# Email Report Card

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The Email Report Card is an executive summary of overall email performance across all email campaigns, separated by campaign type. Leverage this report to view the health of your email program, while identifying areas and opportunities for optimization.

The Email Report Card also offers benchmarks for comparison against Bluecore's other clients by your AOV (average order value) and industry type.

> ⓘ If the Namespace uses a currency other than USD, the revenue is converted to USD for comparison in the benchmark reports.

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

## Global Email Report Card

If you use more than one Namespace, the Global Email Report Card consolidates all Namespaces in one view.

## View the Email Report Card

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

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

## Filters

The following filters are available to refine the data:
- Subaccount
  - The Namespace.
  - Only available in the Global Email Report Card report.
- Quarter
  - The calendar quarter to review performance. Only one quarter can be viewed at a time.
- Time Breakdown
  - The granularity to view data in a specified time frame, either quarterly, annually, monthly, or weekly.
  - Defaults to quarterly.

> ⓘ **Note:** 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.

# Email Report Card definitions

The following table outlines the information that displays in the analytics tiles and in the file exports.

| Field Name | Definition |
|---|---|
| Total Attributed Revenue | The aggregate revenue attributed to an email campaign after a customer clicks on an email and makes a purchase within the attribution window. |
| Campaign Name | The name of the campaign. |
| Attribution Hours | The length of your |
| AOV | The average order value.AOV = Total attributed revenue /Total conversions |
| Total Delivered | The aggregate number of emails successfully delivered to the customer's inbox. |
| Industry | Your company's industry category. |
| RPE | The revenue per email.RPE = Revenue / Email delivered |
| Unique Open Rate | Unique open rate = Unique opens / Delivered |
| Unique CTR | The click-through rate.Unique CTR = Unique clicks / delivered |
| Unique CTOR | The click-through open rate.Unique CTOR = Unique clicks / Unique opens |
| Unique Click-to-Conversion Rate | Unique click-to-conversion rate = Unique clicks / Unique conversions |
| Deliver-to-Conversion Rate | Deliver-to-conversion rate = Total conversions / Delivered |
| Total Conversions | The aggregate number of times a link is clicked and a customer makes a purchase within the attribution window. |