Smart Content Report

08/01/2025 1:46 pm EDT

The Smart Content Report is an audit of the campaigns that contain Smart Content, such as Smart Content Components and Global Widgets, as well as some additional metrics to measure the Smart Content campaign performance.

This report only displays Global Widgets that are used as part of the Basic Component Smart Content element. If a Global Widget is added to a campaign as a Global Widget element and not Smart Content element, it will not be reflected in this report.

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

View the Smart Content Report

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

Filters

The following filters are available to refine the data:
- Send Date
  - The last date customers received the campaign emails.
  - Defaults to the last 30 days.
- Campaign ID
  - The campaign's unique ID.
- Campaign Name
  - The name of the campaign.
- Global Widget Name
  - The name of the Global Widget.
- Smart Content Option Name
  - The name of the Smart Content Option

Smart Content Report definitions

Field	Description
RPC	Revenue per click. RPC = Total attributed revenue / Total clicks
RPE	Revenue per email. RPM = Total attributed revenue / SMS/MMS delivered
Campaign Name	The campaign's name.

Field	Description
Campaign Code	The campaign's unique ID.
Variant ID	The A/B test variant.If the field is blank, the campaign doesn't have an A/B test.
Smart Content Option Name	The Smart Content Widget's name.
Smart Content Widget ID	The Smart Content Widget's unique ID.
Global Widget Name	The Global Widget's name.
Global Widget ID	The Global Widget's unique ID.
Total Delivered	The aggregate number of emails successfully delivered to the customer's inbox.
Total Opened	The aggregate number of times an email is opened.
Total Open Rate	Total open rate = Total opens / Delivered
Unique Open Rate	Unique open rate = Unique opens / Delivered
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 Attributed Revenue	The aggregate revenue attributed to an email campaign after a customer clicks on an email campaign and makes a purchase within the attribution window.
Total CTOR	Total click-through open rate.Total CTOR = Total clicks / total opens
Total CTR	Total click-through rate. Total CTR = Total clicks / delivered
Unique CTOR	Unique click-through open rate.
Unique CTR (Click-Through Rate)	Unique click-through rate. Unique CTR = Unique clicks / delivered
Total Click-to-Conversion Rate	Total click-to-conversion rate = Total clicks / Total conversions
Total Global Widgets	The number of Global Widgets used in Smart Content.

Field	Description
Total Smart Content Campaigns	The number of campaigns that use Smart Content within the Namespace.
Total Smart Content Widgets	The number of Smart Content widgets.