

# Deliverability Overview

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The Deliverability Overview report shows all your deliverability information on your email campaigns, from bounce rates and bounce types over time, to deliverability by email domain, and campaigns with the most spam reports.

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

## View Deliverability Overview

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

## Filters

The following filters are available to refine the data:

- Start Date
  - The first date within the time period.
- End Date
  - The last date within the time period.
- Campaign Name
  - The name of the campaign.
- Campaign Classification
  - Select from promotional, triggered, and transactional campaigns

## Deliverability Overview definitions

Field	Description
Campaign Name	The name of the campaign.
Delivered Rate	Delivered rate = Emails delivered / Email sends
Domain	The email domain.
Bounce	<div>The number of emails bounced back. There are two types of bounces:<ul style="list-style-type: none"><li>• Hard bounces<ul style="list-style-type: none"><li>◦ The aggregate number of emails that the server can't deliver.</li></ul></li><li>• Soft bounces<ul style="list-style-type: none"><li>◦ The aggregate number of emails that reached the customer's email server but is bounced back for reasons like the customer's inbox is full.</li></ul></li></ul></div>

Field	Description
Delivered	The aggregate number of emails or SMS/MMS messages successfully delivered to the customer's inbox or device.
Bounce Rate	Hard bounce rate = Hard bounces / Sends Soft bounce rate = Soft bounces / Sends
Total Clicks	The aggregate number of times a link is clicked.
Campaign Classification	The campaign type. Valid values: <ul style="list-style-type: none"> <li>• Promotional</li> <li>• Triggered</li> <li>• Transactional</li> </ul>
Unique Open Rate	The aggregate number of times an email is opened.
Unique CTR	Unique click-through rate. Unique CTR = Unique clicks / Delivered
Spam Report	The aggregate number of spam reports.
Unsubscribe Rate	Unsubscribe rate = Unsubscribes / Delivered
Delivered Rate	Delivered rate = Delivered / Sends
Total Opens	The aggregate number of times an email is opened.
Total Open Rate	Total open rate = Total opens / Delivered
Spam Report Rate	Spam report rate = Spam reports / Delivered
Unique Clicks	The number of times a distinct customer clicked a specific link.
Unique Opens	The number of times a distinct customer clicked on a specific email.
Unique Open Rate	Unique open rate = Unique opens / Delivered