

# Personalization Performance Report

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The personalization performance report is an overview of how your personalized promotional/batch email campaigns compare against static promotional/batch email campaigns.

Batch campaigns are defined as campaigns classified as “promotional/batch” during setup. Personalization is defined as using a predictive algorithm in segmentation or a dynamic product recommendation or coupon within the body of the email.

Personalized campaigns use predictive audience segmentation, dynamic content in emails, or both. For example, sending coupons from a coupon bank, displaying dynamic products in a product block, or using an audience with a Lifecycle Stage filter are considered personalized.

Conversely, static campaigns do not use any predictive algorithms or dynamic content. For example, static campaigns may use the same coupon code for all customers, hard-coded products in a product block, or send to an audience that only uses the customer attributes filter.

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

## Global Personalization Performance Report

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

## View the Personalization Performance Report

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

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

## Filters

The following filters are available to refine the data:

- Subaccount
  - The Namespace.
  - Only available in the Global Personalization Performance Report.
- Send Date
  - The date range the campaigns were sent.
  - Defaults to the last 12 months.

## Personalization Performance Report definitions

Field	Description
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Send Type	The type of campaign, either personalized or static.
% Personalized	The percentage of campaigns that are personalized or static.
Unique Delivered Count	The aggregate number of emails successfully delivered to the customer's inbox.
Has Dynamic Content	Indicates whether the campaign uses dynamic content, such as personalized coupons or dynamic product blocks.
Uses Predictive Segmentation	Indicates whether the campaign uses <a href="#">predictive audience segmentation</a> .
Delivered	The aggregate number of emails successfully delivered to the customer's inbox.
Unique Open Rate	<i>Unique open rate = Unique opens / Delivered</i>
Total Clicked	The aggregate number of times a link is clicked.
Total CTR	The click-through rate. <i>Total CTR = Total clicks / Delivered</i>
Total CTOR	The click-through open rate. <i>Total CTOR = Total clicks / total opens</i>
Total Conversions	The aggregate number of times a link is clicked and a customer makes a purchase within the <a href="#">attribution window</a> .
Total Click-to-Conversion Rate	<i>Total click-to-conversion rate = Total clicks / Total conversions</i>
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 <a href="#">attribution window</a> .
RPE	The revenue per email. <i>RPE = Revenue / Delivered</i>
RPE	The revenue per click. <i>RPC = Total attributed revenue / Total clicks</i>
Unique Unsubscribe Rate	<i>Unsubscribe rate = Unsubscribes / Delivered</i>
Campaign Name	The name of the campaign.