

Send Time Optimization Performance


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The STO (Send Time Optimization) Performance report dives into your STO campaign performance for valid STO sends.

Using STO optimizes for increased clicks in campaign performance, ultimately improving customer engagement.

The STO Performance report provides insights into email delivers, unique click rates, conversion rates, and the difference in these metrics between test and control groups.

The STO Performance report updates twice a week on Sunday and Thursday mornings, and can take over 24 hours to complete the update.

 You can only retrieve data from the STO Performance report from the past six months.

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

View STO Performance

To access Email Smart Content Reporting, navigate to **Analytics** and in the Campaign Analytics section, click **Enhanced**. The Email Report Card page displays by default. Click **STO Performance**.

Filters

The following filters are available to refine the data:

- Campaign ID
 - The campaign's unique ID.
 - Send Date
 - The last date customers received the campaign emails.
 - Data will only be retrieved if it's in the past six months.
 - Defaults to the last 90 days.
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