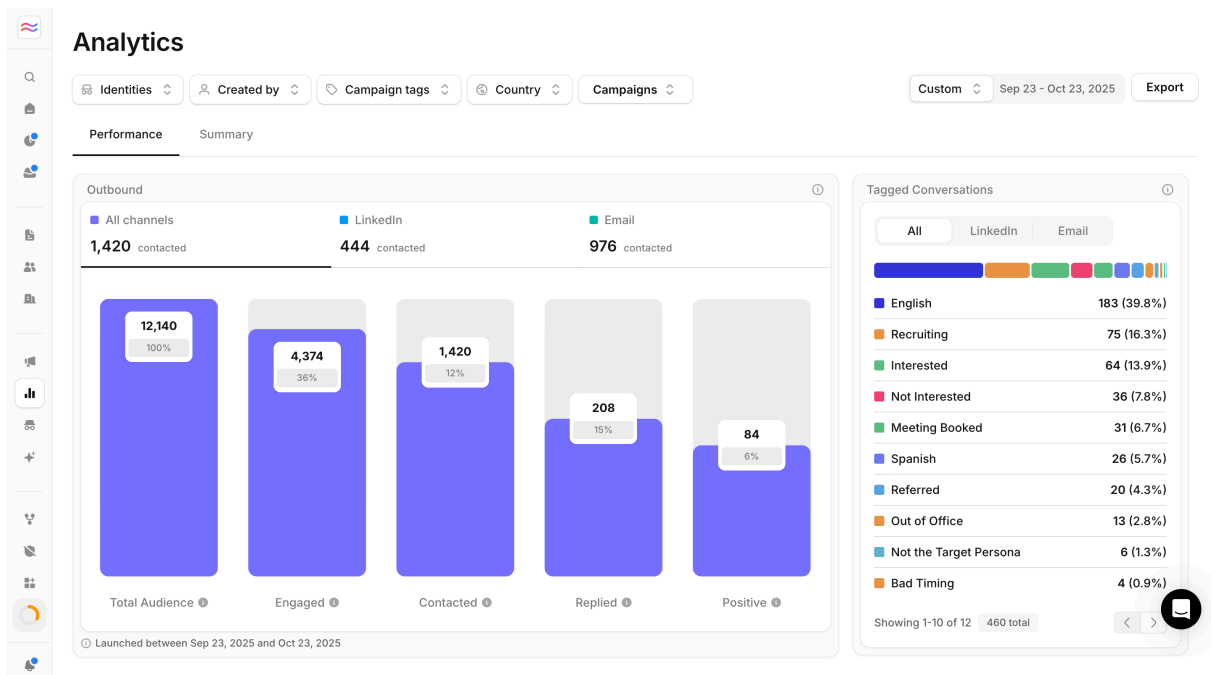# Analytics section

The **Analytics Page** helps you understand your performance across LinkedIn and Email — how many people you've reached, your replies and which campaigns or identities perform best.

🧭 PAGE STRUCTURE

The Analytics Dashboard has two main views:

1. **Performance Tab** – A performance view showing conversion rates, engagement and results per campaign, identity and tag.

2. **Summary Tab** – A time-based view showing daily actions and trends.

🚀 PERFORMANCE TAB

The Performance Tab shows **how well your campaigns perform**, focusing on conversion rate, percentages and comparative performance.

🎯 HOW TO READ THE OUTBOUND FUNNEL

Each bar represents a stage of your outbound process.

Metrics by Channel:

You can switch between three views: All channels, LinkedIn and Email.

Stage	Description
Total Audience	Total number of people who were added to a campaign. All contacts created during the selected period (100%).
Engaged	Contacts who took any action: LinkedIn profile visits, connection requests, messages or were contacted via email. Percentage calculated as: (Engaged / Total Audience) × 100
Contacted	Contacts who received at least one message (LinkedIn or Email). Percentage calculated as: (Contacted / Total Audience) × 100
Replied	Contacts who responded to your outreach (LinkedIn or Email). Percentage calculated as: (Replied / Contacted) × 100
Positive	Conversations tagged with positive category tags (interested, meeting scheduled, etc.). Percentage calculated as: (Positive / Contacted) × 100

Positive Replies Tags include both **AI-generated positive tags** and **manual tags** you've created that reflect genuine interest or success (e.g., "Interested," "Meeting booked"). These help you quickly measure real buying intent and engagement quality.

🏷️ TAGGED CONVERSATIONS

What you see: A list of tags with bars showing how many conversations have each tag"Tagged conversations". Shows all the labels assigned to your conversations.

You can filter by:

- **All Channels**

- **LinkedIn**

- **Email**

Notes

- Counting rule: Only shows tags that were added during the selected time period

- Switching channels updates the chart dynamically.

- You can also click on any tag to open the Inbox, where you'll see all conversations automatically filtered by that tag. This makes it easy to review, follow up or analyze the specific replies behind each category.

Managing Tags in Analytics:

- **Deleting a Tag:**

  If a user deletes a tag — whether an **AI-generated tag** or a **manual tag** — from the **AI Conversations Tags** page, all tags associated with the conversations are also removed.

  As a result, the tag will **no longer appear in Analytics**.

- **Deactivating a Tag:**

  If a user **deactivates an AI tag**, the tags on existing conversations **remain**.

  Therefore, the metric for that tag will **still appear in Analytics**.

  To remove it from Analytics, the user must either:

  1. **Manually remove the tags** from the corresponding conversations, or

  2. **Delete the tag** from the **AI Conversations Tags** page.

📋 CAMPAIGN & IDENTITY PERFORMANCE TABLES

Below the funnel, you'll find two detailed performance tables you can toggle between.

Campaigns Performance Table

Shows how each campaign performs overall and by channel.

Columns:

General information: Audience, Contacted, Replied,
Positive **LinkedIn:** Engaged, Sent, Accepted, Contacted, Replied, Positive

Email: Contacted, Opened, Clicked, Replied and Positive

Tip: Hover over the **Positive** cell to see a breakdown of specific positive tags (e.g., "Interested," "Meeting booked," etc.).

Note

- The table is sorted by reply rate by default.

- **Reply rate also reflects all accumulated conversations**.

  - Example: `100% (1)` → 1 reply from 1 person, `76.1% (54)` → 54 replies from the total audience.

Identities Performance Table

Analyze the effectiveness of each sender or identity.

Columns:

General information: Audience, Contacted, Replied,
Positive **LinkedIn:** Engaged, Sent, Acceptance rate, Contacted, Replied, Positive

Email: Contacted, Opened, Clicked, Replied and positive

🎯 SUMMARY TAB (TIME-BASED VIEW)

This view helps you understand **how your activity evolves over time**.

REPLIES CHART

What you see:

A line chart showing replies over time, with separate lines for each channel.

Metrics shown:

- **Replies:** Total number of contacts who have replied to at least one message.

- **LinkedIn (Blue line):** Replies received through LinkedIn.

- **Email (Green line):** Replies received via email.

Notes:

- Each person is counted once per day they reply.

- If someone replies on Monday and again on Wednesday, they're counted on both days

- Bounced emails (delivery failures) are NOT counted as replies

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📊 TOTAL METRICS SECTION

Three charts represent the overall campaign funnel over time:

1. **Added to Campaign:**

   - What it means: How many people were added to your campaigns

   - Simple explanation: "How many new people entered your campaigns each day"

   - Counting: Each person is counted once on the day their campaign started

     Note: This is like adding people to your mailing list

2. **Total Started:**

   - What it means: How many people had their first action/activity

   - Simple explanation: "How many conversations actually began doing something (visiting profile, sending message, etc.)"

   - Counting: Each person is counted once on the day of their very first activity

   - Important: This can include people added in previous periods if their first action happened during your selected dates

3. **Total Contacted:**

   - What it means: How many people received their first message from you

- Simple explanation: "How many people you actually 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)

- Note: This is when they first hear from you!

4. **Companies contacted:**

   - **What it means:** Number of unique companies contacted through your campaigns.

   - **Simple explanation:** "How many different companies you reached out to for the first time."

   - **Counting:** Each company is counted **once**, on the day the first contact with any person in that company was made.

     Note: This metric is derived from the **Total Contacted** people metric, aggregated by company.

💼 LINKEDIN METRICS SECTION

Tracks all LinkedIn outreach activity:

1. **Messages Sent** – Every LinkedIn message or InMail sent.

   - Counting: Every single message counts, so one person can receive multiple messages

   - Example: If you sent 3 messages to John, that's 3 messages counted

2. **Connection Requests Sent** – Number of contacts who received a LinkedIn connection request sent via your Genesy campaigns.

   - Counting: Each person is counted once on the day you sent them a connection request

3. **Connections Accepted** – Number of contacts who accepted the LinkedIn connection request sent through your Genesy campaigns.

- Counting: Each person is counted once on the day they accepted

- Success metric: Compare this to "Connections requests sent" to see your acceptance rate

4. **Visited Profiles** – Number of LinkedIn profile visits made to contacts.

   - Counting: Every visit counts, so you can visit the same person multiple times

   - Note: LinkedIn shows people when you view their profile (unless you're in private mode)

5. **Liked Posts** – Number of posts liked on LinkedIn.

   - Counting: Every like counts, so you can like multiple posts from the same person

   - Note: This is a way to warm up contacts before reaching out

📧 EMAIL METRICS SECTION

Tracks your email activity:

1. **Emails Sent** – Number of email messages sent.

   - Counting: Every single email counts, so one person can receive multiple emails

   - Example: If you sent a follow-up sequence with 5 emails to Jane, that's 5 emails counted

2. **Emails Bounced** – Number of conversations where the email bounced.

   - Counting: Each bounce message received

   - Note: High bounces mean you need better email addresses

3. **Emails Opened** – Number of email messages that were opened.

- Counting: Each email is counted once (first open only), even if someone opens it 10 times

- Important: This uses tracking pixels, so it's not 100% accurate (some email clients block tracking)

4. **Emails Clicked** – Number of people who clicked on the link in the email (first click only).

- Counting: Each email is counted once (first click only), even if they click multiple times

- Note: This shows real engagement - they were interested enough to click!

📤 EXPORT OPTIONS

All Analytics data can be exported in multiple formats:

- **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:** Export detailed performance tables.

🌍 FILTERS

You can customize the Analytics data you view using:

- **Identities**

- **Created By**

- **Campaigns**

- **Campaign Tags**

- **Company Country** *(filter by the company's country).*

DATA RANGES & COMPARISONS

Selected Period

The dates you choose in the filter determine what data you see.

Previous Period (Comparison)

Automatically calculated to be the same length as your selected period, just shifted backward in time.Example:

- Selected: Jan 15 - Jan 30 (15 days)

- Previous: Dec 31 - Jan 14 (also 15 days)

This lets you see if you're improving over time!

COMMON QUESTIONS

1. Why do I see different totals in some sections?

Because some metrics count *people* (e.g., "Contacted," "Replied") while others count *actions* (e.g., "Messages sent," "Emails sent").

Also, one conversation can have multiple tags (e.g., "Interested" + "Meeting Booked"), so tag totals may exceed total conversations.

2. What's the difference between "Started" and "Contacted"?

- **Started:** The campaign performed any first action (like visiting a profile). Note: This may include contacts added in previous periods whose actions were triggered within the selected timeframe.

- **Contacted:** A message was actually sent to the person.

3. What are Positive Replies Tags?

These are tags that represent positive outcomes — either AI-detected or user-created — such as **"Interested," "Meeting booked,"** or **"Positive reply."**

They help you measure genuine buying intent and successful engagement.

4. How does the Country filter work?

It uses the **Company Country** field from your company data, allowing you to compare regions with similar languages.

5. Can I export my data?

Yes, all analytics data can be exported for deeper analysis.