFINITION:  Enhanced Send Analytics provide a clean and intuitive user experience to gain critical insight into email performance and subscriber behavior.

Q+A

