How to View Results and Download a Report

Reviewing the results of sent emails will help you analyze and tailor the content of your emails. By using the information provided by EasyContact as well as utilizing EasyContact's ability to integrate with a Google Analytics account, you'll be able to craft even more effective, business-building emails in the future.

To view your results:

- Once an email has been sent, you can view results on the Main Menu. Simply log in to the application to view:

  - Total Activity, which includes how many emails were sent, opened, the number of bounces, and the next scheduled email date.

  - Latest Email Statistics, including the Email Name, Total Recipients, Unsubscribes, Delivered, Opened, Clicks and Sent Date.

- To see a quick summary of existing emails, click on the **Manage Emails** tab to view the following:

  - Existing Email Name, Last Modified date, Date Sent, Percent of Opens and more.

- For detailed reports on individual emails, click on the **View Results** tab, then on the specific "Email Name" in the "Sent Emails" list. EasyContact will then compile information including:

  - The Email Name, Date Sent and number of recipients the email was sent to.

  - View the totals and percentages of Recipients, Clicks, Unsubscribed, and Flagged as Spam, as well as Facebook and Twitter click results.

  - You also will be able to see the number of clicks for Top Subscribers.

To download a report:

→ For detailed reports which will include Facebook and Twitter clicks on your emails, click on the "OK" button below "Download Report As" in the lower left-hand corner.

   → The summary shows the name of the email, the date sent and the number of contacts it was sent to.

   → A breakdown of statistics of your email include contacts, bounces, unsubscribes, opens, unique clicks, and social media clicks, in actual numbers and in percentages to make it easy to compare different emails with each other.

→ You can also integrate your EasyContact account with a Google Analytics account to measure your emails' success in driving traffic to your website. Learn more by viewing "Integrating your EasyContact account with Google Analytics".