


Mobile Transactional Analytics

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The Mobile Transactional Analytics report displays metrics related to your transactional SMS/MMS campaigns.

This report is updated hourly.

 The Mobile Transactional Analytics report only displays information about transactional campaigns. For information on promotional and triggered campaigns, see [Mobile Analytics](#).

The analytics can be [downloaded as CSVs or PDFs](#), and [delivered via email on a schedule](#).

View Mobile Transactional Analytics

To access Mobile Transactional Analytics, navigate to **Analytics** and in the Campaign Analytics section, click **Mobile**. The Mobile Analytics page displays by default. Click **Mobile Transactional Analytics**.

Filters

The following filters are available to refine the data:

- Send Date Filter
 - The campaign send date.
 - Defaults to the last 60 days.
- SMS Campaign Name
 - The name of the campaign.
- Send Day of Week
 - The day of the week the campaign was sent.

Mobile Transactional Analytics definitions

Field Name	Description
Campaign Code	The link to the campaign.
Campaign Name	The name of the campaign.
Delivered Rate	<i>Delivered rate = Delivered / Sends</i>

Field Name	Description
Keyword	The keywords available for customers to use to opt in, unsubscribe, or learn more from SMS/MMS messages.
RPC	Revenue per click. $RPC = Total\ attributed\ revenue / Total\ clicks$
RPM	Revenue per message. $RPM = Total\ attributed\ revenue / SMS/MMS\ delivered$
Sign-Up Events	How the customer signed up to receive emails. Valid values: <ul style="list-style-type: none"> • Mobile Tap-to-Join • Text In • Unknown • Website Sign Up
SMS List	The customer's status. Valid values: <ul style="list-style-type: none"> • Transactional subscribed customers • Transactional unsubscribed customers • Transactional pending confirmation customers
Total Attributed Revenue	The aggregate revenue attributed to an SMS/MMS campaign after a customer clicks on an SMS/MMS campaign and makes a purchase within the attribution window.
Total Click-to-Conversion Rate	$Total\ click-to-conversion\ rate = Total\ clicks / Total\ conversions$
Total Clicked	The aggregate number of times a link is clicked.
Total Conversions	The aggregate number of times a link is clicked and a customer makes a purchase within the attribution window.
Total CTR	Total click-through rate. $Total\ CTR = Total\ clicks / Delivered$
Total Delivered	The aggregate number of SMS/MMS messages successfully delivered to the customer's device.
Total Sent	The aggregate number of SMS/MMS messages sent.
Unique Clicked	The number of times a distinct customer clicked a specific link.
Unique Conversion Rate	The number of times a distinct customer clicked on a link and made a purchase within the attribution window.
Unique CTR	Unique click-through rate. $Unique\ CTR = Unique\ clicks / Delivered$
Unique Unsubscribe Events	The number of times a distinct customer clicked to unsubscribe.

Field Name	Description
Unique Unsubscribe Rate	The percentage of customers who unsubscribed. <i>Unique Unsubscribe Rate = Unique Unsubscribe Events / Total Delivered</i>
