

Email Analytics

08/26/2025 12:34 pm EDT

Email Analytics displays performance information on automated and one-time campaigns. The analytics are separated into two categories:

- Engagement
 - How customers engaged with email campaigns through opens, clicks, revenue, and conversions.
- Deliverability
 - Breakdown on how many campaigns were received versus how many campaigns were not received because of bounces, deferrals, or spam reports.

The analytics are updated every 30 minutes.

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

View Email Analytics

To access Email Analytics for all campaigns, navigate to **Analytics** and in the Campaign Analytics section, click **Email**. The Email Analytics page displays, defaulted to Engagement.

To review Email Analytics for a single campaign, navigate to ☐ **Campaigns**, and select either **Automated Campaigns** or **One-Time Campaigns**. Click on the campaign in the list and click on the **Analytics** tab. The Email Analytics page displays, defaulted to Engagement.

Filters

The following filters are available to refine the data:

- Date
 - The timeframe the campaigns were sent.
- Campaign filter
 - List of all campaigns.
 - Defaults to view all campaigns.
 - Only available if viewing Email Analytics from the Analytics page.

Save a report

Reports can be saved and accessed later from the drop-down, or sent out to users on a schedule.

To save a report, complete the following:

1. Add the date and campaign filters to create the report.
2. Click **Save Report**. The Save Report dialog box appears.
3. Enter in a report name and click **Save Report**. The dialog box closes and the report is saved.

Schedule a saved report

Once the report is saved, you can send it to specific users via email on a schedule.

You can choose to include a CSV of the report in the email, or access the report by clicking the link in the email and logging in.

Scheduled reports are generated with all columns.

Note: You can only schedule a report from the Analytics page. Reports can't be scheduled from the Campaign analytics view.

1. Click **Manage Scheduled Reports**. The Managed Scheduled Reports page appears.
2. Click **Create New Scheduled Report**. The Create New Scheduled Report dialog box appears.
3. Fill out the form and, when finished, click **Create & Send**. The report will be sent with the frequency and information specified.

Common use cases

Schedule weekly lookback reports

Sending stakeholders weekly reports on the previous week can keep them informed on a more frequent basis.

For example, you can create a report that looks at data from the past week, and schedule it to send weekly on Mondays.

Create a saved report for each campaign classification

Typically, different teams at your company may review triggered, batch/promotional, and transactional campaign classification.

To create multiple reports based on the campaign type, filter by the campaign name and select all campaigns of that type.

Depending on the data you need, you could use the [Deliverability Overview](#) to get [scheduled reports](#) by campaign classification.

Email Engagement and Deliverability Analytics overview

Email Analytics default to display Engagement analytics. You can view Deliverability analytics by clicking the **Deliverability** tab.

Engagement and Deliverability analytics share a similar layout, but focus on different metrics.

The selected analytics are aggregated at the top of the page. You can hover over the individual metrics to see how each number is calculated.



Analytics aggregated by campaign

Both Engagement and Deliverability analytics feature a line graph to represent automated email campaign delivery performance, aggregated hourly, daily, weekly, or monthly, and a bar graph to represent daily one-time

campaign performance.

For both analytics, you can select the appropriate metrics from the drop-down list to update the Y-axis. The metrics you can select from are listed in the export table.













Analytics by selected campaign totals

At the bottom of the page is a table view of each campaign, displayed in alphabetical order by campaign name. Campaign Builder journey names display underneath their respective campaigns.

The calendar icon indicates a one-time campaign.

The clock with an arrow icon indicates an automated email campaign.

On any recurring campaign, you can click the carat to see the metrics per day.

Name 	Sent	Delivered	Total Opens	Unique Open Rate	Total Clicks	Unique CTR	Unique CTOR	Conversion Rate	Unsubscribe Rate	Revenue	Rev/Email
> Selected Campaigns Total	19,399	19,392	0	0.00% (0)	0	0.00% (0)	0.00% (0)	0.00% (0)	0.00% (0)	\$0	\$0.00
> Automated_in_folder_1715264619  recurring	5	5	0	0.00% (0)	0	0.00% (0)	0.00% (0)	0.00% (0)	0.00% (0)	\$0	\$0.00
> Automated_in_folder_1715264811  recurring	11	11	0	0.00% (0)	0	0.00% (0)	0.00% (0)	0.00% (0)	0.00% (0)	\$0	\$0.00
> Automated_in_folder_1715264956  recurring	3	3	0	0.00% (0)	0	0.00% (0)	0.00% (0)	0.00% (0)	0.00% (0)	\$0	\$0.00
> Automated_in_folder_1715265062  recurring	10	10	0	0.00% (0)	0	0.00% (0)	0.00% (0)	0.00% (0)	0.00% (0)	\$0	\$0.00
> Automated_in_folder_1715267551  recurring	17	17	0	0.00% (0)	0	0.00% (0)	0.00% (0)	0.00% (0)	0.00% (0)	\$0	\$0.00
> Automated_in_folder_1715267734  recurring	14	14	0	0.00% (0)	0	0.00% (0)	0.00% (0)	0.00% (0)	0.00% (0)	\$0	\$0.00
> Automated_in_folder_1715268981  recurring	12	12	0	0.00% (0)	0	0.00% (0)	0.00% (0)	0.00% (0)	0.00% (0)	\$0	\$0.00
> Automated_in_folder_1715269846  recurring	10	10	0	0.00% (0)	0	0.00% (0)	0.00% (0)	0.00% (0)	0.00% (0)	\$0	\$0.00
> Automated_in_folder_1721230417  recurring	1	1	0	0.00% (0)	0	0.00% (0)	0.00% (0)	0.00% (0)	0.00% (0)	\$0	\$0.00
KF Test  July 15, 2024	451	451	0	0.00% (0)	0	0.00% (0)	0.00% (0)	0.00% (0)	0.00% (0)	\$0	\$0.00
TEST JOURNEY	18,865	18,858	0	0.00% (0)	0	0.00% (0)	0.00% (0)	0.00% (0)	0.00% (0)	\$0	\$0.00
> Untitled Campaign  recurring	18,865	18,858	0	0.00% (0)	0	0.00% (0)	0.00% (0)	0.00% (0)	0.00% (0)	\$0	\$0.00

Email Analytics export

When exporting a report, you can choose to export by Total or Total + Daily Breakdown.

The Total export displays one row for each date in the date range you selected.

The Total + Daily Breakdown displays one aggregate row for each date in the date range you selected, and one

row per each campaign per date.

All metrics in the table are included in the export by default, but you can unselect any metric to remove it from the export.

Field Name	Engagement or Delivery	Data Origin	Description
Name	N/A	Client	The name of the campaign.
Campaign ID	N/A	Bluecore	The campaign's unique ID.
Schedule	N/A	Client	The campaign's send frequency.
Date	N/A	Bluecore	The date the data on the row represents. If exporting the Total report, this will display as Total, or the date the campaign was sent, for one-time campaigns. If exporting the Total + Daily Breakdown, the aggregate row displays as Total, and each subsequent row displays the applicable date.
Sent	Both	Client	The aggregate number of emails sent from Bluecore to the ISP.
Delivered	Both	ESP	The aggregate number of emails or SMS/MMS messages successfully delivered to the customer's inbox or device.
Total Opens	Engagement	ESP	The aggregate number of times an email is opened.
Opens (Unique)	Engagement	ESP	The number of times a distinct customer clicked on a specific email.
Unique Open Rate	Engagement	ESP	Unique open rate = Unique opens / Delivered
Total Clicks	Engagement	ESP	The aggregate number of times a link is clicked.
Clicks (Unique)	Engagement	ESP	The number of times a distinct customer clicked a specific link.
Unique CTR (Click through rate)	Engagement	ESP	Unique CTR = Unique clicks / Delivered
Unique CTOR (Click through open rate)	Engagement	ESP	Unique CTOR = Unique clicks / Unique opens

Field Name	Engagement or Delivery	Data Origin	Description
Conversion Rate	Engagement	Bluecore	Conversion Rate = Total orders / Unique clicks
Unsubscribes	Engagement	ESP	The number of times a distinct customer clicked to unsubscribe.
Unsubscribe Rate	Engagement	ESP	Unsubscribe rate = Unsubscribes / Delivered
Rev/Email	Engagement	Bluecore	Revenue per email.Rev/Email = Revenue / Emails delivered
Hard Bounces	Deliverability	ESP	The aggregate number of emails that the server can't deliver.
Hard Bounce Rate	Deliverability	ESP	Hard bounce rate = Hard bounces / Sends
Soft Bounces	Deliverability	ESP	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.
Soft Bounce Rate	Deliverability	ESP	Soft bounce rate = Soft bounces / Sends
Deferred	Deliverability	ESP	The aggregate number of emails that indicates the receiving server delayed accepting the message.
Defer Rate	Deliverability	ESP	Defer Rate = Deferred / Delivered
Spam Report	Deliverability	ESP	The aggregate number of spam reports.
Spam Rate	Deliverability	ESP	Spam Rate = Spam Report / Delivered