Email Statistics FAQ:
How to Read Email Results in Democracy Direct® Campaign Manager
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How to Read Email Results

Campaign Manager provides detailed metrics on the results of any email sent from Democracy Direct®. This Quick Reference Guide is designed to help answer the common user questions:

- How do I see detailed metrics on my email’s performance?
- How many people were in my email list?
- Which emails were sent and which were not sent?
- Which emails were delivered and which were not?
- Which emails do we know were opened?
- How have the numbers and rate calculations changed from the prior version?
Detailed Email Statistics

How do I see detailed metrics on my email’s performance?

Summary metrics for all email activity within Campaign Manager is presented in the dashboard area of the screen. Use the View Details feature to view full detailed metrics for an individual email (or collection of emails within an Issue, Campaign, or Project).

When “View Details” is clicked, detailed Email Statistics will be presented. The new Campaign Manager’s Email Statistics are organized based on industry and email marketing best practices. The Email Statistics allow you to view the results of your email. You may also view the different classifications of email (e.g. Delivered vs. Bounced, etc.); click through to view the individuals – easily allowing you to view, export, email, or add a group type update to them; and generate an email statistics report.
Target Audience

How many people were in my email list?

The first metric tells you how many people were in your email list. It is called the email’s “Target Audience”. An email’s Target Audience is the number of individuals that were in your email’s target audience, or the total audience you intended to send your email to (excluding blank email addresses, individuals that previously unsubscribed, and special recipients).

In the previous version Campaign Manager, Target Audience was called “Solicitations”.

![Email Statistics Table]

<table>
<thead>
<tr>
<th>Status</th>
<th>Total Individuals</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>108,223</td>
<td>100.00%</td>
</tr>
<tr>
<td>Solicitations</td>
<td>108,223</td>
<td></td>
</tr>
<tr>
<td>Sent</td>
<td>93,987</td>
<td>88.69%</td>
</tr>
<tr>
<td>Opened</td>
<td>8,665</td>
<td>8.01%</td>
</tr>
<tr>
<td>Hard Bounce</td>
<td>172</td>
<td>0.16%</td>
</tr>
<tr>
<td>Soft Bounce</td>
<td>655</td>
<td>0.59%</td>
</tr>
<tr>
<td>Undetermined Return</td>
<td>2,633</td>
<td>2.43%</td>
</tr>
<tr>
<td>Malformed</td>
<td>140</td>
<td>0.13%</td>
</tr>
<tr>
<td>Unsubscribe Filtered</td>
<td>1</td>
<td>0.00%</td>
</tr>
</tbody>
</table>

![Target Audience Table]

<table>
<thead>
<tr>
<th>Status</th>
<th>Total Individuals</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>108,223</td>
<td></td>
</tr>
<tr>
<td>Sent</td>
<td>101,002</td>
<td>92.80%</td>
</tr>
<tr>
<td>Delivered</td>
<td>101,002</td>
<td></td>
</tr>
<tr>
<td>Opened</td>
<td>8,665</td>
<td>8.04%</td>
</tr>
<tr>
<td>Received</td>
<td>92,337</td>
<td>84.97%</td>
</tr>
<tr>
<td>Bounced</td>
<td>2,633</td>
<td>2.43%</td>
</tr>
<tr>
<td>Hard Bounce</td>
<td>172</td>
<td>0.16%</td>
</tr>
<tr>
<td>Soft Bounce</td>
<td>655</td>
<td>0.59%</td>
</tr>
<tr>
<td>Undetermined Return</td>
<td>2,633</td>
<td>2.43%</td>
</tr>
<tr>
<td>Malformed</td>
<td>140</td>
<td>0.13%</td>
</tr>
<tr>
<td>Unsubscribe Filtered</td>
<td>1</td>
<td>0.00%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Status</th>
<th>Total Individuals</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not Sent</td>
<td>141</td>
<td>0.13%</td>
</tr>
<tr>
<td>Malformed</td>
<td>140</td>
<td>0.13%</td>
</tr>
<tr>
<td>Unsubscribe Filtered</td>
<td>1</td>
<td>0.00%</td>
</tr>
</tbody>
</table>
Sent Emails

Which emails were sent and which were not sent?

The next group of metrics tells which emails were sent and which were not sent to your target audience.

TARGET AUDIENCE = SENT + NOT SENT

Sent and Not Sent emails are made up of several different email status categories and are new to Campaign Manager. One significant change is that the previous version of Campaign Manager included a “Sent” category. The old “Sent” category is not the same as the total emails “Sent” in Campaign Manager (old “Sent” emails are now called “Received”).

KEY DEFINITIONS

TARGET AUDIENCE
This is the total number of individuals targeted by the email blast.

SENT
The email system attempted to send the email to the recipient. Sent emails were either Delivered or Bounced. Sent % is equal to the number of emails sent divided by the total target audience.

\[
\text{SENT (NEW)} \neq \text{SENT (OLD)}
\]

\[
\text{SENT (NEW)} = \text{DELIVERED} + \text{BOUNCED}
\]

NOT SENT
The email system did not attempt to send the email. Most emails are not sent because the targeted recipient has unsubscribed, they are on the do not send list, or the email address is not valid. Not Sent % is equal to the number of emails not sent divided by the total target audience.
Email Delivery

Which emails were delivered and which were not?

Sent emails are either Delivered or not (Bounced). Sent email is equal to:

\[
\text{SENT} = \text{DELIVERED} + \text{BOUNCED}
\]

**KEY DEFINITIONS**

**DELIVERED**

The email system successfully sent the email and it was received by the target mailbox without generating an exception. It is the sum of Opened and Received emails. Delivery % is equal to the number of emails delivered divided by the number of emails sent.

\[
\text{DELIVERED} = \text{OPENED} + \text{RECEIVED}
\]

**BOUNCED**

Bounced is an email that is returned to the email system and cannot be delivered to the specified recipient. Typos, address changes, and bad email addresses are common reasons for bounced emails. Bounce % is equal to the number of emails bounced divided by the number of emails sent.

\[
\text{BOUNCED} = \text{HARD BOUNCED} + \text{SOFT BOUNCED} + \text{UNDETERMINED RETURN}
\]
Open Rates
Which emails do we know were opened?

One of the most important metrics related to emails is the number of emails that were opened and the rate at which they were opened. Campaign Manager calculates the Open Rate of an email as the number of opened emails divided by the number of emails delivered.

\[
\text{OPEN RATE} = \frac{\text{OPENED}}{\text{DELIVERED}}
\]

KEY DEFINITIONS

OPENED
The email system received a message that the email was opened. This will only occur for HTML based emails. Your number of emails read could be higher than reported as the recipient may have read the text version of the email or read the email in an email client with images (and tracking pixels) blocked by default. Open % is equal to the number of email messages opened divided by the number of delivered emails.
Comparing Old Email Statistics to New
How have the numbers and rate calculations changed?

The new Campaign Manager introduces some minor modifications to the email categories and the way certain rates are calculated. Please view key changes below.

**SOLICITATIONS**
Solicitations are equal to the new category **TOTAL AUDIENCE**. The values are unchanged, only the labeling is different.

**SENT**
Sent are equal to the new category **RECEIVED**. The values are unchanged, only the labeling, location, and rate percent have been changed. **RECEIVED %** is calculated as a percentage of total email **DELIVERED** (whereas Sent was calculated as a percentage of solicitations).

**OPENED**
The total **OPENED** email count is **unchanged**, however OPENED is now displayed as a component of total **DELIVERED** email. **OPEN %** is now calculated as a percent of total email DELIVERED. This is an important change as open rate was previously calculated as a percent of total solicitations.

**HARD BOUNCE, SOFT BOUNCE, AND UNDETERMINED RETURN**
These statuses still exist and are categorized as emails that were **SENT** and **BOUNCED**.

**MALFORMED, UNSUBSCRIBE FILTERED, CANCELLED, SMTP EXCEPTION, QUEUED, STANDBY, DO NOT SEND LIST**
These statuses still exist and are categorized together as emails that were **NOT SENT**.
Glossary of Email Status Definitions

**SENT**
The email system attempted to send the email to the recipient. Sent % is equal to the number of emails sent divided by the total target audience.

**DELIVERED**
The email system successfully sent the email and it was received by the target mailbox without generating an exception. It is the sum of Opened, Received, and Clicked Unsubscribe emails. Delivery % is equal to the number of emails delivered divided by the number of emails sent.

**OPENED**
The email system received a message that the email was opened. This will only occur for HTML based emails. Your number of emails read could be higher than reported as the recipient may have read the text version of the email or read the email in an email client with images (and tracking pixels) blocked by default. Open % is equal to the number of email messages opened divided by the number of delivered emails.

**RECEIVED**
The email system successfully sent the email and it was received by the target mailbox without generating an open, bounce, or other return message. The recipient may have read the text version of the email or read the email in a mail client with images (and tracking pixels) blocked by default. Received % is equal to the number of email messages received divided by the number of delivered emails.

**BOUNCED**
Bounced is an email that is returned to the email system and cannot be delivered to the specified recipient. Typos, address changes, and bad email addresses are common reasons for bounced emails. Bounce % is equal to the number of emails bounced divided by the number of emails sent.

**HARD BOUNCE**
The email system cannot deliver your messages because the email mailbox was not found (i.e. 550 Mailbox not found). Hard Bounced email addresses are added to the Do Not Send List. Hard Bounce % is equal to the number of emails hard bounced divided by the number of emails sent.

**SOFT BOUNCE**
Soft Bounce - The email system temporarily cannot deliver your message (e.g. Mailbox size exceeds quota, Host not found). Soft Bounce % is equal to the number of soft bounce emails divided by the number of emails sent.
UNDETERMINED RETURN
The email was sent back to the email system, but for undetermined reasons. Undetermined Return % is equal to the number of undetermined returns divided by the number of emails sent.

NOT SENT
The email system did not attempt to send the email. Most emails are not sent because the targeted recipient has unsubscribed, they are on the do not send list, or the email address is not valid. Not Sent % is equal to the number of emails not sent divided by the total target audience.

DO NOT SEND LIST
The email address is on the Do Not Send List and the email system will not send attempt to send an email to it as this can result in the email system being blocked entirely by the mailbox's Internet Service Provider (ISP). Do Not Send List % is equal to the number of Do Not Send List emails divided by the number of emails not sent.

CANCELLED
The email was not sent because of intentional intervention by an email system administrator. Cancelled % is equal to the number of cancelled emails divided by the number of emails not sent.

MALFORMED
The email address has an invalid format and cannot be sent. Malformed % is equal to the number of malformed emails divided by the number of emails not sent.

SMTP EXCEPTION
An issue occurred with the email system while trying to send this message. The message has not been sent. SMTP Exception % is equal to the number of SMTP exception emails divided by the number of emails not sent.

QUEUED
The email has not been sent yet, but will be shortly (it is in the primary queue to be sent). Queue % is equal to the number of queued emails divided by the number of emails not sent.

STANDBY
The email has not been sent yet, but will be shortly (it is in the secondary queue to be sent). Standby % is equal to the number of standby emails divided by the number of emails not sent.

CLICKED UNSUBSCRIBE
The email system successfully delivered the email and the recipient of the email clicked the unsubscribe link, indicating their desire to be removed from all future communications. This is NOT included in the Sent or Not Sent calculations.