

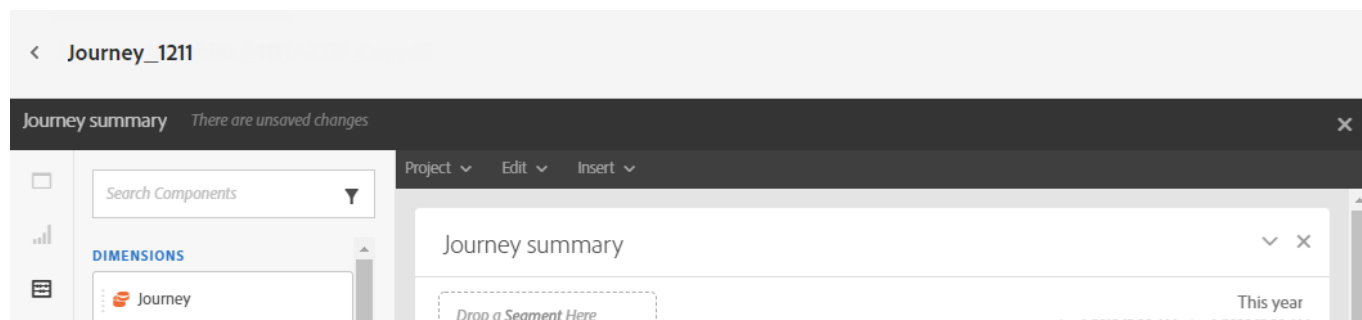
title: Building your Journey Orchestration reports description: Learn how to build your Journey Orchestration reports page-status-flag: never-activated uuid: 269d590c-5a6d-40b9-a879-02f5033863fc contentOwner: sauviat products: SG_CAMPAIGN/CLASSIC audience: rns content-type: reference topic-tags: journeys discoiquuid: 5df34f55-135a-4ea8-afc2-f9427ce5ae7b index: n internal: n snippet: y

Building your Journey Orchestration reports {#concept_rfj_wpt_52b}

This section will present you how to access and use reports to measure your journeys' effectiveness.

Reporting interface {#reporting-interface}

The top toolbar allows you, for example, to modify, save or print your report.



Use the **[!UICONTROL Project]** tab to:

- **[!UICONTROL Open]**: Opens a previously created report or a template.
- **[!UICONTROL Save As]**: Duplicates templates to be able to modify them.
- **[!UICONTROL Refresh project]**: Updates your report based upon new data and changes to filters.
- **[!UICONTROL Download CSV]**: Exports your reports to a CSV file.
- **[!UICONTROL Print]**: Print your report.

The **[!UICONTROL Edit]** tab allows you to:

- **[!UICONTROL Undo]**: Cancels your last action on your dashboard.
- **[!UICONTROL Redo]**: Cancels your last **[!UICONTROL Undo]** action on your dashboard.
- **[!UICONTROL Clear all]**: Deletes every panel on your dashboard.

The **[!UICONTROL Insert]** table lets you customize your reports by adding graphs and tables to your dashboard:

- **[!UICONTROL New Blank Panel]**: Adds a new blank panel to your dashboard.
- **[!UICONTROL New Freeform]**: Adds a new freeform table to your dashboard.
- **[!UICONTROL New Line]**: Adds a new line graph to your dashboard.
- **[!UICONTROL New Bar]**: Adds a new bar graph to your dashboard.

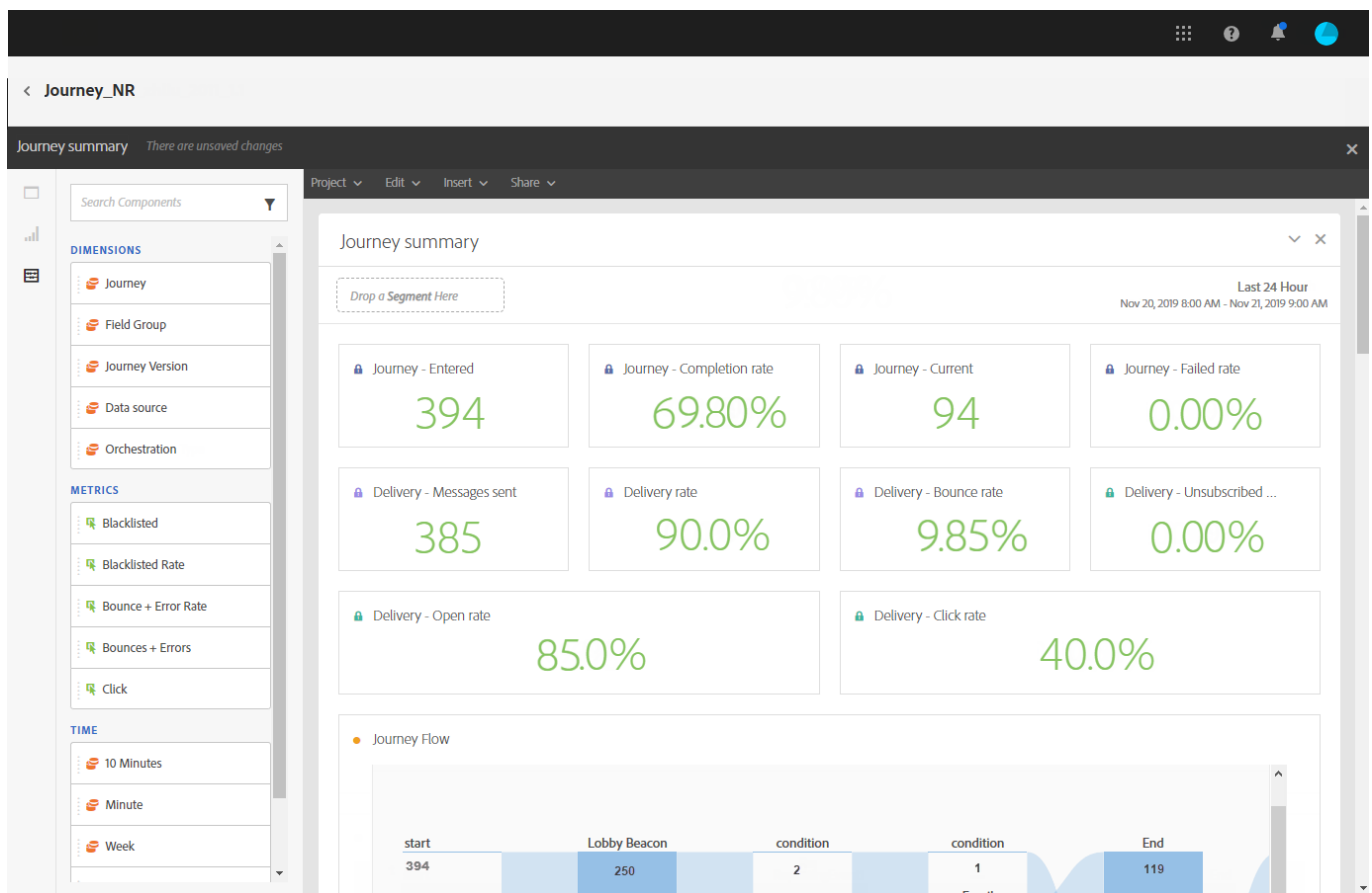
The left tabs let you build your report and filter your data as needed.

These tabs give you access to the following items:

- **[!UICONTROL Panels]:** add a blank panel or freeform to your report to start filtering your data. For more on this, refer to the Adding panels section
- **[!UICONTROL Visualizations]:** drag and drop a selection of visualization items to give your report a graphical dimension. For more on this, refer to the Adding visualizations section.
- **[!UICONTROL Components]:** customize your reports with different dimensions, metrics, segments and time periods.

Journey summary template {#ootb-template}

Reports are divided into two categories: an out-of-the-box template and custom reports. The out-of-the-box template, **[!UICONTROL Journey summary]**, gives you a clear view of the most important tracking data.



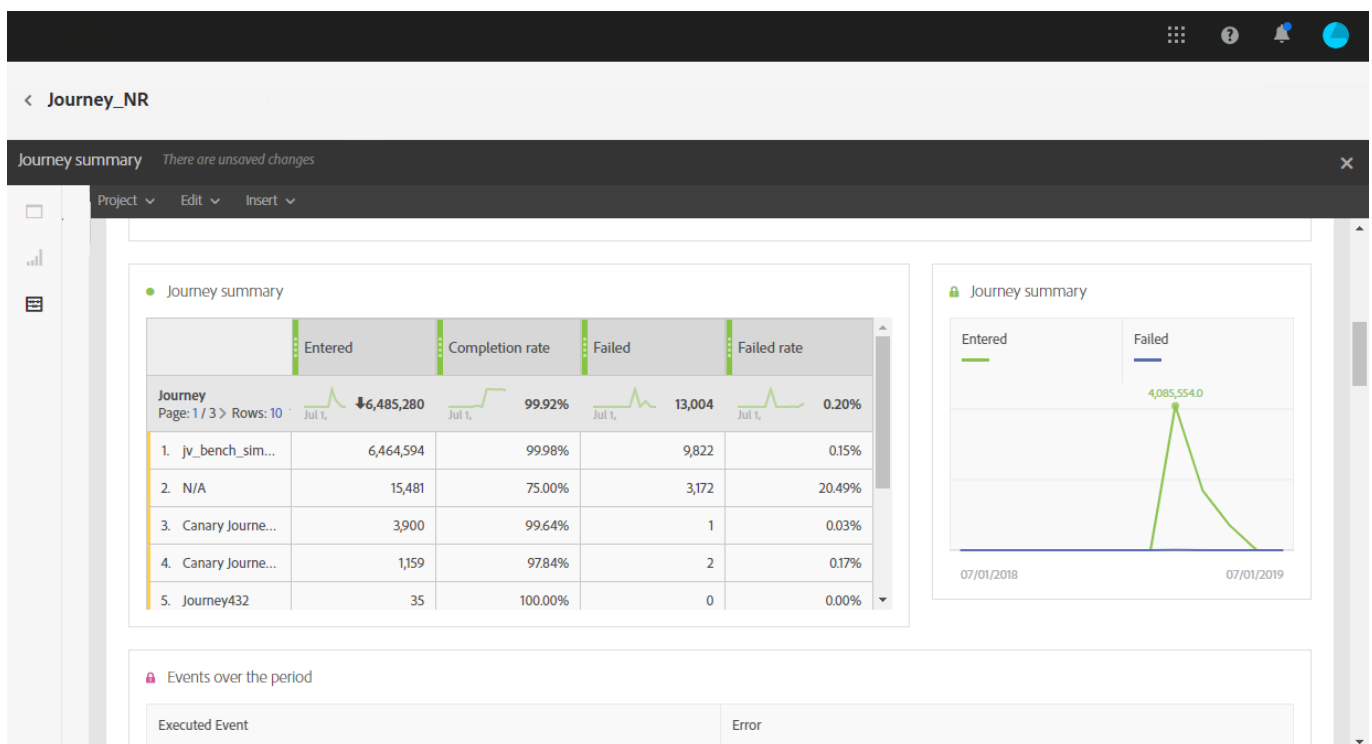
Each table is represented by summary numbers and charts. You can change how the details are shown in their respective visualization settings.

The following KPIs are available at the top of your report:

- **[!UICONTROL Journey - Entered]:** Total number of individuals who reached the entry event of the journey.
- **[!UICONTROL Journey - Completion rate]:** Total number of individuals who reached the end of the journey (or in case of an individual not matching any condition) compared to the total number of individuals who entered the journey.
- **[!UICONTROL Journey - Current]:** Total number of individuals currently in the journey.

- **[!UICONTROL Journey - Failed rate]:** Total number of journeys that were not successfully executed compared to the number of run journeys.
- **[!UICONTROL Delivery - Messages sent]:** Total number of sends for the delivery.
- **[!UICONTROL Delivery rate]:** Total number of messages successfully delivered compared to messages sent.
- **[!UICONTROL Delivery - Bounce rate]:** Total number of messages that bounced compared to messages sent.
- **[!UICONTROL Delivery - Unsubscribed rate]:** Total number of unsubscriptions by recipient compared to the delivered messages.
- **[!UICONTROL Delivery - Open rate]:** Total number of opened messages compared to the number of delivered messages.
- **[!UICONTROL Delivery - Click rate]:** Total number of clicks in a delivery compared to the number of delivered messages.

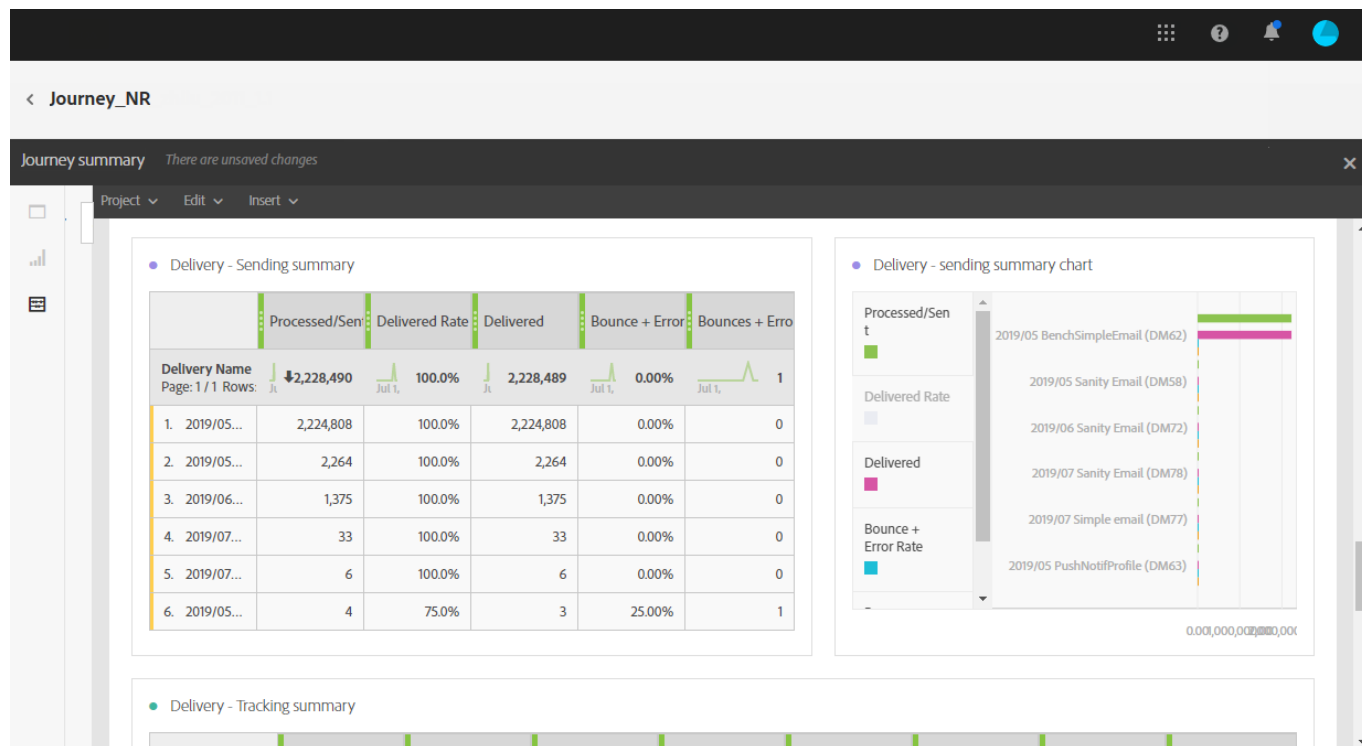
The Journey flow visualization allows you to see the path of your targeted profiles step-by-step through your journey. This is only available when targeting one journey.



The **[!UICONTROL Journey summary]** table contains the data available for journeys, such as:

- **[!UICONTROL Entered]:** Total number of individuals who reached the entry event of the journey.
- **[!UICONTROL Completion rate]:** Total number of individuals who reached the end flow control of the journey compared to the total number of individuals who entered the journey.
- **[!UICONTROL Current]:** Total number of individuals currently in the journey.
- **[!UICONTROL Failed]:** Total number of journeys that were not successfully executed.
- **[!UICONTROL Failed rate]:** Total number of journeys that were not successfully executed compared to the number of run journeys.

The **[!UICONTROL Top events]** table displays the most successful events and the **[!UICONTROL Top action]** the most successful actions in your journeys.



The **[!UICONTROL Delivery - Sending summary]** table contains the data available for your journey's deliveries, such as:

- **[!UICONTROL Processed/sent]:** Total number of sends for the delivery.
- **[!UICONTROL Delivered rate]:** Total number of messages successfully delivered compared to messages sent.
- **[!UICONTROL Delivered]:** Number of messages successfully sent, in relation to the total number of sent messages.
- **[!UICONTROL Bounce + error rate]:** Total number of messages that bounced compared to messages sent.
- **[!UICONTROL Bounces + errors]:** Total of errors cumulated during delivery and automatic return processing in relation to the total number of sent messages.

The **[!UICONTROL Delivery - Tracking summary]** table contains the data available to track the success of your journeys' deliveries, such as:

- **[!UICONTROL Open Rate]:** Percentage of opened messages.
- **[!UICONTROL Open]:** Number of times a message was opened in a delivery.
- **[!UICONTROL Click through rate]:** Total number of clicks in a delivery compared to the number of delivered messages.
- **[!UICONTROL Click]:** Number of times a content was clicked in a delivery.
- **[!UICONTROL Unsubscribe rate]:** Percentage of unsubscriptions by recipient compared to the delivered messages.
- **[!UICONTROL Unsubscribed]:** Total number of unsubscriptions by recipient compared to the delivered messages.

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Creating your Journey Orchestration reports

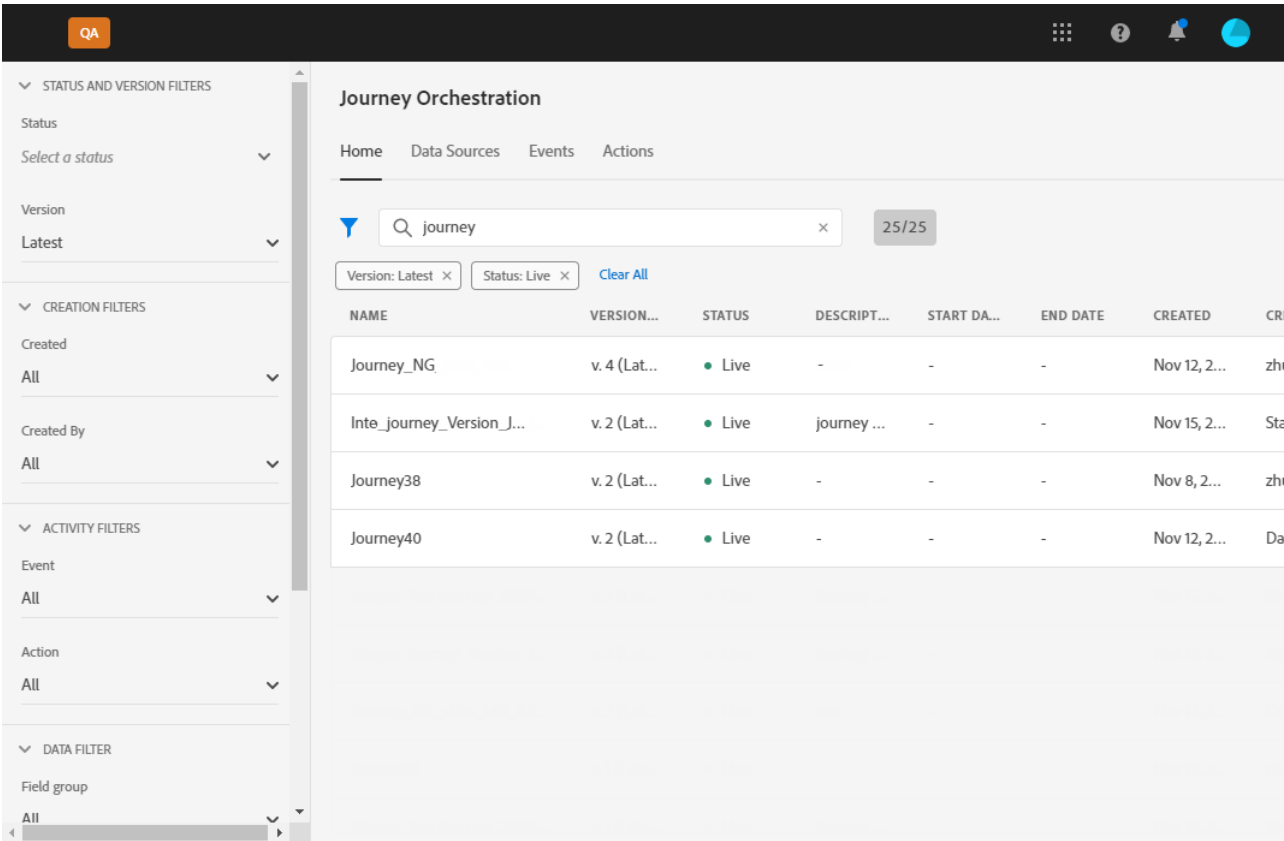
{#concept_rfj_wpt_52b}

Accessing and creating your reports {#accessing-reports}

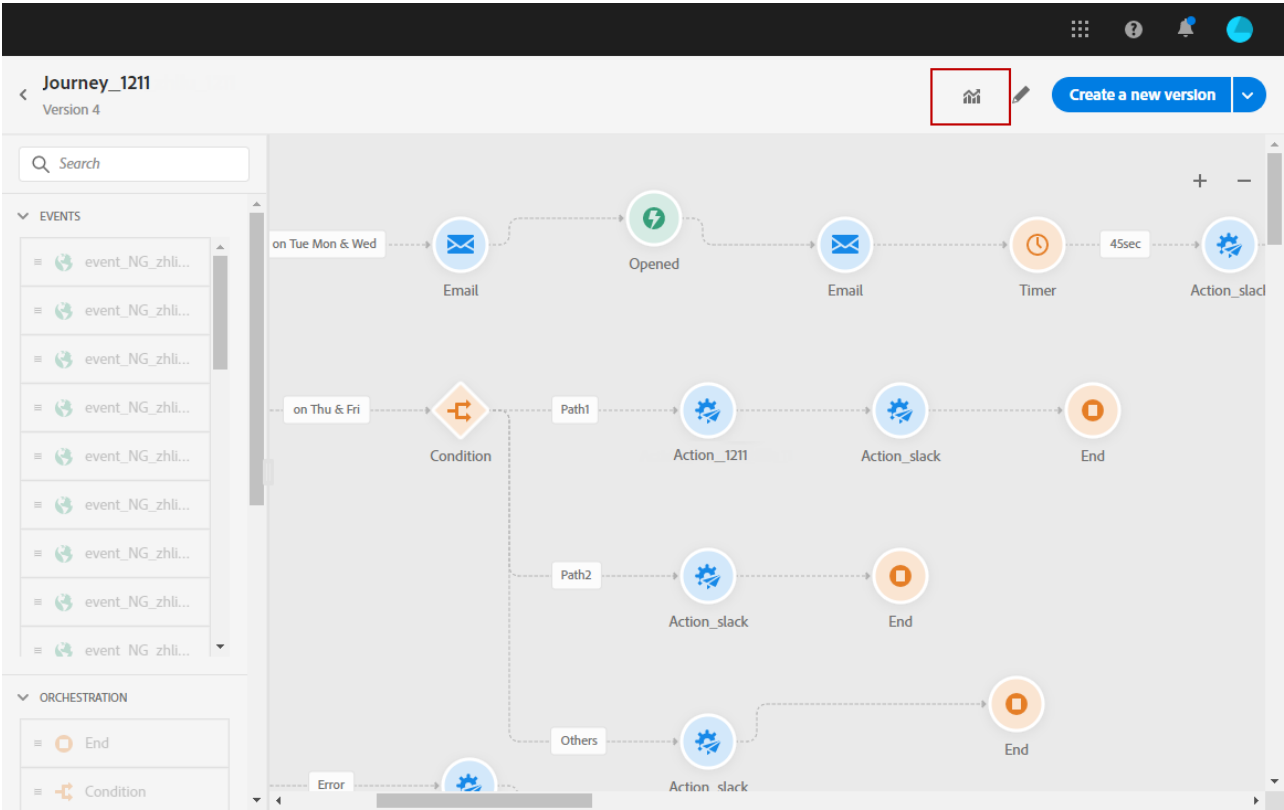
This section will present you how to create or use out-of-the-box reports. Combine panels, components and visualizations to better track the success of your journeys.

To access your journeys' reports and start tracking the success of your deliveries:

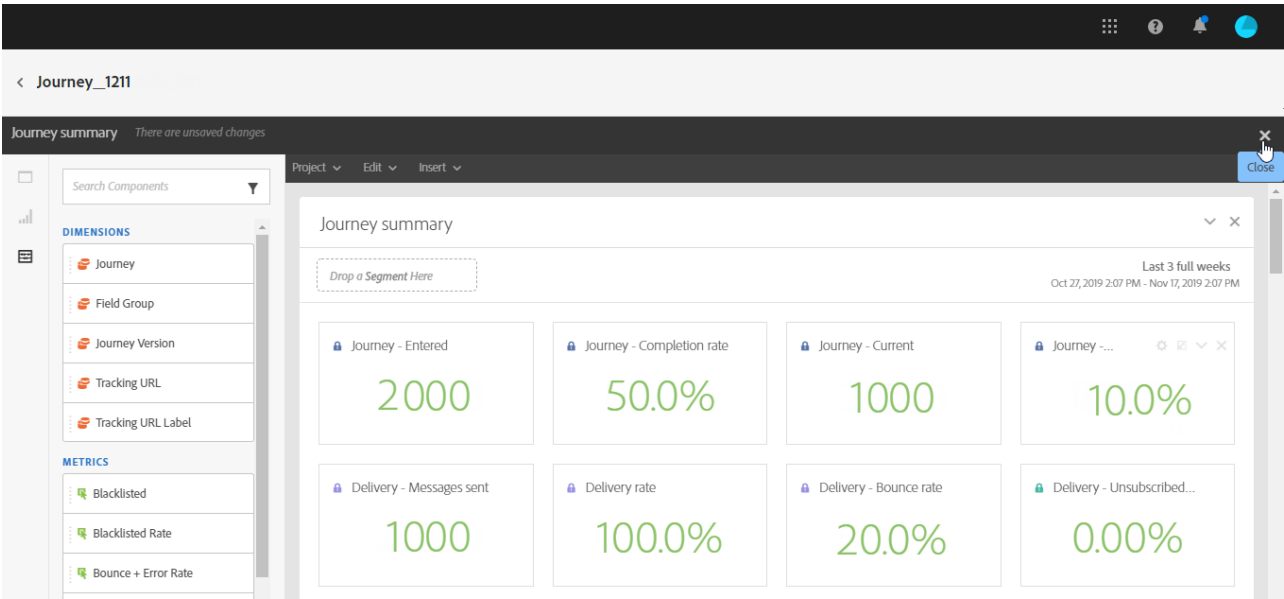
1. From the homepage, select the journey you want to report on.



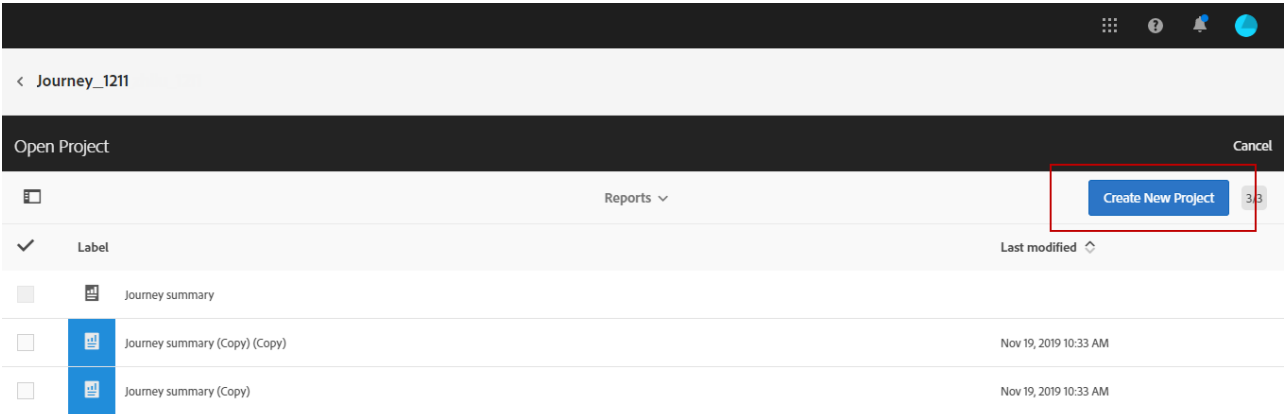
2. Click the **[!UICONTROL Report]** icon on the top right of your screen.



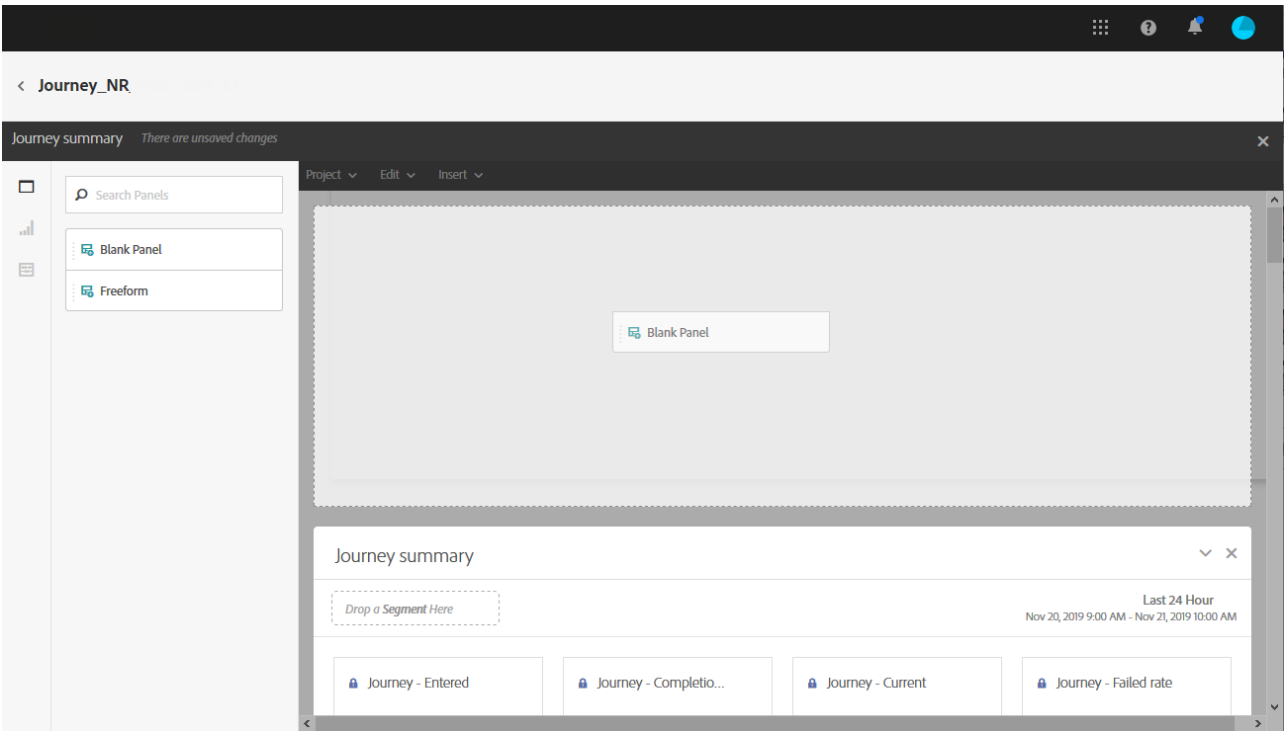
3. The **[!UICONTROL Journey summary]** out-of-the box report appears on screen. To access custom report, click the **[!UICONTROL Close]** button.



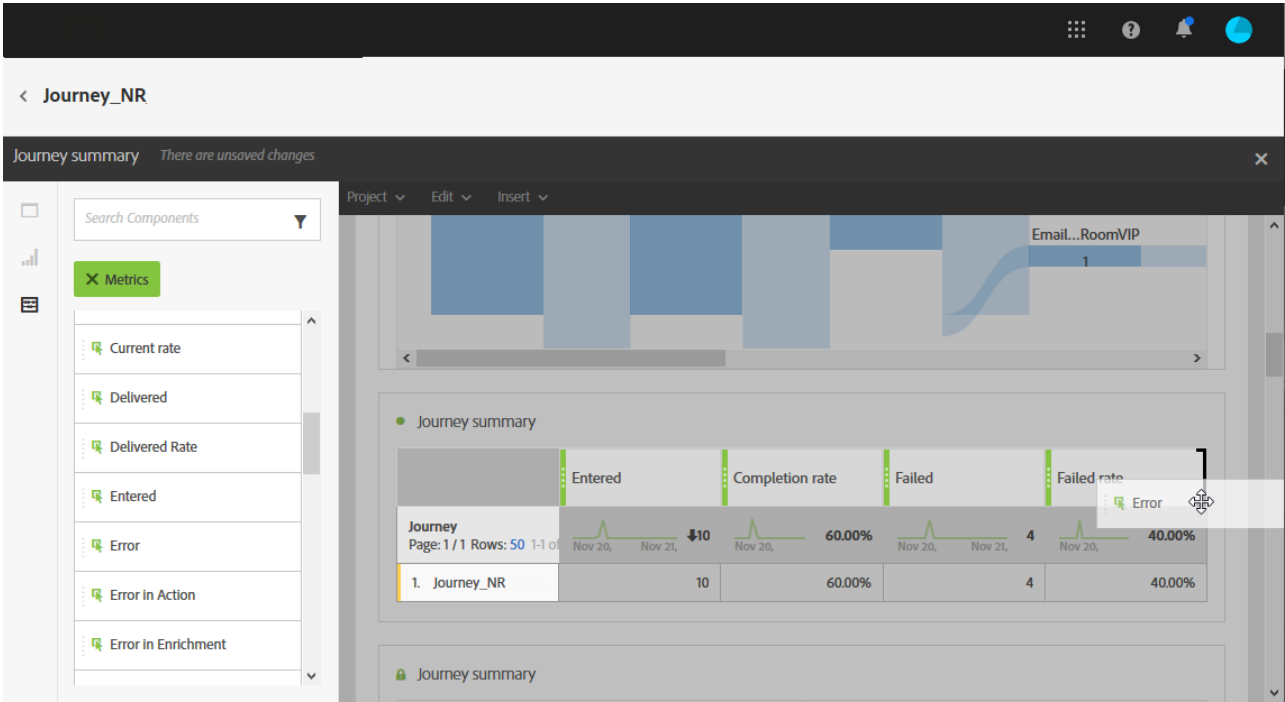
4. Click the **[!UICONTROL Create new project]** to create your report from scratch.



5. From the **[!UICONTROL Panels]** tab, drag and drop as many panels or freeform tables as needed.



6. You can then start filtering your data by drag and dropping dimensions and metrics from the **[!UICONTROL Components]** tab to your freeform table.



7. To have a clearer view of your data, you can add visualizations from the **[!UICONTROL Visualizations]** tab.

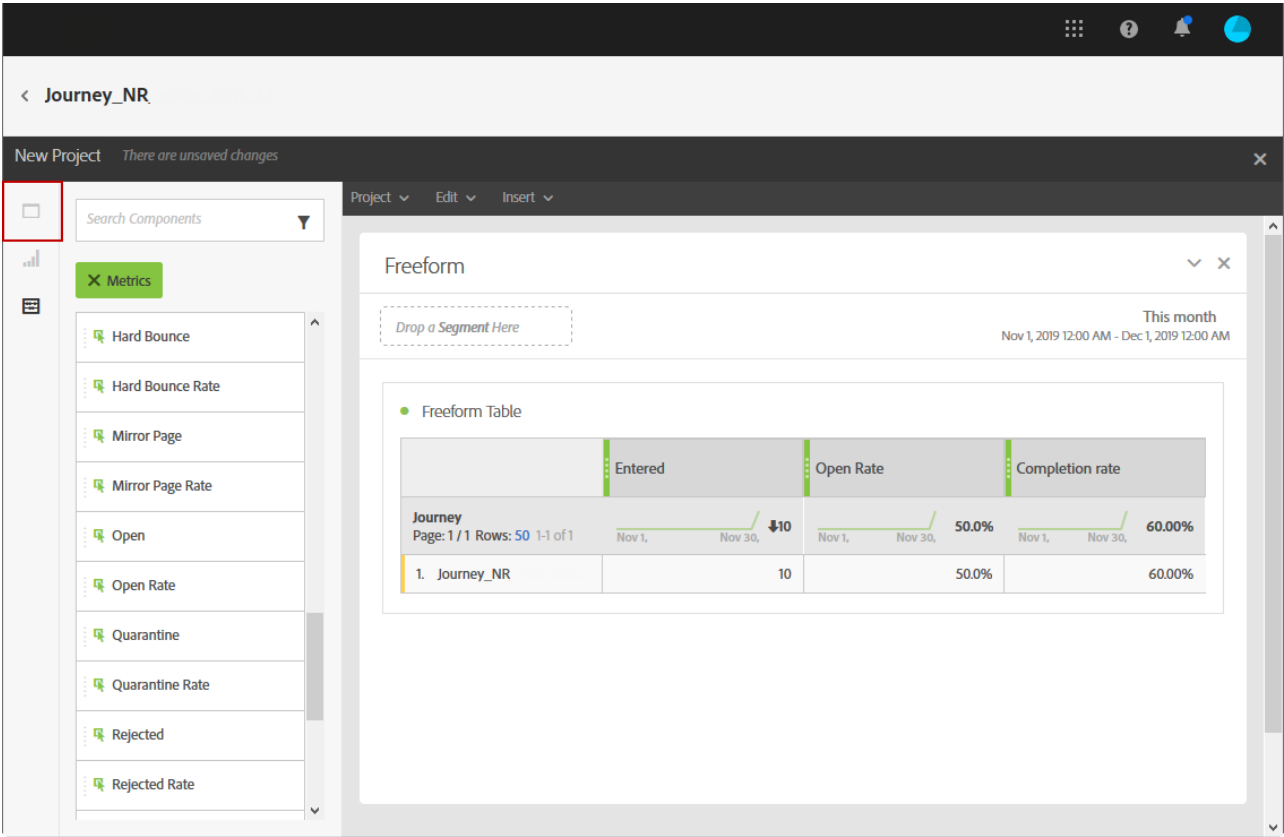
Adding panels{#adding-panels}

Adding a blank panel {#adding-a-blank-panel}

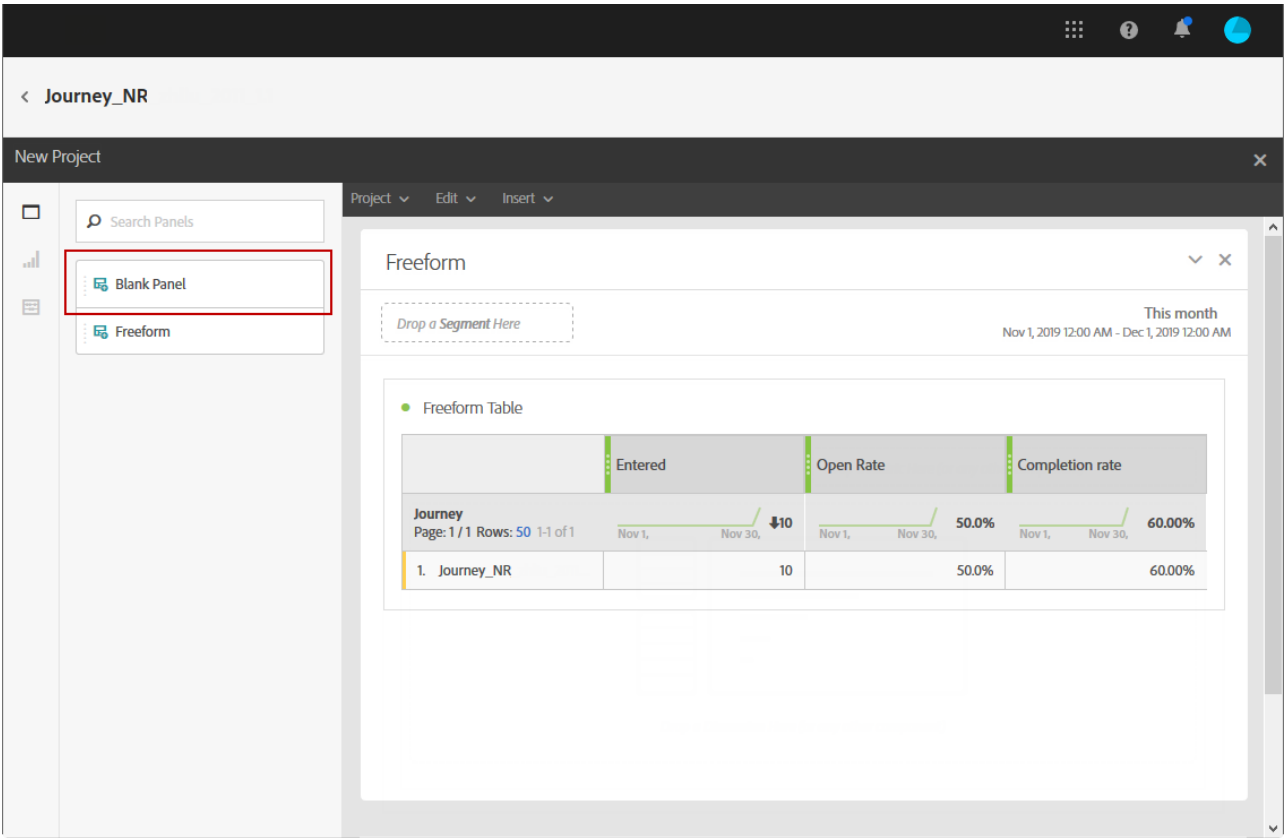
To start your report, you can add a set of panels to an out of the box or custom report. Each panel contains different data sets and is composed of freeform tables and visualizations.

This panel allows you to build your reports as needed. You can add as many panels as you want in your reports in order to filter your data with different time periods.

1. Click the **[!UICONTROL Panels]** icon. You can also add a panel by clicking the **[!UICONTROL Insert tab]** and selecting **[!UICONTROL New Blank Panel]**.



2. Drag and drop the [!UICONTROL Blank Panel] into your dashboard.



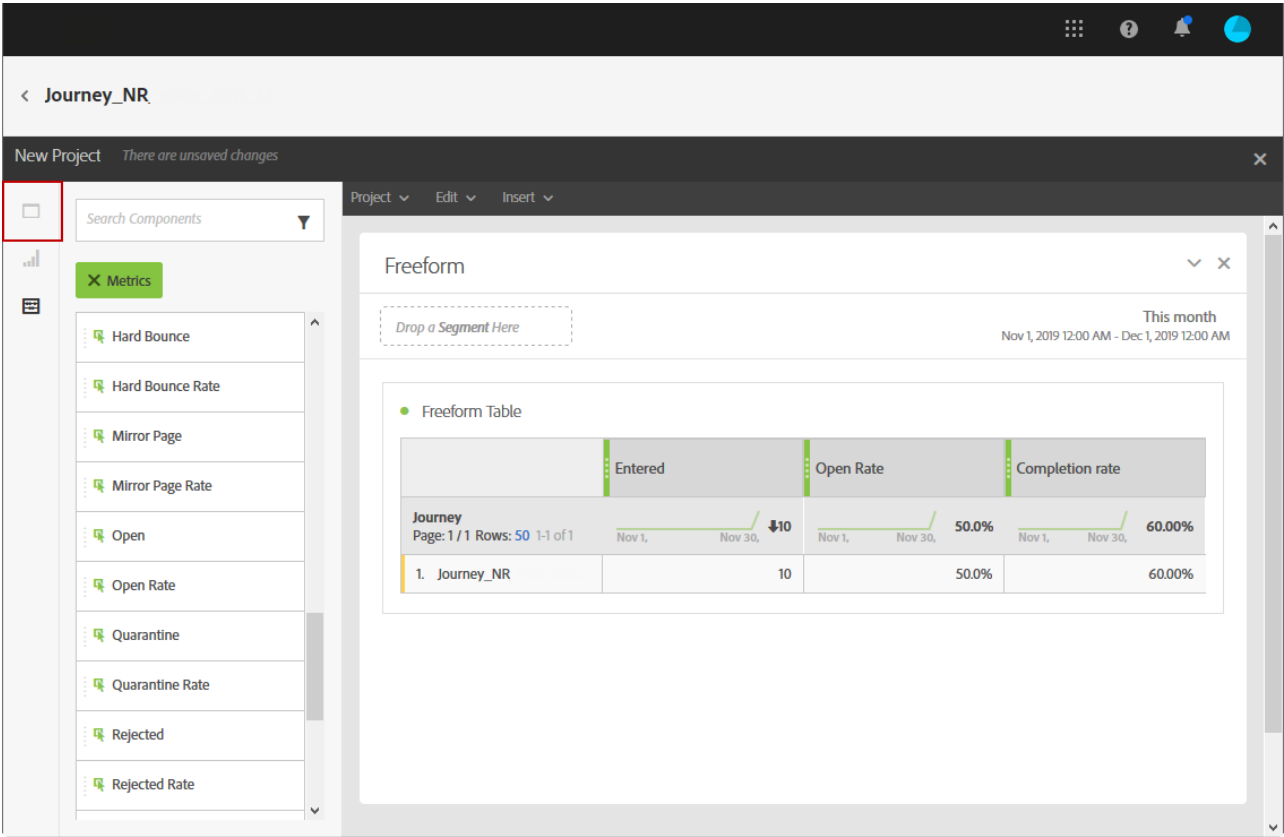
You can now add a freeform table to your panel to start targeting data.

Adding a freeform table {#adding-a-freeform-table}

Freeform tables allow you to create a table to analyze your data using the different metrics and dimensions available in the **[!UICONTROL Component]** table.

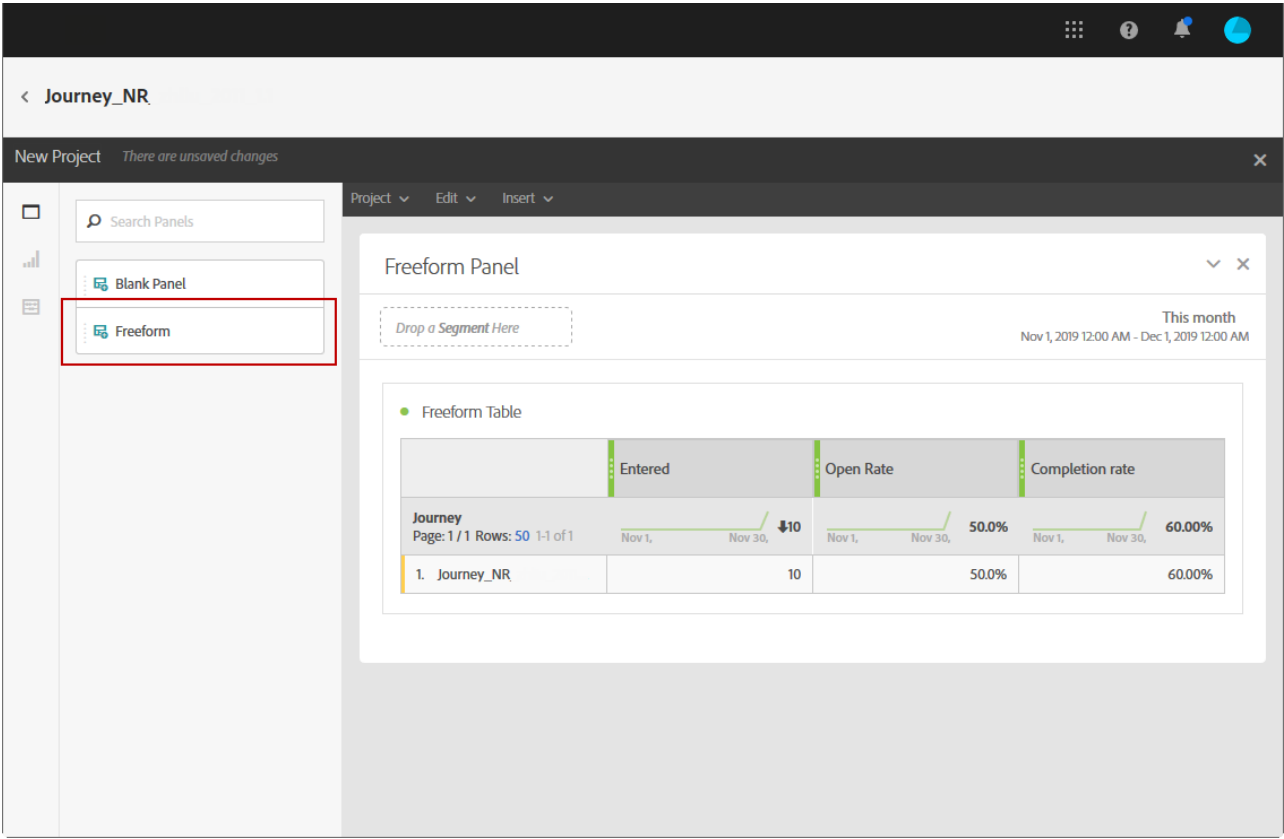
Each table and visualization is resizable and can be moved to better customize your report.

- 1. Click the **[!UICONTROL Panels]** icon.

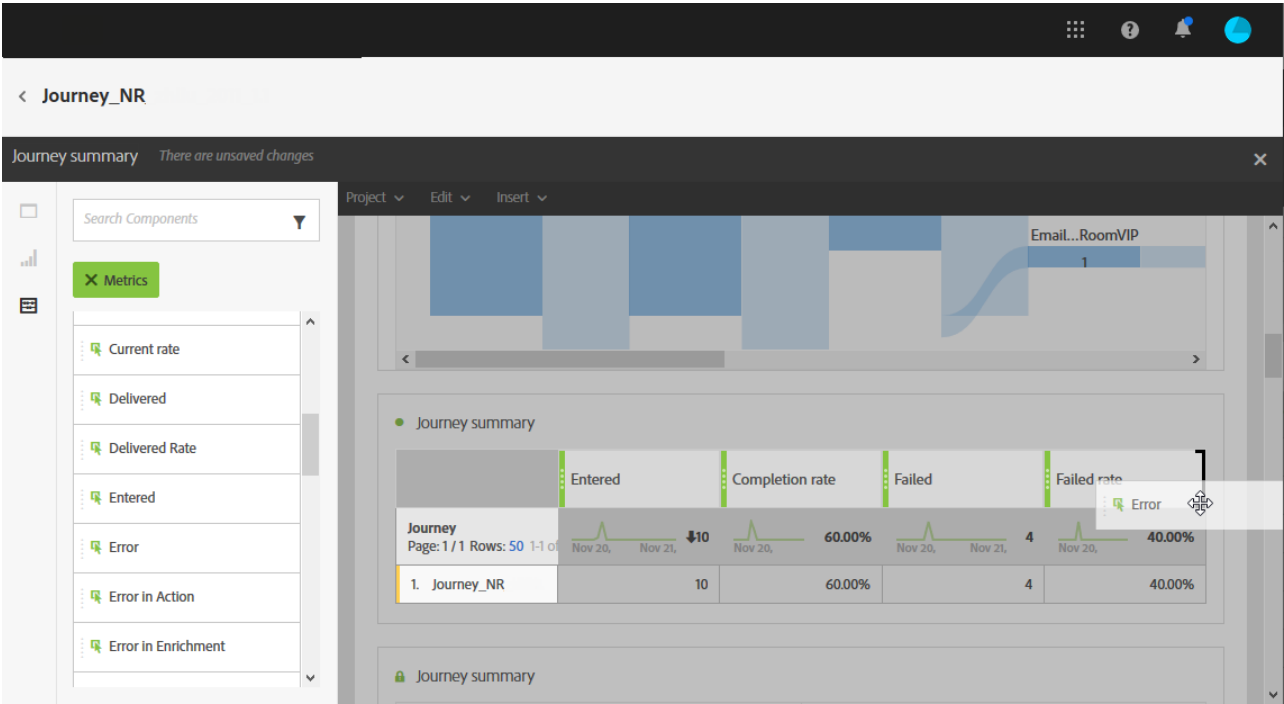


- 2. Drag and drop the **[!UICONTROL Freeform]** item into your dashboard.

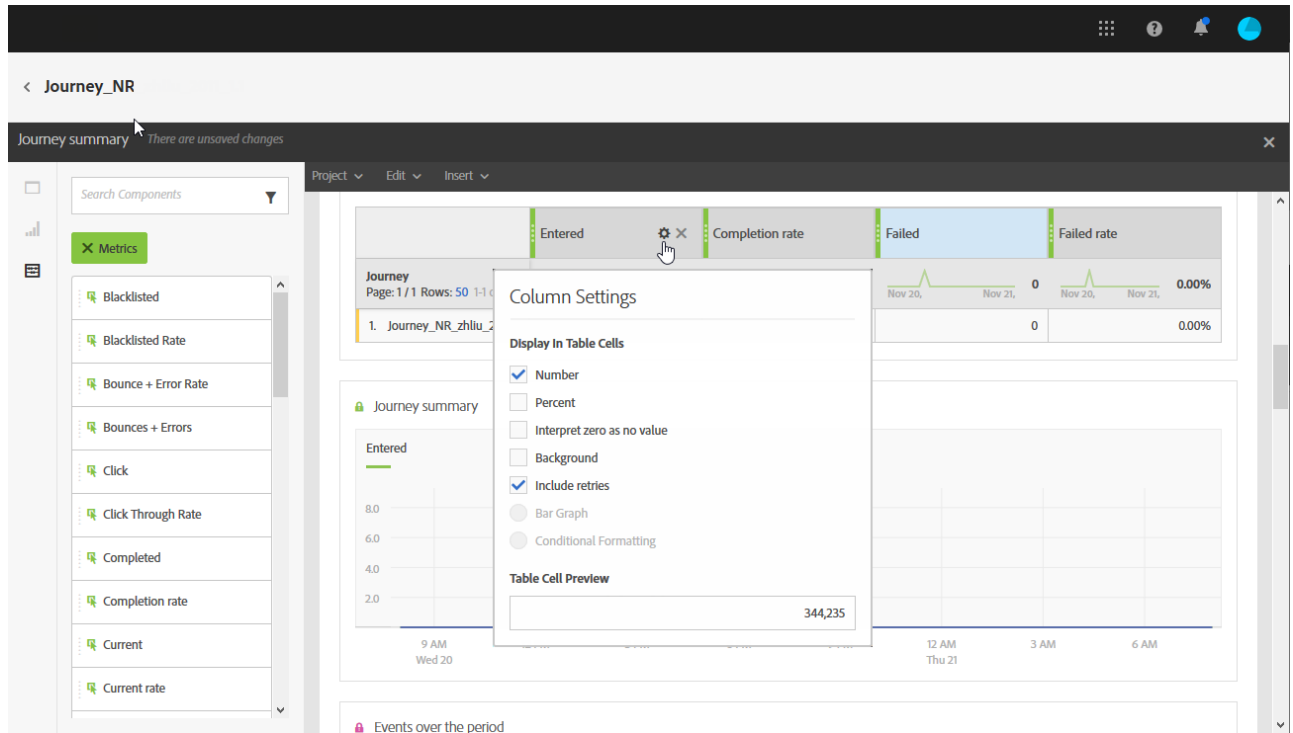
You can also add a table by clicking the **[!UICONTROL Insert]** tab and selecting **[!UICONTROL New Freeform]** or by clicking **[!UICONTROL Add a freeform table]** in an empty panel.



3. Drag and drop items from the **[!UICONTROL Components]** tab into the columns and rows to build your table.



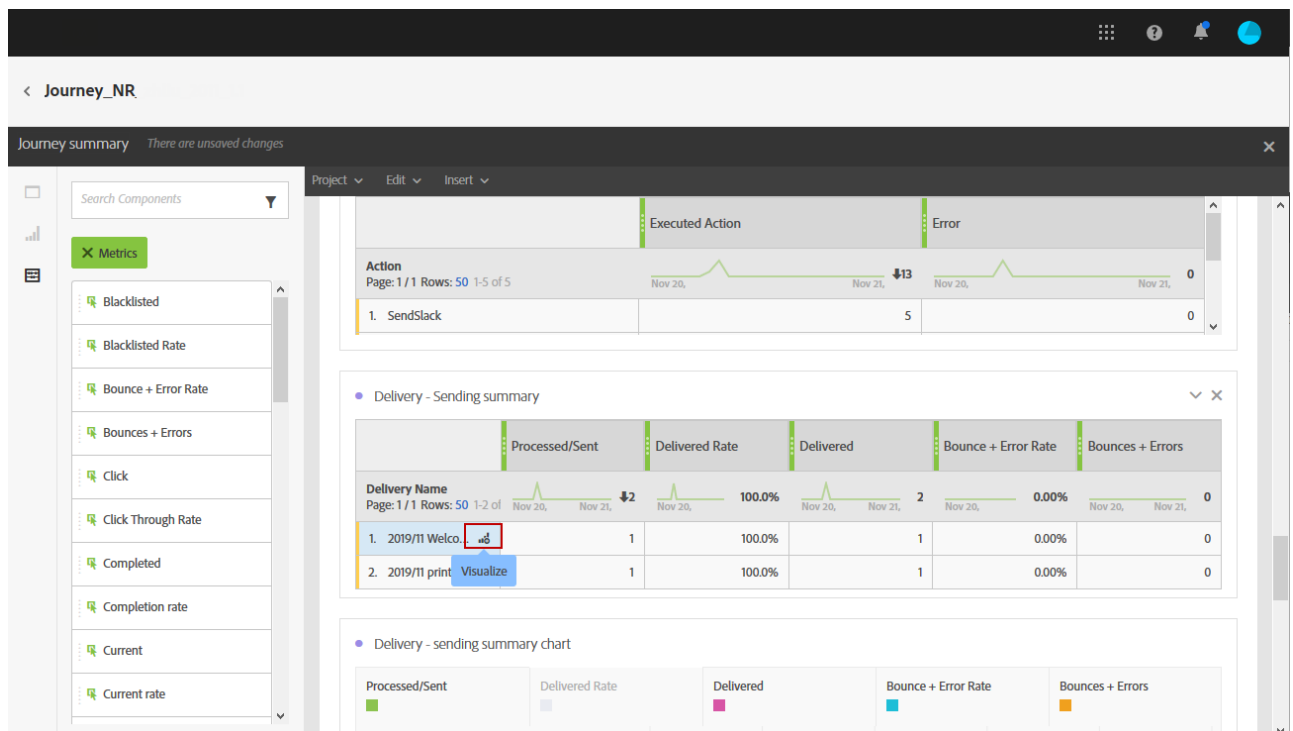
4. Click the **[!UICONTROL Settings]** icon to change how the data is displayed in your columns.



The **[!UICONTROL Column settings]** is composed of:

- **[!UICONTROL Number]**: lets you show or hide summary numbers in the column.
- **[!UICONTROL Percent]**: lets you show or hide percent in the column.
- **[!UICONTROL Interpret zero as no value]**: lets you show or hide when value equals zero.
- **[!UICONTROL Background]**: lets you show or hide the horizontal progress bar in cells.
- **[!UICONTROL Include retries]**: lets you include retries in the result. This is only available for **[!UICONTROL Sent]** and **[!UICONTROL Bounces + Errors]**.

5. Select one or multiple rows and click the **[!UICONTROL Visualize]** icon. A visualization is added to reflect the rows you have selected.

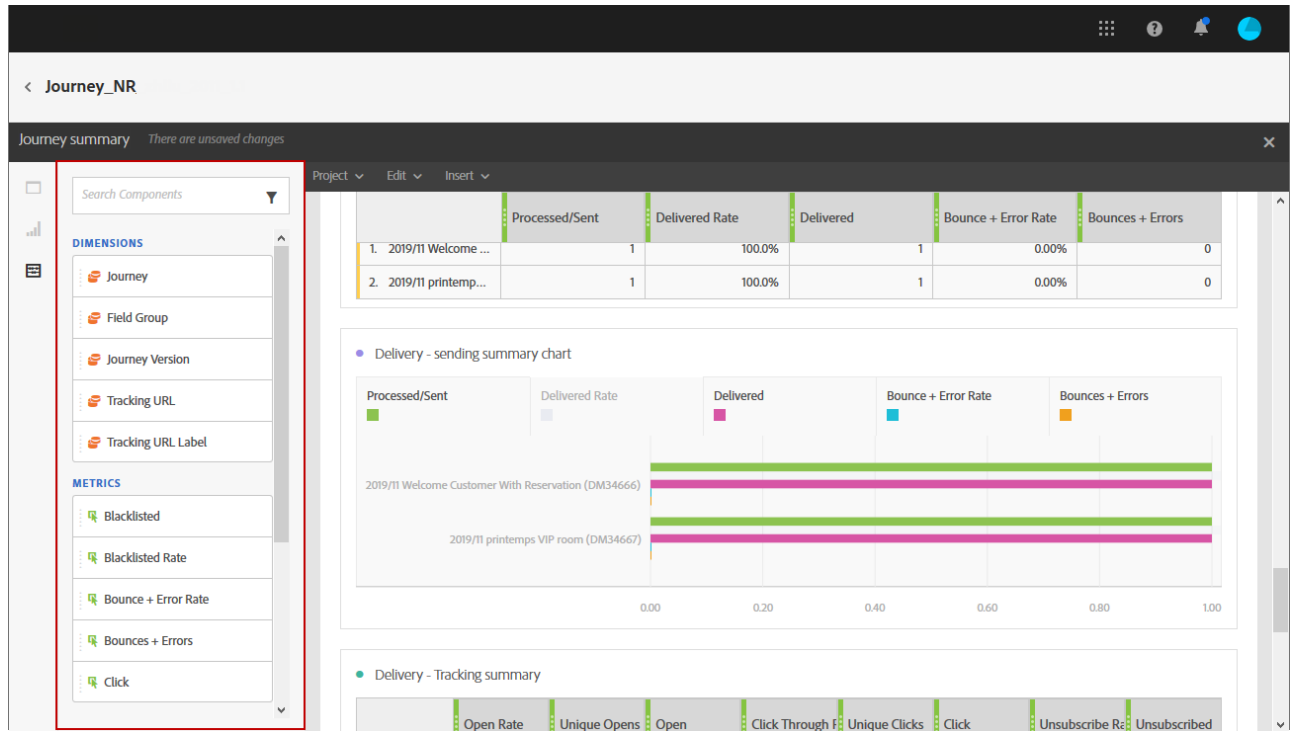


You can now add as many components as you need and also add visualizations to give graphical representations of your data.

Adding components{#adding-components}

Components help you customize your reports with different dimensions, metrics, and time periods.

1. Click the **[!UICONTROL Components]** tab to access the list of components.



2. Each category presented in the **[!UICONTROL Components]** tab displays the five most used items, click the name of a category to access its full list of components.

The components table is divided into four categories:

- **[!UICONTROL Dimensions]**: Get details from the deliveries log, such as the recipient's browser or domain, or the success of a delivery.
- **[!UICONTROL Metrics]**: Get details on the status of a message. For example, if a message was delivered and did the user open it.
- **[!UICONTROL Time]**: Set a time period for your table.

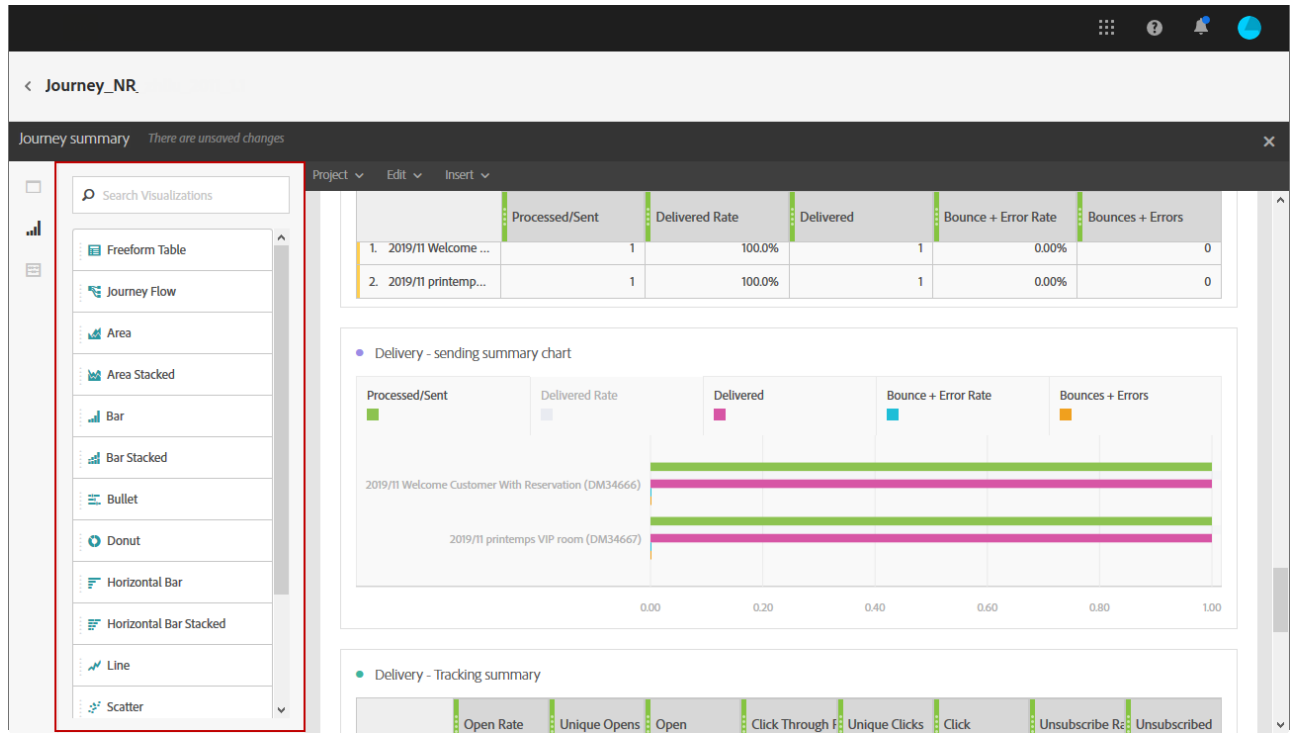
3. Drag and drop components in a panel to start filtering your data.

You can drag and drop as many components as needed and compare them to one another.

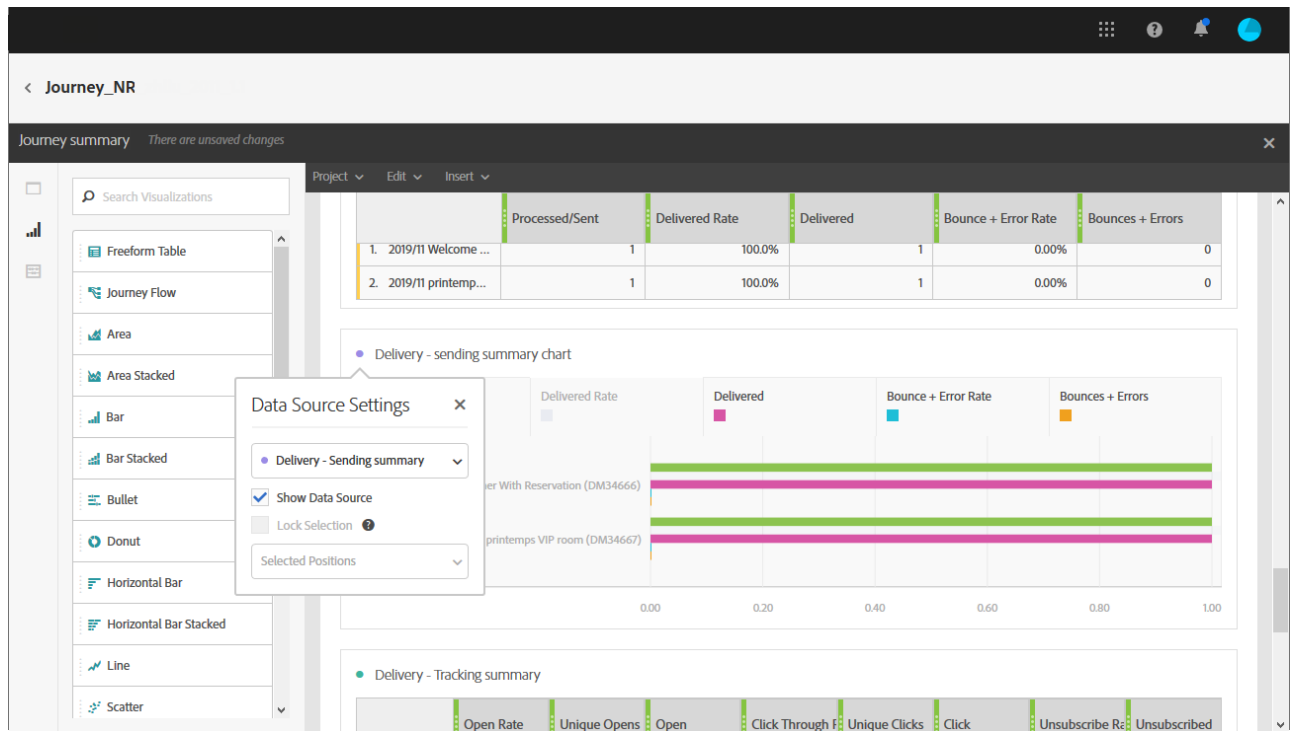
Adding visualizations{#adding-visualizations}

The **[!UICONTROL Visualizations]** tab lets you drag and drop visualization items, such as area, donut and graph. Visualizations give you graphical representations of your data.

1. In the **[!UICONTROL Visualizations]** tab, drag and drop a visualization item in a panel.

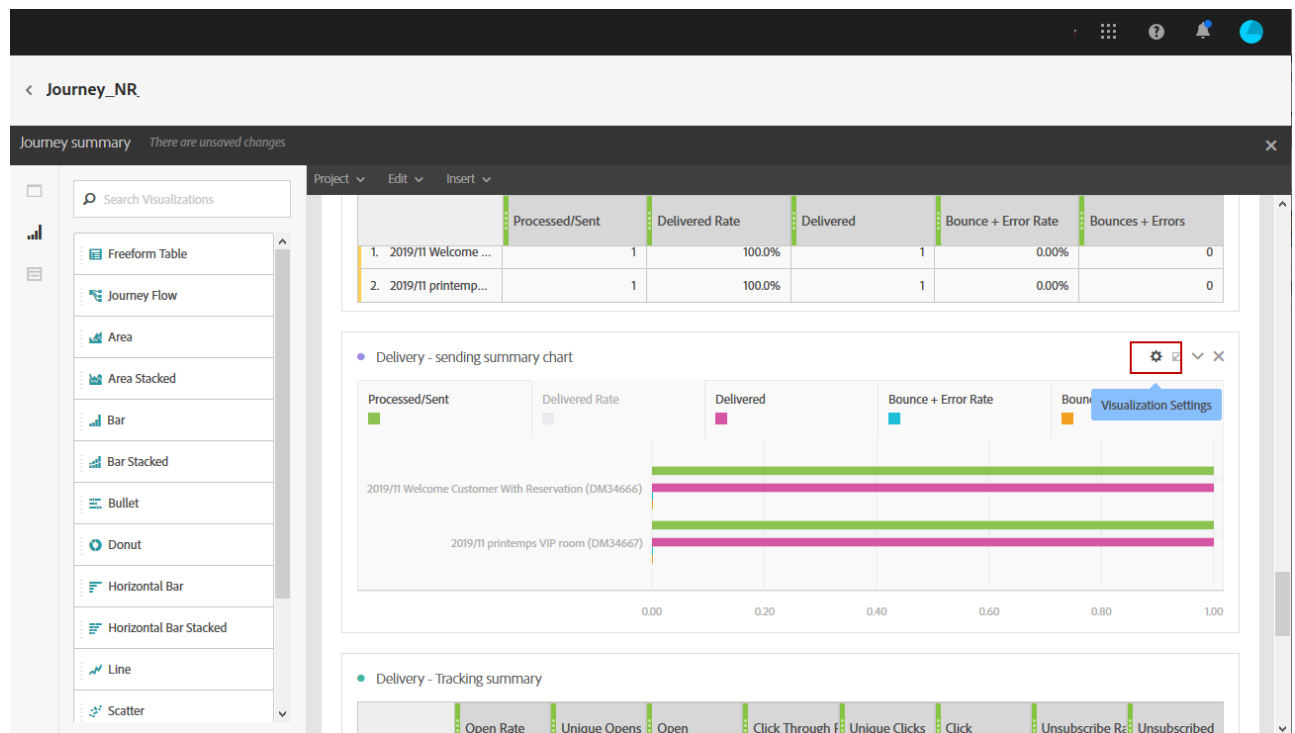


- After adding a visualization to your panel, your reports will automatically detect the data in your freeform table. Select the settings for your visualization.
- If you have more than one freeform table, choose the available data source to add in your graph in the **UICONTROL Data Source Settings** window. This window is also available by clicking on the colored dot next to your visualization title.



- Click the **UICONTROL Visualization** settings button to directly change the graph type or what is displayed on it, such as:
 - UICONTROL Percentages**: Displays the values in percentage.
 - UICONTROL Anchor Y Axis at Zero**: Forces the y axis to zero even if values range above zero.

- **Legend visible:** Lets you hide the legend.
- **Normalization:** Forces values to match.
- **Display Dual Axis:** Adds another axis to your graph.
- **Limit Max Items:** Limits the number of graphs displayed.
- **Threshold:** Let you set a threshold to your graph. It appears as a black dotted line.



This visualization allows you to have a clearer view of your data in your reports.

title: Dimensions and metrics available for Journey Orchestration
 description: Learn about dimensions and metrics available for Journey Orchestration
 page-status-flag: never-activated
 uuid: 269d590c-5a6d-40b9-a879-02f5033863fc
 contentOwner: sauviat
 products: SG_CAMPAIGN/CLASSIC
 audience: rns
 content-type: reference
 topic-tags: journeys
 disco: uuid: 5df34f55-135a-4ea8-afc2-f9427ce5ae7b
 index: n
 internal: n
 snippet: y

Dimensions and metrics available for Journey Orchestration {#concept_rfj_wpt_52b}

You can find here the list of every components available in Dynamic reports as well as their definitions.

Segments and **Profiles** components are not available for Journey Orchestration reports.

Please note that if two components are not compatible, the cell will display the value **None**. To learn more on compatibility between dimensions and metrics, refer to this [table](#).

The table below gives you the list of dimensions used in journey reports and their definitions.

Dimensions {#MBE_table_wk4_bnj_w2b}

Dimensions	Definition
Action	List of every action (action name - action label) used in journeys e.g. Push - Check out confirmation, Email - Rewards fidelity.
Data source	List of data sources (data source name) used to enrich data in a journey e.g. Experience platform, Reservation system.
Event	List of every event (event name - event label) used in journeys e.g. Geometrixx event - Geometrixx check out.
Field group	List of field groups (field group name) used to enrich data in journeys e.g. Profile field group, Geometrixx reservation system.
Journey	List of every journey (journey name) in test mode and live e.g. Cart abandonment, Hotel reservation notification.
Journey version	List of every published version of a journey (journey name + version's number) e.g. Cart abandonment v1, Hotel reservation notification v2.
Orchestration	List of every orchestration activity (Condition, End, Wait) defined and used in journeys. Condition: Data source condition (condition + number - label) e.g. Condition 1 - No credit card, Condition 2 - credit card holder. Time condition, date condition and split condition (condition number - split number - split details) e.g. Condition - split 1 - 50, Condition 2 - split 2 - 50.

Journey metrics {#MBE_p_p22_c4j_w2b}

The table below gives you the list of metrics used in journey reports, their definitions and formulas.

Metric	Definition	Formula
Completed	Total number of individuals that ended normally the journey.	= Journey exited
Completion rate	Total number of individuals that ended normally the journey compared to the total number of individuals who entered the journey.	= Journey exited/Journey entered*100
Current	Total number of individuals currently in the journey i.e. how many people entered minus people who exited, errors and timed out.	= Journey Entered - (../building-journeys/journey Exited + Error in Event + Error in Enrichment + Error in Action + Timeout in Action + Timeout in Event + Timeout in Enrichment + Journey in Timeout)
Current rate	Total number of individuals currently in the journey compared to the number of individuals who entered the journey.	= Current/Journey entered*100
Entered	Total number of events that occurred to start an individual entry in the journey.	= Event executed
Error	Total number of errors that occurred during a journey but didn't prevent the journey from being successful.	= Error in Journey + Error in Event + Error in Jump + Error in Enrichment + Error in Action + Journey in Timeout + Timeout in Action + Timeout in Event + Timeout in Enrichment
Error in Action	Total number of errors that occurred for actions.	= Error in Action + Timeout in Action
Error in Enrichment	Total number of errors that occurred for a data enrichment when calling a data source/field group.	= Error in Enrichment + Timeout in Enrichment
Error in Event	Total number of errors that occurred for events.	= Error in Event + Timeout in Event
Error rate	Total number of errors that occurred during a journey compared to the total number of occurrences in the journey.	=((Error in Event + Error in Enrichment + Error in Action + Journey in Timeout + Timeout in Action + Timeout in Event + Timeout in Enrichment)/(Executed action + Executed Enrichment + Executed Event + Executed orchestration))*100

Metric	Definition	Formula
Executed Action	Total number of actions executed for a journey.	= Executed action
Executed Enrichment	Total number of enrichments executed by calling a data source to get specific field groups.	= Executed enrichment
Executed Event	Total number of actions executed for a journey.	= Executed event
Executed Orchestration	Total number of orchestration objects (end, wait, condition) executed for a journey.	= Condition executed
Failed	Total number of journeys that were not successfully executed.	= Error in Journey + Journey in timeout
Failed rate	Total number of journeys that were not successfully executed compared to the number of run journeys.	= Error in Journey + Journey in timeout / Journey entered*100

Delivery metrics {#delivery-metrics}

The table below gives you the list of metrics used in journey reports, their definitions and formulas.

Metric	Definition	Formula
Blacklisted	Number of recipients who have declared an email as spam or junk.	failureReason=8, failureType = 2
Blacklisted rate	Total number of messages marked as blacklisted compared to messages sent.	Blacklisted / Sent
Bounces + errors	Total of errors cumulated during delivery and automatic return processing in relation to the total number of sent messages.	status=2
Bounce + error rate	Total number of messages that bounced compared to messages sent.	Bounces / Sent
Click	Number of times a content was clicked in a delivery.	trackingUrlType = 1, 10 or 11

Metric	Definition	Formula
Click through rate	Total number of clicks in a delivery compared to the number of delivered messages.	Unique Clicks / Delivered
Delivered	Number of messages successfully sent, in relation to the total number of sent messages.	status=1
Delivered rate	Total number of messages successfully delivered compared to messages sent.	Delivered / Sent
Error	Total number of errors that occurred during a journey but didn't prevent the journey from being successful.	= Error in Journey + Error in Event + Error in Jump + Error in Enrichment + Error in Action + Journey in Timeout + Timeout in Action + Timeout in Event + Timeout in Enrichment
Hard bounce	Total number of permanent errors, such as a wrong email address.	failureType=2 AND failureReason=8
Hard bounce rate	Total number of deliveries that failed due to permanent errors compared to messages sent.	Hard bounces/ Sent
Mirror page	Number of recipients who clicked on the mirror page link.	trackingUrlType=6
Mirror page rate	Total number of clicks on the mirror page link compared to the total delivered messages.	Mirror page / Delivered
Open	Number of times a message was opened in a delivery.	(trackingUrlType=2) + Unique(trackingUrlType=1,2,3,6,10,11) - Unique(trackingUrlType=2)
Open Rate	Total number of opened messages compared to the number of delivered messages.	Unique Opens / Delivered
Quarantine	Number of messages that bounced and resulted in the quarantine of the address.	isQuarantine=true
Quarantine Rate	Total number of quarantines compared to messages sent.	Quarantine / Sent
Rejected	Number of messages classified as spam by the SMTP servers.	failureReason=20, failureType=2

Metric	Definition	Formula
Rejected rate	Total number of messages marked as rejected compared to messages sent.	Rejected / Sent
Processed/sent	Total number of sends for the delivery.	Delivered + Bounces
Soft bounce	Total number of temporary errors, such as a full inbox.	failureType=1
Soft bounce rate	Total number of deliveries that failed due to temporary reason compared to messages sent.	Soft Bounces/ Sent
Unique clicks	Number of recipients who clicked on a content in a delivery.	Unique clicks are calculated using ThetaSketch concepts.
Unique opens	Number of recipients who opened the delivery.	unique(@trackingUrlType=1,2,3,6,10,11)
Unsubscribed	Number of clicks on the unsubscription link.	trackingUrlType=3
Unsubscribe rate	Total number of unsubscriptions by recipient compared to the delivered messages.	Unsubscribed/Delivered