


Email Campaign Comparison

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The email Campaign Comparison report compares your email campaigns' top-level metrics over two specified time frames. Leverage this report to understand performance trends for specific campaigns or your email campaign portfolio as a whole.

 The email Campaign Comparison report shares a name with the Site Campaign Comparison report. For information on the Site report, see [Site Campaign Comparison](#).

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

Global Campaign Comparison

If you use more than one Namespace, the Global Campaign Comparison report consolidates all Namespaces in one view.

View Campaign Comparison


To access the Campaign Comparison report , navigate to **Analytics** and in the Campaign Analytics section, click **Enhanced**. The page defaults to Email Report Card. Click **Campaign Comparison**.

To access the Global Campaign Comparison report, navigate to **Analytics** and in the Campaign Analytics section, click **Enhanced**. The page defaults to Email Report Card. Click **Global Campaign Comparison**.

Filters

The following filters are available to refine the data:

- Subaccount
 - The Namespace.
 - Only available in the Global Campaign Comparison report.
- Current Period Filter
 - The first time period used in the comparison.
- Comparison: Date Value
 - Sets the comparison's lookback time frame.
- Comparison: Date Unit
 - Sets the comparison time period unit. Can select Day(s), Week(s), Month(s), Quarter(s), or Year(s).

 Quarters are mapped based on standard calendar quarters where January through March is Q1, April through June is Q2, July through September is Q3, and October through December is Q4.

- Campaign Name
 - The name of the campaign.
- Campaign Classification
 - Select from promotional, triggered, transactional, and undefined (audience exports) campaigns.

Adding a comparison filter

The Current Period Filter sets a time period for the initial comparison, and the two Comparison filters are used in tandem to set the second time period.

The following examples demonstrate how to set up the filters for specific use cases, and you can apply the same principles to compare other time periods.

Compare the last full week to the previous week. For example, if you ran this on Thursday, August 29, compare Monday, August 19 through August 25, 2024 to August 19 through August 25, 2023.

- Current Period Filter: is previous week
- Comparison: Date Value: 1
- Comparison: Date Unit: Week(s)

Compare the last month, to six months before. For example, compare July 2024 to January 2023.

- Current Period Filter: is in the month July 2024
- Comparison: Date Value: 6
- Comparison: Date Unit: Month(s)

Compare the last seven days to the same timeframe last year. For example, if you added this filter on August 29, compare August 23 through August 29, 2024 to August 23 through August 29, 2023.

- Current Period Filter: is in the last 7 days
- Comparison: Date Value: 1
- Comparison: Date Unit: Year(s)

Compare the previous quarter to the same quarter last year. For example, if you ran this in Q3 2024, compare Q2 2024 to Q2 2023.

- Current Period Filter: is previous quarter
- Comparison: Date Value: 4
- Comparison: Date Unit: Quarter(s)

Note: If the comparison date does have any data, only the Current Period Filter date is displayed.

Campaign Comparison definitions

Field Name	Definition
Campaign Name	The name of the campaign.
Total Conversions	The aggregate number of times a link is clicked and a customer makes a purchase within the attribution window.
Delivered	The aggregate number of emails successfully delivered to the customer's inbox.

Field Name	Definition
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.
RPE	The revenue per email. $RPE = \text{Revenue} / \text{Delivered}$
Total Click-to-Conversion Rate	$\text{Total click-to-conversion rate} = \text{Total clicks} / \text{Total conversions}$
Total CTOR	The total click-through open rate. $\text{Unique CTOR} = \text{Unique clicks} / \text{Unique opens}$
Total CTR	The total click-through rate. $\text{Total CTR} = \text{Total clicks} / \text{Delivered}$
Total Open Rate	$\text{Total open rate} = \text{Total opens} / \text{Delivered}$
Unique Click-to-Conversion Rate	$\text{Unique click-to-conversion rate} = \text{Unique clicks} / \text{Unique conversions}$
Unique CTOR	The unique click-through open rate. $\text{Unique CTOR} = \text{Unique clicks} / \text{Unique opens}$
Unique CTR	The unique click-through rate. $\text{Unique CTR} = \text{Unique clicks} / \text{Delivered}$
Unique Open Rate	$\text{Unique open rate} = \text{Unique opens} / \text{Delivered}$