

Campaign Analytics

New Campaign Analytics

We're excited to introduce our **new Campaign Analytics**, a complete redesign and expansion of our analytics and reporting experience. These updates are built to give you **deeper insights, clearer statuses, and actionable information** to help you understand, optimize, and scale your campaigns with confidence.

New analytic page metrics

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(<https://downloads.intercomcdn.com/i/o/qjmc10sy/1680839682/cc4175c2efdb8e6b4bc19a6cceb4/Analytic+Page.png?expires=1770309900&signature=9be5be0b639999d3b4be5e469dfb8a59b157814d4522412d3345dd080b9e3d57&req=>

The new **Campaigns Analytics Page** gives you a global overview of all campaign activities, across all users and channels. You can now track:

Replies

- **Total Replies** - Total number of replies
- **Conversations by Tag** (e.g., Booked, Converted, Out of Office, Not Interested)

Understand not just who replied, but what they said. Measure quality, not just quantity. This helps your team learn, iterate, and follow up smarter.

Audience Metrics

- **Added to campaign** - Total number of contacts added to campaigns
- **Total Started** - Contacts who have completed at least one action
- **Total Contacted** - Contacts who have received at least one message via LinkedIn or email

LinkedIn Metrics

- **LinkedIn Messages Sent**
- **Connection Requests Sent**
- **Connections Accepted**
- **Profiles Visited**
- **Posts Liked**

Email Metrics

- **Emails Sent**
- **Emails Opened**
- **Emails Clicked**
- **Emails Bounced**
- **Email Replies**


You can filter by Campaign, Created by, Identity, Campaigns Tags and time range. These filters allow you to analyze performance in **hyper-targeted ways**, understand what works best, and identify underperforming segments.

? Frequently Asked Questions (FAQ)

1. Does the analytics data include actions I do directly on LinkedIn, outside of Genesys campaigns?

No — the analytics only track actions performed **through Genesys campaigns**. Any manual actions you take directly on LinkedIn (like sending a connection request, messaging someone, or liking a post) **will not be reflected** in the campaign analytics or reports.

This ensures your reports stay accurate and only measure performance based on automated or scheduled campaign activity inside Genesys.

 *Tip: If you're managing contacts manually outside the platform, consider tagging or excluding them from campaigns to avoid overlap or confusion in reporting.*

2. Why are some reply rates lower than before?

With the new analytics, we now **exclude automated replies** like "Out of Office" from the reply rate to give you a more accurate measure of meaningful responses.

3. Can I filter reports by campaign creator or time range?

Yes. In the Analytic page, you can filter data by:

- Campaign name
 - User (Created by)
 - Identity used
 - Campaigns Tags
 - Date range
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4. How does AI tagging work in the Replies tab?

Our system scans replies and applies relevant tags (e.g., *Out of Office*, *Not Interested*, *Referral*). You can apply additional tags manually. This tagging helps generate **more structured reporting and reply quality insights**.

5. How often is the analytics data updated?

Data is updated in near real-time. You may experience brief delays (a few seconds to minutes) depending on processing time and campaign activity volume.