

# Email Program Details

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The Email Program Details report is an audit of your Bluecore email campaigns and information from other reports rolls up into this one for a concise view, from A/B test information to personalized content, and the lifetime statistics of each campaign.

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

## View Email Program Details

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

## Filters

The following filters are available to refine the data:

- Campaign Name
  - The name of the campaign.
- Campaign Type
  - The type of campaign.
  - Choose from promotional, triggered, transactional, and undefined campaigns.

 **Note:** Undefined campaigns are Audience Exports campaigns.

- Schedule Type
  - The campaign frequency.
  - Can select from daily, hourly, immediate, monthly, one-time, and weekly.
- Date Last Sent
  - The last date customers received the campaign emails.
  - Defaults to the last 30 days.

## Email Program Details definitions

The campaign details are based on the current state of the campaign.

Field	Description
Campaign Name	The name of the campaign.
Campaign ID	The campaign's unique ID.
Date Last Sent	The most recent date customers received the campaign emails.

Field	Description
Date First Launched	The first date customers received the campaign emails.
Date Last Edited	The date the user last edited the campaign.
Campaign Type	The type of campaign. Valid values: <ul style="list-style-type: none"> <li>Promotional</li> <li>Triggered</li> <li>Transactional</li> <li>Undefined</li> </ul>
Schedule Type	The campaign frequency. Valid values: <ul style="list-style-type: none"> <li>Daily</li> <li>Hourly</li> <li>Immediate</li> <li>Monthly</li> <li>One-Time</li> <li>Weekly</li> </ul>
Schedule	The specific time period the campaign sends. Displays in UTC.
Has A/B Test	Indicates if the campaign has an A/B test.If Yes, the campaign has an A/B test. If No, the campaign does not have an A/B test.
A/B Test Type	The A/B test type. Valid values: <ul style="list-style-type: none"> <li>Static_content</li> <li>Subject_line</li> </ul>
Is Personalized	Indicates whether the campaign uses personalization through either dynamic content or predictive audiences.If Yes, the campaign uses personalization. If No, the campaign does not use personalization.
Has Dynamic Content	Indicates whether the campaign uses dynamic content, such as personalized coupons.If Yes, the campaign uses dynamic content. If No, the campaign does not use dynamic content.
Uses Predictive Segmentation	Indicates whether the campaign uses predictive audience segmentation, such as the Lifecycle Stage filter.If <input type="checkbox"/> Yes , the campaign uses predictive segmentation. If <input type="checkbox"/> No , the campaign does not use predictive segmentation.
Journey Name	The name of the journey.If the field is blank, it is not a journey.
Journey ID	The journey's unique ID.If the field is blank, it is not a journey.
Audience IDs	The unique IDs of the audiences associated with the campaign.If more than one audience is associated, the IDs are separated by a comma (,).If the field is blank, an audience isn't associated with the campaign.

Field	Description
Audience Links	The associated audience URL.If more than one audience is associated, the URLs are separated by a comma (,).If the field is blank, an audience isn't associated with the campaign.
Campaign Link	The campaign URL.
Subject Line	The campaign's email subject line.
Lifetime Total Delivers	The aggregate number of emails delivered in the campaign's lifetime.
Lifetime Total Opens	The aggregate number of times an email is opened in the campaign's lifetime.
Lifetime Unique Opens	The number of times a distinct customer clicked on a specific email in the campaign's lifetime.
Lifetime Total Clicks	The aggregate number of times a link is clicked in the campaign's lifetime.
Lifetime Unique Clicks	The number of times a distinct customer clicked a specific link in the campaign's lifetime.
Lifetime Total 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 in the campaign's lifetime.
Lifetime RPE	The revenue per email. RPE = Revenue / Emails delivered
Lifetime RPC	The revenue per click. RPC = Total attributed revenue / Total clicks