



CONCEP SEND

Reporting Information

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REPORTING DEFINITIONS

Listed here are explanations to some of the reporting statistics available.

Unique View

This occurs when a recipient interacts with an email campaign by one of the following methods. The system shows views as a total so if a contact has 5 views then 1 is a unique view and 4 are repeat views.

- Downloading of images within the mail client
- Replying to the email
- Clicking on the 'view online version' link
- Clicking other web based links e.g. www.concep.com or a secondary page link
- Clicking a download file link
- Opting out of the email campaign

Repeat Views

Are registered once a unique view is made by the contact; they can occur by rolling over the email within the inbox list, interacting from the inbox again or by forwarding the email to additional recipients who in turn view it. Due to data protection the system can't report on these new contacts so all metrics are assigned to the original contact.

Link Definition

These are all types of URL which will include websites, online surveys, the online version of the email and internal page views. Please note mailto links cannot be tracked.

Score

The system assigns a score of 1 to each interaction of note e.g. file download, link click, unique view or a reply. Repeat views do not register scores because these can be mis-leading.

Undeliverable (bounces)

The system shows these as either **hard** or **soft** bounces against the contact. Hard bounces can be caused by an invalid or non-existent email address which often means a typo in the address or that it no longer exists. Contacts that are marked as hard bounces will not be mailed again unless they are reset within the address book area. Soft bounces can be because the contacts mailbox is full, their server is offline or the email is classified as spam by their security settings. The system won't store this permanently meaning you can email them again as the problem may have been resolved during the interim.

Stream

This lists all the interactions of the email campaign as they happen; you're able to use the search functionality to instantly get an understanding of a contact, company or domains interest in the email. This is also the data we can use to send directly back to Microsoft Dynamics should you want this integrated with Concep Send.