



CONCEP SEND

Reporting Guide

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Version 1.1

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1. REPORTING IN CONCEP SEND

The in-depth reporting in Concep Send is a useful way to evaluate a campaign and how it was received by your audience. Using the features within reporting can help you improve your email campaigns and better target your audience, as well as strengthen relationships with new and existing clients. In the following pages, we highlight important metrics to watch when gauging the success of your marketing campaigns.

REPORTING TAB

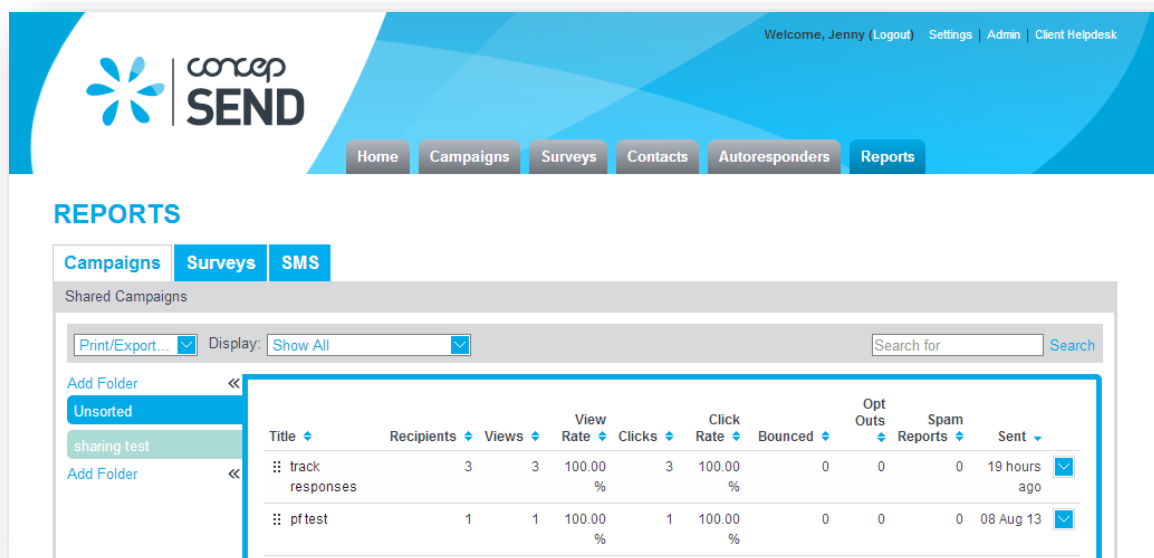
The reporting tab gives a general overview of the basic areas of reporting for all of your sent campaigns and Surveys – recipients, interaction and delivery. On this screen, you can immediately see the number of recipients the campaign has been sent to, the number of times the campaign has been viewed, clicks, View and click rates, bounces, opt outs and spam reports.

You can sort your campaigns by each of the different metrics. For example if you wish to see the campaign with the highest view rate.

You may want to create different folders to organize your campaigns more clearly. You can easily select the campaign and drag it to the folder of your choice.

You have the ability to copy or share your campaigns to another user account. You may share across your company or choose a specific user.

In the 'shared campaigns' sub-tab you can view shared campaigns from other accounts that have been shared with you. You can see metrics but don't have access to advanced options such as copying or posting to social media.



The screenshot shows the 'REPORTS' section of the Concep SEND interface. It features a navigation bar with 'Home', 'Campaigns', 'Surveys', 'Contacts', 'Autoresponders', and 'Reports'. Below the navigation, there are tabs for 'Campaigns', 'Surveys', and 'SMS'. The 'Shared Campaigns' section includes a search bar and a table of campaigns. The table has the following columns: Title, Recipients, Views, View Rate, Clicks, Click Rate, Bounced, Opt Outs, Spam Reports, and Sent. Two campaigns are listed: 'track responses' and 'pf test'.

Title	Recipients	Views	View Rate	Clicks	Click Rate	Bounced	Opt Outs	Spam Reports	Sent
track responses	3	3	100.00 %	3	100.00 %	0	0	0	19 hours ago
pf test	1	1	100.00 %	1	100.00 %	0	0	0	08 Aug 13

2. REPORTING DASHBOARD FOR A CAMPAIGN

By clicking into a particular campaign, you will see six different tabs which can help you analyze your campaign. The summary tab gives an overview at a glance which includes graphs to help you interpret your data visually. You can click on graphs or list metrics to drill down into those statistics.

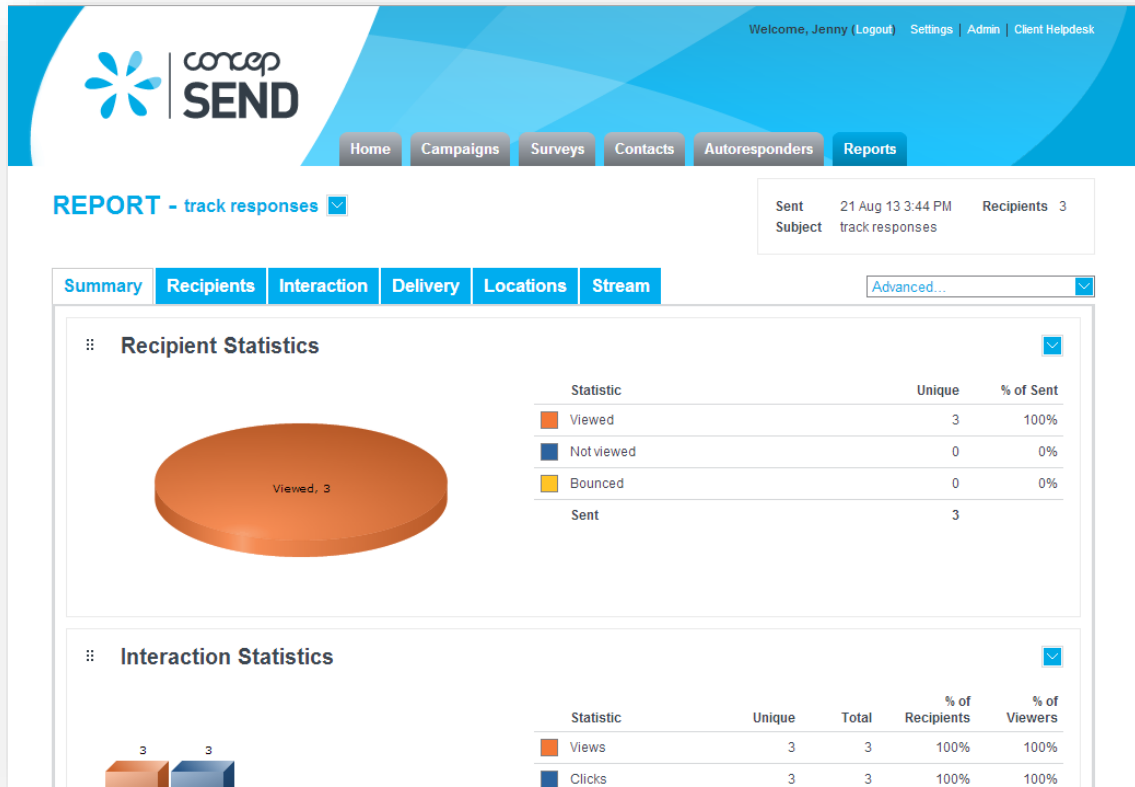
The **recipients** tab will show you a list of recipients that your campaign was sent to. In other tabs it breaks it down into those you viewed and those who didn't view it. The bounces sub-tab shows recipients that have bounced - here you can view the bounce type and you may click on the bounce reason to get more information on why it bounced. You may export any of this information to XLS or CSV.

The **interaction** tab is broken down into multiple sub-tabs which shows you the different interaction recipients may have with the campaign. For example you can view stats on links, clicks, replies, forwards, opt outs, spam reports and actions. You may perform actions on recipients for each of these interaction types.

The **delivery** tab provides you with information on how your campaign was delivered; bounce types, group breakdown, domains; shows how many recipients from each company interacted with the campaign and the different email clients that received the campaign e.g. Outlook, Apple mail etc

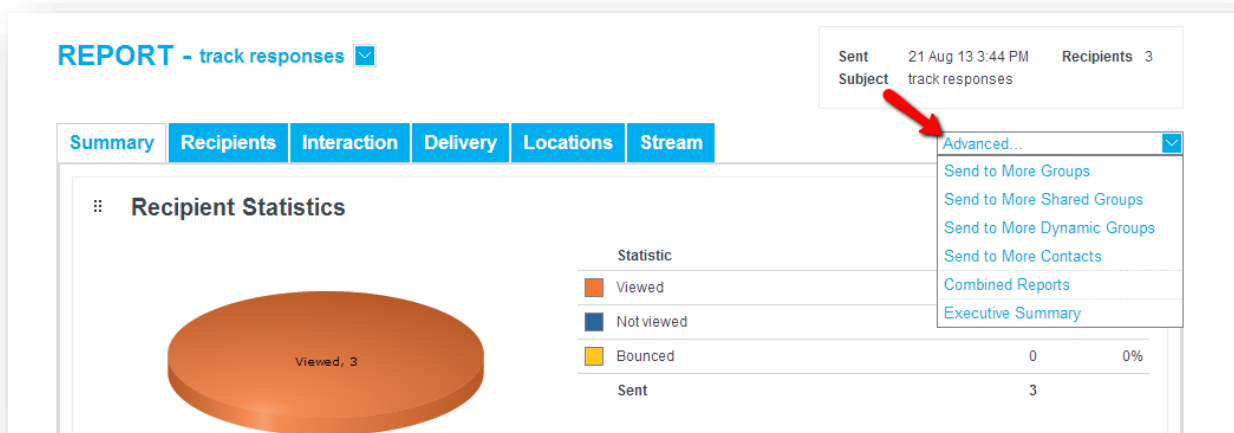
The **locations** tab shows a breakdown of where your recipients are located based on their IP address.

The **stream** tab acts as live reporting. It records actions as they happen; it lists any information with regards to the campaign in real time. It lists all sends and every interaction a recipient has with the campaign i.e. clicks, unique views, opt outs.



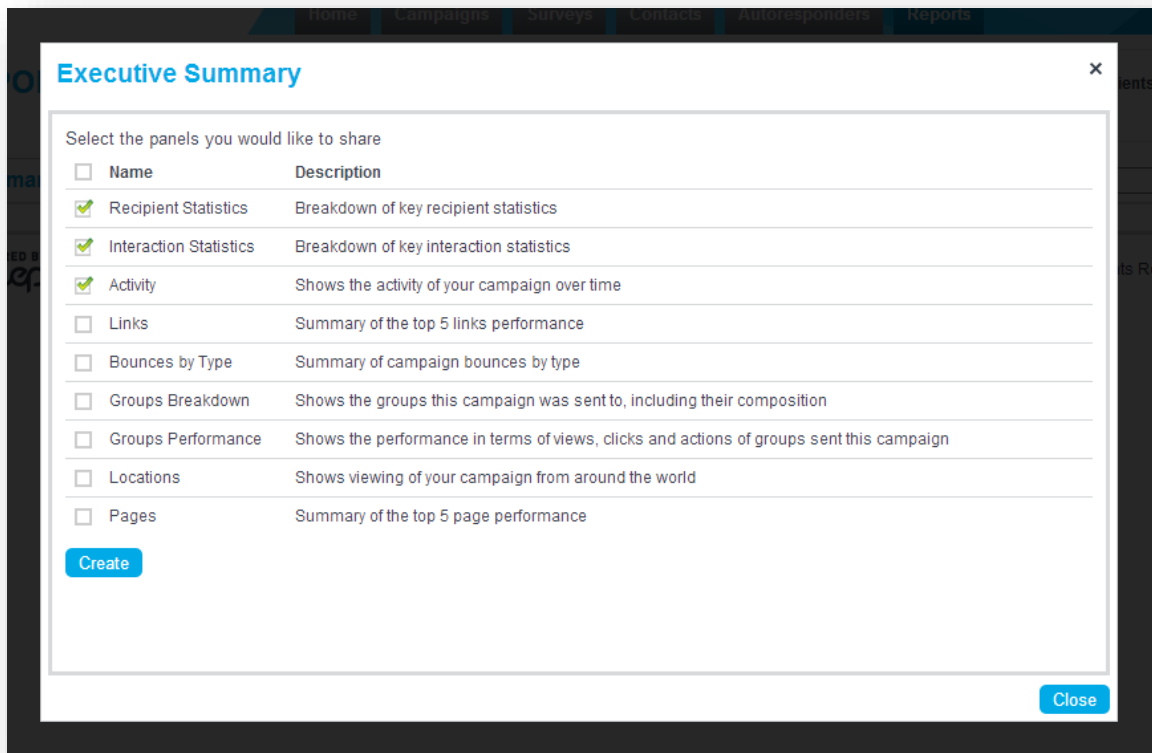
3. ADVANCED OPTIONS

You may click on the advanced dropdown for your campaign. This is where you can send the campaign to additional groups or contacts.



4. EXECUTIVE SUMMARY

You may need to present your stats to others in your organization. Pulling an executive summary report is a good way to do this. Tick the activities that you wish to include in your report. You may edit features such as the logo and headers so it makes more sense to your colleagues that might not be familiar with Concep Send and its terminology. To distribute the exec summary, you may save it as a pdf, image or use the URL to send to your organisation.



5. MORE ACTIONS

Next to the title of your campaign you can click on the drop-down arrow. Here you can copy the campaign to your in-progress campaigns, copy it to another user in your organization, view the campaign within another window, rename the internal title or share the campaign. You can click on the 'more' option which takes you through to further features such as inbox preview and social media; once sent you can post your campaign to social media, generate a short URL, QR Code, or generic link of the campaign that you can then distribute.


You may also download your campaign as a pdf which can act as an alternative to print friendly version when building a campaign; all links in the pdf will be active and you can see reporting for those links. To do this you would download a pdf version prior to sending, upload that to your content library and link to the pdf.

Here you may also disable the campaign, manage replies settings and view send history.

REPORT - track responses Sent 21 Aug 13 3:44 PM Recipients 3
 Subject track responses

Summary **Recipients** Location Delivery Locations Stream Advanced...

Recipient Statistics



Statistic	Unique	% of Sent
Viewed	3	100%
Not viewed	0	0%
Bounced	0	0%
Sent	3	

Campaign: track responses

Details Reply Management Disable Social Media **Inbox Preview** Download Sends

Preview how your campaign will display in popular email clients and mobile devices using [Email on Acid](#).

Note: The templates we provide have been tested in major email clients. Specific content entered in a template or used to create a template may render differently. ([Learn More](#))

Desktop (Uncheck All)

- Apple Mail 4 Apple Mail 5 Apple Mail 6 Entourage 2004 Entourage 2008 Live Mail
- Lotus Notes 6.5 Lotus Notes 7 Lotus Notes 8 Lotus Notes 8.5 Outlook 2003 Outlook 2007
- Outlook 2010 Outlook 2013 Outlook Express Thunderbird 13 Windows Mail

Mobile (Uncheck All)

- Android 2.3 Android 4 Android Gmail 2.2 BlackBerry 8800 BlackBerry 9930 iPad 5.0
- iPad Gmail iPhone 4S (iOS 5) iPhone 4S (iOS 6) iPhone 5 (iOS 6.1) Kindle Fire 2.3

Web (Uncheck All)

- Code Based Previews (Fastest Results) Cross-Browser Screen Captures (Most Accurate Results)
- AOL Gmail Outlook.com Yahoo!
- Windows - Chrome Windows - Chrome Windows - Chrome Windows - Chrome

Run Preview

Campaign ID: 8207286461320072508703 Close

6. COMBINED REPORTS

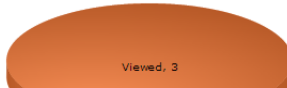
To view reporting for multiple sent campaigns you can select 'combined reports' in the advanced drop-down within the campaign report view. There is no limit to how many campaigns you select. The report will combine all the statistical information into a manageable report, perfect for looking at how accounts have performed in a quarterly, monthly or yearly period.

REPORT - track responses ▼

Sent 21 Aug 13 3:44 PM Recipients 3
Subject track responses

Summary Recipients Interaction Delivery Locations Stream

Recipient Statistics



Statistic

- Viewed
- Not viewed
- Bounced

0 0%

Advanced...
Send to More Groups
Send to More Shared Groups
Send to More Dynamic Groups
Send to More Contacts
Combined Reports
Executive Summary

Combined Reports

Select one or more campaigns to combine reports with track responses.

Search for Search

Title	Recipients	Views	View Rate	Clicks	Click Rate	Bounced	Opt Outs	Spam Reports	Sent
<input checked="" type="checkbox"/> track responses	3	3	100.00 %	3	100.00 %	0	0	0	19 hours ago
<input checked="" type="checkbox"/> pf test	1	1	100.00 %	1	100.00 %	0	0	0	08 Aug 13
<input checked="" type="checkbox"/> reply ooo test	1	1	100.00 %	0	0.00 %	0	0	0	08 Aug 13
<input type="checkbox"/> test replies to profiles	1	1	100.00 %	0	0.00 %	0	0	0	07 Aug 13
<input type="checkbox"/> test	1	0	0.00 %	0	0.00 %	0	0	0	30 Jul 13
<input type="checkbox"/> HDR-100-49527 JD	1	1	100.00 %	1	100.00 %	0	0	0	17 Jul 13
<input type="checkbox"/> EUI-346-30080	1	1	100.00 %	1	100.00 %	0	0	0	02 Jul 13


3 Campaigns Selected Cancel Select

REPORT - track responses ▼

Sent 21 Aug 13 3:44 PM Recipients 3
Subject track responses

Summary Recipients Interaction Delivery Locations Stream **Combined**

Recipient Statistics



Statistic

- Viewed
- Not viewed
- Bounced

Sent

Unique 5
% of Sent 100%

0 0%
0 0%

5

Stats from multiple campaigns pulled into one

7. CONTACT

If you would like to discuss any element of this document please contact us with the below details.

Telephone: +44 (0) 20 7952 5575 Email: helpdesk@concep.com