

Customer Insights

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Customer Insights provides an overall view of email list health and growth for opted-in, known, and unsubscribed customers lists, as well as how frequently customers are receiving emails.

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



Email frequency

The Email Frequency chart displays how many customers received how many emails within a certain timeframe. For shorter time frames like a week, more customers should be near the top of the bar chart, and less customers should be at the bottom of the chart receiving more emails, depending on your configuration.

For example, the chart below displays longer bars near the top to indicate more customers received between one to four emails in seven days than the customers that received five to 14 in the same timeframe.



If you believe customers are receiving more or less emails than they should, check your [channel frequency capping settings](#).

Monthly and weekly change in email list size

If you compare the monthly and weekly change in email list size reports, you may notice a discrepancy between the customer counts. Both reports display data as of the row date.

For example, the monthly date for October 2024 is the count of customers as of October 2024. In the weekly report, the customer count is as of October 6, 2024.



View Customer Insights

To access Customer Insights, navigate to **Analytics** and in the Campaign Analytics section, click **Enhanced**. The Email Report Card page displays by default. Click **Customer Insights**.

Filters

The following filters are available to refine the data:

- Monthly List Size Time Frame
 - The time period used for the monthly reports.
 - Defaults to the last four months.
- Weekly List Size Time Frame
 - The time period used for the weekly reports.
 - Defaults to the last four months.
- Email Frequency Time Frame

- The time period used for the Email Frequency chart.
- Defaults to the last seven days.

Customer Insights definitions

Field Name	Description
Known Customers	The number of known customers .
Opt-in Customers	The number of opted-in customers .
Unsubscribed Customers	The number of unsubscribed customers .
Email Count	The number of emails customers received within the selected Email Frequency Time Frame filter.
User Count	The aggregate number of customers.
Raw Change	The customer delta across the indicated time period.
% Change	The percentage of change across the indicated time period.
Date	The date of the time period. Months start on the first of the month UTC and weeks span Sunday through Saturday UTC.