



High Ground University

How to Review Email Analytics

In this video, we will discuss How to review Email Analytics. Our email analytics feature enables you to easily review the success of each email message sent. This is also referred to as the Email Results Screen.

To get started, hover over the Alerts tab and then select Past Alerts from the dropdown menu. Next, locate your email message then click the number in the View Results column on the right.

Once your screen refreshes, you'll be able to quickly review all the details regarding your email including the message subject, date and time sent, notification level, user types, escalation level and groups included in the alert.

Next, you'll notice eight teal data information boxes.

Emails sent is the total number of email addresses our system tried to reach.

Delivered represents the total number of emails that were successfully delivered to your users.

Bounced means the total number of email addresses that were unsuccessful. Bounced emails will often be either inaccurate or invalid. Sometimes email addresses will bounce when they've marked your emails as spam in the past. If you'd like us to remove bounces from email addresses, please contact our customer success team and we'll help with the process!

Opened and unopened are the listings for users who have either opened your email or those who have yet to open your email.

Clicked Thru is the total number of email recipients that received your message, chose to open it, and clicked at least one hyperlink within your email message.

Spam Reported is the total number of email recipients that received your message and chose to mark it as spam. By marking an email as spam your users will have all subsequent emails delivered to their spam folder.

Unsubscribes is the total number of email recipients that received your message and chose to be removed from your email list by clicking the unsubscribe button provided at the end of each email



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alert. You can also view your unsubscribed email list by hovering over Admin Reports and selecting Email Opt-Outs.

From this screen, you can filter your message results in many different manners.

First you can click the teal boxes to see each tailored list.

Next, you can click the status drop down menu to filter your information and create groups or export selected results for future use. For example, if you sent a message and noticed a large group never opened it, you may want to create a group of just the recipients who didn't open your first email.

Then resend it with a different subject to see if that would pique their interest more than the original subject. Or just the opposite, maybe you want to reach out to the recipients who expressed an interest by clicking through your message and you want to continue providing them with further information. In that instance, you would select "Clicked Thru" and then click "create group".

The group you create will appear above the teal boxes with the name and the option to send an alert. Click the Send Alert link to go to the alerts screen with your new group prepopulated in the groups list.

Your email analytics also enables you to filter your information to an individual user by their last name or email address. For example, if you have a recipient claiming to have missed out on the email you can search for their email address or last name to determine what happened. Simply enter the information under the search field on the right side of your screen. Then click the "Search" button.

The final option you have in reviewing your email analytics is to export your results. Again, you can either export all the results or a filtered group. Simply insure the data you want to export is the data reflected on the screen. Then click the "Export Selected Results" button. An excel spreadsheet will then download to your computer from the system.

That concludes our session on How to Review Email Analytics. Thanks for watching! If you have more questions, please feel free to contact our Customer Success Team at support@highgroundsolutions.com.