# Analytics

The **Analytics** page is designed to help you understand your performance across LinkedIn and Email. It provides deep insights into how many people you have reached, your reply rates, and which campaigns or identities are performing best .

The dashboard is divided into two main views:

1. **Performance Tab:** A view showing conversion rates, engagement, and results per campaign, identity, and tag.
2. **Summary Tab:** A time-based view showing daily actions and trends.

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# The Performance Tab 🏆

This tab focuses on conversion rates and comparative performance.

## The Outbound Funnel

The main chart displays your outbound process. You can switch the view between **All channels**, **LinkedIn**, and **Email** . Each bar represents a specific stage:

- **Total Audience:** The total number of people added to a campaign (all contacts created during the selected period). This represents 100% of your pool.
- **Engaged:** Contacts who took *any* action: LinkedIn profile visits, connection requests, messages, or were contacted via email.
    - *Calculation:* `(Engaged / Total Audience) × 100` .
- **Contacted:** Contacts who received at least one message (LinkedIn or Email).
    - *Calculation:* `(Contacted / Total Audience) × 100` .
- **Replied:** Contacts who responded to your outreach.
    - *Calculation:* `(Replied / Contacted) × 100` .

- **Positive:** Conversations tagged with positive category tags (e.g., "Interested", "Meeting booked").
    - *Calculation:* `(Positive / Contacted) × 100`.

💡 About Positive Replies: This metric includes both AI-generated positive tags and manual tags you have created to reflect genuine interest. It helps you measure real buying intent and engagement quality .

## Tagged Conversations

On the right side, you will see a list of tags with bars indicating the volume of conversations for each category.

- **Filtering:** You can filter this view by **All Channels**, **LinkedIn**, or **Email** .
- **Interactive:** Clicking on any tag will open the **Inbox**, automatically filtered to show conversations with that specific tag. This makes it easy to review or follow up on specific categories .
- **Counting Rule:** This chart *only* shows tags that were added during the selected time period.

## Managing Tags in Analytics

Understanding how tag removal affects your data is crucial:

- **Deleting a Tag:** If you delete a tag (AI or manual) from the "AI Conversations Tags" page, all instances of that tag are removed from conversations. Consequently, **the tag will no longer appear in Analytics** .
- **Deactivating a Tag:** If you simply deactivate an AI tag, the tags already assigned to existing conversations remain. Therefore, **the metric will still appear in Analytics**. To remove it, you must either manually remove the tags from the conversations or fully delete the tag from the settings .

## Performance Tables

Below the funnel, you can toggle between two detailed tables to compare results.

## 📊 Campaigns Performance Table

Shows how each campaign performs overall and by channel.

- **General Columns:** Audience, Contacted, Replied.
- **LinkedIn Columns:** Engaged, Sent, Accepted, Contacted, Replied, Positive.
- **Email Columns:** Contacted, Opened, Clicked, Replied, Positive.
- **Sorting:** By default, the table is sorted by **Reply Rate**. Note that the reply rate reflects *all* accumulated conversations (e.g., 1 reply from 1 person = 100%; 54 replies from total audience = 76.1%) .
- *Tip:* Hover over the "Positive" cell to see a breakdown of the specific positive tags.

## 👤 Identities Performance Table

Analyzes the effectiveness of each sender or identity.

- **General Columns:** Audience, Contacted, Replied.
- **LinkedIn Columns:** Engaged, Sent, Acceptance rate, Contacted, Replied, Positive.
- **Email Columns:** Contacted, Opened, Clicked, Replied, Positive .

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# The Summary Tab 📅

This time-based view helps you understand how your activity evolves daily.

## Replies Chart

A line chart showing replies over time.

- **Metrics:**
  - **LinkedIn (Blue line):** Replies received through LinkedIn.
  - **Email (Green line):** Replies received via email.
- **Counting Rules:**
  - Each person is counted **once per day** they reply. If they reply on Monday and Wednesday, they are counted on both days .
  - Bounced emails (delivery failures) are **NOT** counted as replies.

## Total Metrics Section

Three charts represent the overall campaign funnel over time:

- **Added to Campaign:**
  - *What it means:* How many new people entered your campaigns each day (like adding people to a mailing list).
  - *Counting:* Each person is counted once on the day their campaign started .
- **Total Started:**
  - *What it means:* How many people had their first actual activity (e.g., profile visit, message sent).
  - *Counting:* Each person is counted once on the day of their **very first activity**.
  - *Note:* This can include people added in previous periods if their first action happened during your selected dates .
- **Total Contacted:**
  - *What it means:* How many people you reached out to for the first time.
  - *Counting:* Each person is counted once on the day you sent them their first message (LinkedIn or Email) .
- **Companies Contacted:**
  - *What it means:* Number of unique companies contacted.
  - *Counting:* Each company is counted once, on the day the first contact with *any* person in that company was made .

## LinkedIn Metrics Section

Tracks all LinkedIn outreach activity:

- **Messages Sent:** Every LinkedIn message or InMail sent.
  - *Counting:* Every single message counts. E.g. If you send 3 messages to John, that counts as 3.
- **Connection Requests Sent:** Number of contacts who received a request.

    - *Counting:* Each person is counted once on the day you sent the request .
- **Connections Accepted:** Number of contacts who accepted your request.
    - *Counting:* Each person is counted once on the day they accepted. Compare this to "Requests Sent" to find your acceptance rate .
- **Visited Profiles:** Number of profile visits made.
    - *Counting:* Every visit counts, even multiple visits to the same person .
- **Liked Posts:** Number of posts liked.
    - *Counting:* Every like counts. This is a great way to warm up contacts .

## Email Metrics Section

Tracks your email activity:

- **Emails Sent:** Number of messages sent.
    - *Counting:* Every single email counts. If you send a 5-email sequence to Jane, that counts as 5 .
- **Emails Bounced:** Number of conversations where the email failed to deliver.
    - *Note:* High bounces indicate a need for better data quality .
- **Emails Opened:** Number of messages opened.
    - *Counting:* Each email is counted **once (first open only)**, even if opened 10 times.
    - *Accuracy:* This uses tracking pixels, so it is not 100% accurate if clients block tracking .
- **Emails Clicked:** Number of people who clicked a link in your email.
    - *Counting:* Each email is counted **once (first click only)**. This indicates high engagement .

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# ⚙️ Filters, Exports & Data Ranges

## Filters

You can customize the data you view using the following filters :

- Identities
- Created By
- Campaigns
- Campaign Tags
- Company Country

## Data Ranges & Comparisons

The dates you choose determine the data shown.

- **Selected Period:** The specific dates you want to analyze (e.g., Jan 15 - Jan 30).
- **Previous Period (Comparison):** This is automatically calculated to be the same length as your selected period, shifted backward (e.g., Dec 31 - Jan 14). This allows you to easily see if you are improving over time .

## Export Options

All Analytics data can be exported in multiple formats using the **Export** button :

- **Daily Comprehensive:** All metrics per day.
- **Replies Only:** LinkedIn and Email replies.
- **Tags Only:** Tagged conversations data.
- **Metrics Only:** Overall summary metrics.
- **Campaign & Identity Performance:** Detailed performance tables.