Improved Campaign Analytics

We've expanded and improved the analytics available inside each campaign to give you **clearer performance insights, detailed activity breakdowns, and better visibility into results.** These updates make it easier to understand what's working, identify issues, and optimize your outreach directly within the campaign view.

Analytics

Inside every campaign, you'll now find **3 dedicated tabs** that give you full visibility and control over your outreach strategy.

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1. Overview

![](https://downloads.intercomcdn.com/i/o/qjmc10sy/1793644203/ff02060348beba2cbe05356ca9a3/aaa.png?expires=1770309900&signature=6397d93cda4095abb7745ba1793b264604fc7f0dff9627eb35d03157943a8311&req=dS

The **Overview tab** is your campaign's performance. It brings together key metrics across all channels (LinkedIn, Email, and Tasks) to help you understand how your campaign is performing at a glance.

Here's what you'll find: **All channels:**

- Total contacts: Number of contacts added to campaigns.
- Total started: Number of contacts who completed at least one action
- Total contacted: Number of contacts who received at least one message via LinkedIn InMail, LinkedIn message, or email.

LinkedIn:

- Engaged: Contacts who have received at least one interaction, such as a profile visit, post like, connection request, or message.
- Invited: Number of contacts received a LinkedIn connection request sent via your Genesy campaigns. If some were already your connections, they won't be counted.

Note: *If a connection request was previously withdrawn, LinkedIn blocks new invites to that contact for 3 weeks. Our platform will automatically resend the invitation once the cooldown ends.*

- Accepted: Number of contacts who accepted the LinkedIn connection request sent through your Genesy campaigns.

Email:

- Email metrics: sent, opened, clicked, bounced, replied

Taks:

- Tasks pending and completed

✅ *Benefit: This is your high-level control tower, helping you track campaign momentum, compare engagement across channels, and quickly understand performance trends.*

2. Audience Tab

![](https://downloads.intercomcdn.com/i/o/qjmc10sy/1793645617/b90c0ecd86b291c49e749541e1cf/bbb.png?expires=1770309900&signature=4e2cbae5950db136b2b22fcfd7ed708f93ce8f0bb11a7bbb6d06a62877fda5f7&req=dSc

This tab shows you the **status and substatus** of every contact in the campaign. It helps you instantly understand:

- Why a campaign is **paused**, **blocked**, or **not sending**
- Which contacts are **in progress**, finished, or need action
- How to resolve delivery or execution issues

✅ *This view brings campaign health diagnostics in one place, so you can act quickly to resolve issues and keep momentum.*

Status

| **Substatus**

| **Description**

| In progress

| Scheduled

| Waiting for the configured time delay between actions to pass.

| In progress

| Identity limits

| The identity has reached its daily connection requests limits.

| In progress

| Waiting to connect

| Waiting for the lead to accept the connection request

| In progress

| Monthly conversation limit

| The monthly conversation limit for this identity has been reached. Resets next month or **Contact our team** to upgrade plan

| In progress

| Connection withdrawn

| LinkedIn connection request was withdrawn. [X days] remaining before retry.

| In progress

| Outside working hours

| The conversation is paused because it is outside of the configured working hours

| ERROR

| Missing email

| The email account used for this conversation is no longer available

| ERROR

| Email disconnected

| Email credentials expired. Reconnect email to continue.

| ERROR

| LinkedIn disconnected

| The LinkedIn account used for this conversation is disconnected. Reconnect to continue

| ERROR

| Linkedin disconnected

| The LinkedIn credentials used for this conversation have expired. Reconnect to continue

| ERROR

| System error

| An error occurred while processing this conversation

| ERROR

| InMail credits limit

| The identity has run out of InMail credits

| ERROR

| Missing subject

| A subject is required for InMail messages. Add a subject to continue.

| ERROR

| Invalid identity email

| The email address of the identity is not valid. Connect email to continue

| ERROR

| Missing contact email

| The professional email address of the lead is not valid. Enrich email to continue.

| ERROR

| Missing contact email

| The professional email for the contact has not been set. Enrich email to continue.

| ERROR

| Lead not scraped

| The lead has not been scraped and is missing required information. Enrich contact to continue.

| ERROR

| Identity misconfiguration

| The LinkedIn identity is not configured correctly

| ERROR

| Missing email subject

| No subject was found for the email. Add subject to continue.

| ERROR

| Missing InMail subject

| No subject was found for the InMail message. Add subject to continue.

| ERROR

| Missing InMail message

| There is no message content to send for the InMail. Add message to continue.

| ERROR

| Missing LinkedIn message

| There is no message content to send for the LinkedIn message. Add message to continue

| ERROR

| Empty message

| The message content is empty. Add message to continue.

| ERROR

| Missing CRM ID

| The contact CRM ID is missing. Sync with CRM to get the CRM ID and continue with the sequence.

| ERROR

| Missing owner ID

| The owner ID is missing. Sync with CRM to get the CRM ID and continue with the sequence.

| ERROR

| Missing campaign prompt

| No campaign prompt was found. Add campaign prompt to continue.

| ERROR

| Invalid LinkedIn ID

| The LinkedIn profile ID for the lead is not valid. Enrich the contact to continue.

| ERROR

| Message too long

| The connection request message exceeds the 1900 characters limit. Reduce the lenght to continue

| ERROR

| InMail message too long

| The InMail message exceeds the 1900 characters limit. Reduce the lenght to continue

| ERROR

| LinkedIn URL not found

| The LinkedIn profile URL for the lead was not found. Enrich contact to continue

| FINISHED

| Deleted

| Contact has been removed from campaign.

| FINISHED

| Blocked

| This lead has been blocked

| FINISHED

| Out of office

| Contact replied with an out-of-office message. Sequence finish here.

| FINISHED

| Bounced

| Email to this lead has bounced

| FINISHED

| No response

| The sequence has been completed succesfully but the contact hasn't replied yet

| FINISHED

| Not connected

| The contact hasn't accepted the connection request either within the time period or declined

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2. Activity Tab

![](https://downloads.intercomcdn.com/i/o/qjmc10sy/1793646793/e30accc5323621a23bc10771642c/ccc.png?expires=1770309900&signature=5a429dd77eeab438c220f5738fa8f9146ed69ee9b1656028e5c7e41482bb2cf4&req=dS

This tab shows **every single action** performed by the campaign on a contact, including:

- LinkedIn actions (message, connect, visit, like)
- Email actions (sent, replied, bounced)
- Task assignments and completions
- Any **pending actions** coming next

✅ *Gain end-to-end visibility on how each lead was touched and where they are in the sequence. This is ideal for debugging or doing deep dive reviews of campaign behavior.*

COMMON QUESTIONS

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

No — the analytics only track actions performed **through Genesy 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 Genesy.

🔍 *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. What do the statuses and substatuses in the Audience tab mean?

Statuses indicate where a contact is in your campaign flow. Substatuses explain more precisely **why** a contact might not be progressing — for example, missing email, waiting to connect, etc.

You'll find a full list and how to resolve each in the Audience tab help section (and in this guide, once the table is added).

4. How do I fix a contact 's error?

Check the **substatus** in the Audience tab for that contact. Common fixes include:

- Missing email → You will have to Enrich email to continue with the sequence
- LinkedIn disconeccted → you will need to reconnect your LinkedIn to continue with the sequence
- Missing CRM ID → Sync with CRM to get the CRM ID.

5. Can I download the information?

Yes. You can dowload the CSV report in the Campaign Page.

6. 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**.

7. Are tasks tracked in the analytics?

Yes. In the **Campaigns Overview tab**, you can see the number of tasks assigned and completed. In the **Activity tab**, you can track when each task was triggered and resolved at the contact level.

8. 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.