Tap-to-Join Analytics

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The Mobile Tap-to-join analytics provide a summary of your tap-to-join campaigns and performance, and an overview of your SMS/MMS list health. The analytics are separated into two sections:

- Mobile Tap-to-Join Performance
  - View tap-to-join performance, from aggregate usage to performance, adoption, and engagement analytics.
- SMS List Health
  - Measure your SMS/MMS list health by identifying how customers sign up to your SMS/MMS campaigns and track changes week over week.

The analytics can be downloaded as CSVs or PDFs, and delivered via email on a schedule.

View Tap-to-Join Analytics

To access Deliverability Overview, navigate to ⬚ **Analytics** and in the Campaign Analytics section, click Mobile. The page defaults to Mobile Analytics. Click Mobile Tap-to-Join.

Filters

The only filter available is the Date Filter, from which you can select a date to view trends within that period.