



a *Jonas* Software Company

Email Marketing Training

View Tracking Reports for  
Your First Email

# Email Marketing Training

## Courses

1. Managing Contacts and Lists in the Email Marketing Tool
2. Create your First Email
3. Send your First Email
- 4. View Tracking Reports for your First Email**

# View Tracking Reports for Your First Email

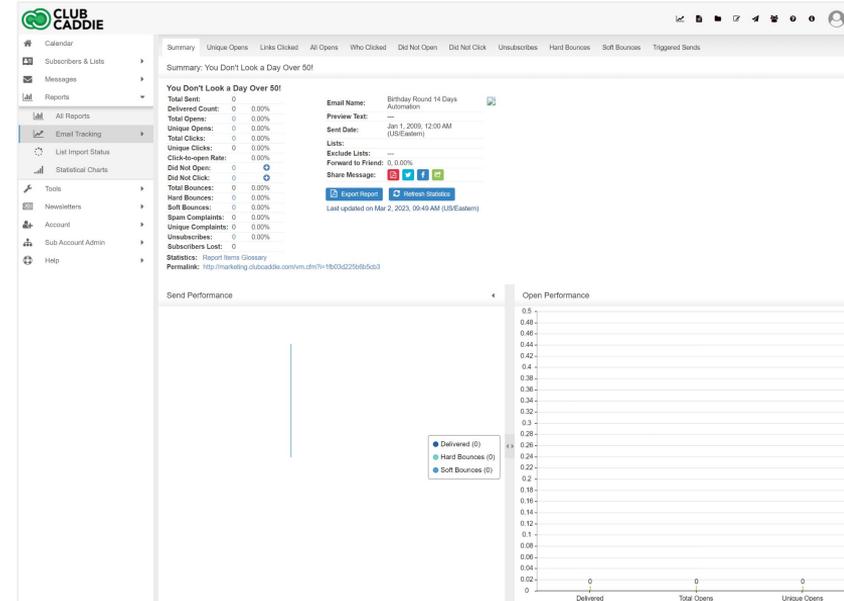


# Email Tracking

The Email Tracking report displays a summary report for all of the messages that are sent. This report shows an overview of how an email send performed by displaying opens, clicks, and delivery information.

To view all tracking details for an email send, follow these steps:

1. Click the Reports Folder
2. Click Email Tracking
3. Highlight the email campaign you're seeking
4. Click the View Tracking Report button
5. Download a PDF version of the report by clicking Export



# Email Tracking

7. Click the tabs to view and download detailed report:
- **Unique Opens:** lists all subscribers who opened this email and how many times they opened it
  - **Links Clicked:** lists all links that were clicked and the total number of times the links were clicked
  - **All Opens:** lists all subscriber opens, organized by date
  - **Who Clicked:** lists all subscribers who clicked this email and the links they clicked
  - **Unsubscribes:** lists all subscribers who chose to unsubscribe after reading this message

Summary
Unique Opens
Links Clicked
All Opens
Who Clicked

Summary: You Don't Look a Day Over 50!

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**You Don't Look a Day Over 50!**

Total Sent:	0	
Delivered Count:	0	0.00%
Total Opens:	0	0.00%
Unique Opens:	0	0.00%
Total Clicks:	0	0.00%
Unique Clicks:	0	0.00%
Click-to-open Rate:	0.00%	
Did Not Open:	0	+
Did Not Click:	0	+
Total Bounces:	0	0.00%
Hard Bounces:	0	0.00%
Soft Bounces:	0	0.00%
Spam Complaints:	0	0.00%
Unique Complaints:	0	0.00%
Unsubscribes:	0	0.00%
Subscribers Lost:	0	

**Email Name:**

**Preview Text:**

**Sent Date:**

**Lists:**

**Exclude Lists:**

**Forward to Friend:**

**Share Message:**

[Export Report](#)

Last updated on Mar

**Statistics:** [Report Items](#) [Glossary](#)

**Permalink:** <http://marketing.clubcaddie.com/vm.cfm?i=1fb03d225b6b5cb3>

# Email Tracking

8. Click the tabs to view and download detailed report:
  - **Hard Bounces:** lists all email address that could not receive the message due to permanent conditions
    - This typically results when an email address no longer exists or is inactive
  - **Soft Bounces:** lists all email addresses that are valid, but the message couldn't be delivered most likely due to a temporary encumbrance

## You Don't Look a Day Over 50!

<b>Total Sent:</b>	0	
<b>Delivered Count:</b>	0	0.00%
<b>Total Opens:</b>	0	0.00%
<b>Unique Opens:</b>	0	0.00%
<b>Total Clicks:</b>	0	0.00%
<b>Unique Clicks:</b>	0	0.00%
<b>Click-to-open Rate:</b>		0.00%
<b>Did Not Open:</b>	0	
<b>Did Not Click:</b>	0	
<b>Total Bounces:</b>	0	0.00%
<b>Hard Bounces:</b>	0	0.00%
<b>Soft Bounces:</b>	0	0.00%

# Email Tracking

7. If you would like to view a visual representation of where subscribers clicked on a message, click the message once and then click View Click Overlay

This is the final step in the Getting Started Guide. Please feel free to search for more articles by using the search tool or by navigating with the left hand menu.

You Don't Look a Day Over 50! sent on Jan 01, 2009 at 12:00 AM

Total Sent: 0      Total Clicks: 0      Total Unique Clicks: 0      [Go To Stats Overview](#)



**Enjoy your Birthday Round on Us!**  
50 Years of Fun! 1973-2023

Happy Birthday %%firstname%%, from all of the staff at Toad Valley. Come and enjoy FREE green fees when you bring at least one paying guest.

Present this email to redeem. Offer valid 30 days from the date of this email.  
**HOW DO I DO THIS? I'D LIKE TO INSERT A DATE 30 DAYS FROM THE SEND.**

Toad Valley is celebrating our 50th Birthday all year long! We're giving away \$50,000 to local charities. YOU can also participate in the fun by playing in one of our monthly simulator tournaments. [Join in on the fun!](#)

[Book Your Next Tee Time](#)