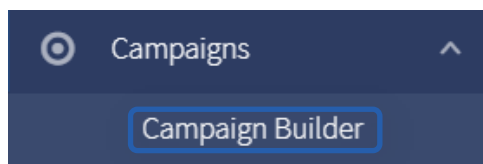


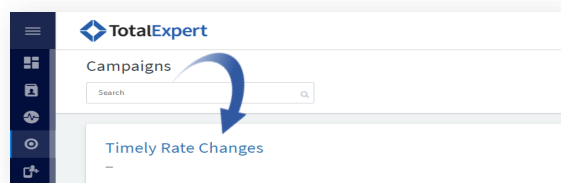
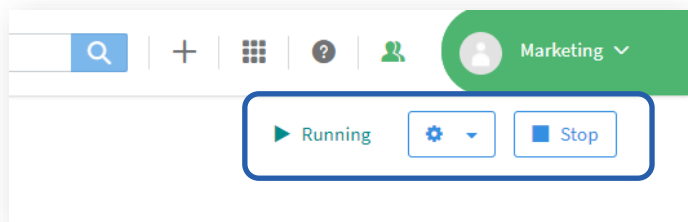
Getting Started for Marketer Reporting Information



1. Login to Total Expert Now.
2. Access **Campaigns** in the main menu.
3. Select **Campaign Builder**.

Locate and open an active Email Campaign

1. Click open an **Email Campaign**.

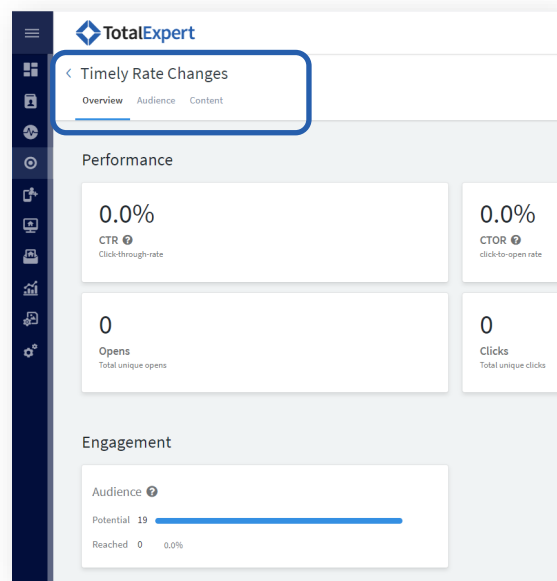


From the upper right corner you can:

- View Campaign **state**
- **Stop** button to stop campaign
- **Edit** settings using the wheel icon

Overview Tab has three sections:

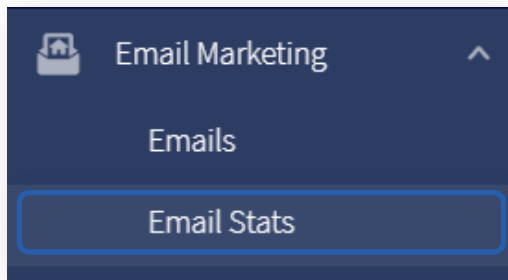
- The **Performance section** displays the overall click and bounce rates, number of opens, unique clicks and unsubscribes
- The **Engagement section** displays a number for Potential Audience (attempted recipients) and number and percentage of Reached Audience (actual recipients); displays number Potential Users (granted access) and number and percentage of Active Users (still active – didn't opt out)
- The **Content section** displays each email – click email name to view the content; displays number of opens, clicks and unsubscribes plus percentages of click through rate, click to open rate and bounce percentage



Audience Tab is read-only and displays the inclusion & exclusion rule (s) for the campaign and the number of recipients.

Content Tab is read-only and displays the emails in the campaign including name and subject, date & send time, and can preview the content for each email.

Market Reporting Information—Specific Data



1. Login to Total Expert Now.
2. Access **Email Marketing** in the main menu.
3. Select **Email Stats**.

Locate and open Email Campaign

1. Locate the email campaign (Type = Multi-channel campaign).

Name	Type	Send Date	Total	Canceled	Sent	Delivered	Open Rate	Click Rate	Bounces	Unsubscribes	Spam Complaints
I am only a phone call away!	Direct Message	05/01/2020 8:41am	19	0%	0%	0%	0%	0%	0	0	0
I am only a phone call away!	Multi-Channel Campaign	04/21/2020 2:15pm	13	100%	92%	25%	8%	8%	0	0	0
I appreciate you!	Direct Message	04/21/2020 12:40pm	4	100%	100%	0%	0%	0%	0	0	0

2. Click on the email name to view recipients and specific information such as if they opened it and when, which specific links were clicked and who bounced unsubscribed.

The **Content tab** displays each email – click email name to view the content; displays number of opens, clicks and unsubscribes plus percentages of click through rate, click to open rate and bounce percentage.

Summary Statistics:

- Unique Opens: 3 of 12 Delivered (25%)
- Click Rate: 1 of 12 Delivered (8%)
- Unsubscribed: 0 of 12 Delivered (0%)
- Bounced: 1 of 13 Sent (8%)

Contacts Table:

Actions	First Name	Last Name	Sent	Send Date	Delivered Count	Opened	Open Date	Open Count	Clicked Link	Clicked URL
[icon]	Steve	Turner	✓	4/21/2020 2:15 PM	✓	✓	4/21/2020 2:15 PM	2	✓	
[icon]	Angela	Buyer	✓	4/21/2020 2:15 PM	✓	✓	4/21/2020 2:15 PM	1	✓	http://bbmableberry.com/ibeam/ymobile_send04-0818030-0401-b400-0401-0308170404
[icon]	Cora	Worley	✓	4/21/2020 2:15 PM	✓	✓	4/21/2020 2:15 PM	0		

3. Click a color tile to drill into that specific report.