Mobile Transactional Analytics

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

- Delivered rate
- Revenue per click (RPC)
- Revenue per message (RPM)
- Total attributed revenue
- Total click-to-conversion rate
- Total clicks
- Total conversions
- Total click-through rate (CTR)
- Total delivered
- Unique clicks

- Unique conversion rate
- Unique click-through-rate (CTR)
- Unique unsubscribe rate