Mobile Campaign Analytics

Mobile Analytics provides a summary of your mobile program, allowing you to identify key insights such as messages sent, clicked, ordered, keyword usage, and unsubscribe metrics across your SMS/MMS campaigns.

This report is updated hourly.

> ⓘ The Mobile Analytics report doesn't display information about transactional campaigns. For information on transactional campaigns, see Mobile Transactional Analytics.

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

View Mobile Analytics

To access the Mobile Analytics report, navigate to [   ] **Analytics** and in the Campaign Analytics section, click **Mobile**. The Mobile Analytics page displays.

Filters

The following filters are available to refine the data:
- Sent Date Filter
    - The time period in which campaigns were sent.
    - Defaults to the last 60 days.
- Campaign Name
    - A free text field where you can select from campaign names.
- Client-Defined Campaign Classification
    - Select from promotional, triggered, and undefined campaigns.
        - Undefined campaigns are keyword response or keyword category messages.

Mobile Analytics definitions

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

Field Name	Description
Keyword	The keywords available for customers to use to opt in, unsubscribe, or learn more from SMS/MMS messages.

Subscribe Events	Valid values:
	• Sign-Up Event
	  ◦ The customer opted in.
	• Opt-Out Events
	  ◦ The customer opted out.
	• Sign-Up Abandon Events
	  ◦ The customer started to opt-in but hasn't completed the process yet.

RPC	Revenue per click. *RPC = Total attributed revenue / Total clicks*
Revenue per Message	Revenue per message. *RPM = Total attributed revenue / SMS/MMS delivered*
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 CTR	Total click-through rate. *Total CTR = Total clicks / Delivered*
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 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.*Unique Unsubscribe Rate = Unique Unsubscribe Events/ Total Delivered*
SMS List	The customer's status. Valid values: • Subscribed customers • Unsubscribed customers • Pending confirmation customers
Sign-Up Events	How the customer signed up to receive emails. Valid values: • Mobile Tap-to-Join • Text In • Unknown • Website Sign Up