

Bot clicks report

02/25/2026 4:25 pm EST

Bluecore separates bot clicks from customer clicks so that you have the most accurate representation of your campaign data.

The Bot Clicks reports are available for both email and SMS/MMS campaigns.

For email campaigns, the Bot Clicks report is broken down by category and date.

At this time, SMS/MMS campaigns only have one bot click category, and that report is broken down by date.

To learn more about bot clicks, see the [bot click policy](#).

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

Bot click categories

Bot clicks are segmented into two categories:

- Attribute-based clicks
 - The bots self-declare that they are bots by using tags within the activity record.
 - Available for email and SMS/MMS campaigns.
- Behavior-based clicks
 - The bots are identified based on their non-human activity.
 - Only available for email campaigns.

View Bot Clicks Analytics

Email

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

Mobile

To access the Bot Clicks Mobile Analytics report, navigate to **Analytics** and in the Campaign Analytics section, click **Mobile**. The page defaults to Mobile Analytics. Click **Mobile Bot Clicks**.

Filters

The Monthly Charts filter allows you to filter the Monthly Clicks per Category report to a specific timeframe.

Charts

The following table shows the bot click charts, what they measure, and which campaign type they measure.

Name	Description	Email	Mobile
Daily clicks per category	Tracks the number of bot clicks each day for the previous 30 days.	✓	✓
Total daily bot clicks	The total number of all bot click categories per day.	✓	
Monthly clicks per category	The total number of all bot click categories per day.	✓	✓
Total monthly clicks	Calculates a bot click impact percentage by month by taking total clicks divided by total bot clicks	✓	
Year over year bot clicks	Tracks the number of bot clicks each year by month.	✓	✓