

View Email Campaign Data



You can use *Evergage for Email* to create and schedule email messages based on specific triggers like visitor actions, cumulative behavior, or environmental changes or in batches based on select audience segments or all engaged shoppers. You can configure messages to send immediately or to be delivered right away, at a future time, or on a recurring basis such as weekly or monthly.

Since a triggered or bulk email is a campaign built in Evergage, you can view data around the success of your emails in [Campaign Statistics](#) and [Reports](#). You can [A/B test](#) email campaign experiences to see the lift versus control.

This Article Explains

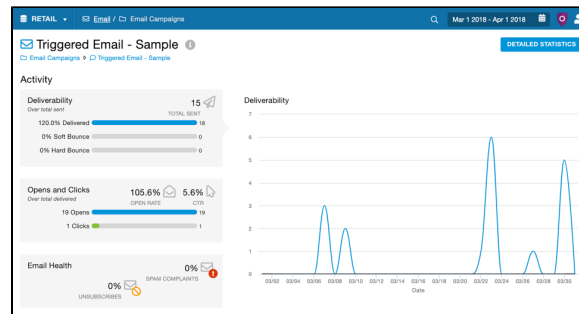
This article details how to view email campaign data.

Sections in this Article

- [View Campaign Statistics](#)
- [View Email Reports](#)

View Campaign Statistics

1. Log into the *Evergage Platform*
2. Under the *Channels & Campaigns* section of the left navigation, select **Email > Email Campaigns**
3. Select your campaign
4. Click **STATISTICS** in the details pane
5. Click **DETAILED STATISTICS** to view more in-depth campaign statistics about this campaign including when it went live



View Email Reports

1. Under the *Channels & Campaigns* section of the left navigation, select **Email > Email Dashboard**
2. The default time period is *PAST WEEK*. At the top of the screen, click the drop down to select a new date range

Sends by Day - the number of sends each day during the selected time period, including the daily average and total sent

Opens & Clicks - the number of opens and clicks during the selected time period (hover for more detail) along with the total open and click through rates

Email Health - the number of unsubscribes and email complaints over the selected time period (hover for more detail)

Delivery Success Rate - the rate of delivery success during the selected time period along with the rates of delivery, soft bounce, and hard bounce

