

Email Automation KPIs - v1.0

20/10/2025

23/10/2025

Last updated on 23 Oct 2025

29

Total emails sent

29

Emails sent

7.3

Average emails per day

19

Unique Recipients

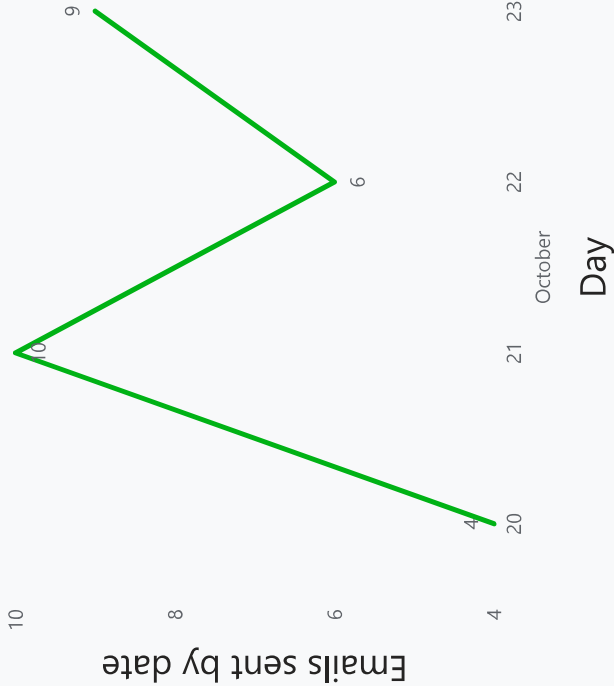
89.7%

Success Rate %

10.3%

Failure Rate %

Emails sent by date



EmailLog

timestamp	DateOnly	recipient	status	subject
23/10/2025 18:11:00	23/10/2025 ...	james@coffecraft.pt	Sent	Feedback summary
23/10/2025 10:45:25	23/10/2025 ...	lisa@smartenergy.de	Sent	Survey invitation
23/10/2025 08:12:43	23/10/2025 ...	maria@vastint.com	Sent	Monthly summary
23/10/2025 17:05:17	23/10/2025 ...	sarah@greenco.nl	Sent	Thank-you message
23/10/2025 14:12:25	23/10/2025 ...	support@greenco.nl	Sent	Support resolved
22/10/2025 09:44:10	22/10/2025 ...	alex@designflow.io	Sent	Feedback request
22/10/2025 14:55:36	22/10/2025 ...	info@techbridge.se	Failed	Invoice pending notice
22/10/2025 10:23:54	22/10/2025 ...	lucas@greenco.nl	Sent	Weekly digest
22/10/2025 11:30:42	22/10/2025 ...	marketing@hoteleco.it	Sent	Automation report
22/10/2025 13:09:18	22/10/2025 ...	paula@bioconstruct.eu	Sent	Trial follow-up

Day

Automation Flow

Data comes from a Google Form → saved in Google Sheets → processed automatically in Make (Integromat) → emails sent via Gmail → logs written back to Sheets → visualized here in Power BI.

Tech Stack: Power BI · Make (Integromat) · Google Sheets · Gmail API · DAX.

Key KPIs: Total emails, Average/day, Unique recipients, Success & Failure rates.

Created by Adriano Goes · v1.0 · 2025