



## DREAMmail Reports

Version 4.9

Epsilon Learning  
Delivering Your Knowledge



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## Unit 1: Analyzing DREAMmail Reports

### Overview

One of the advantages of email marketing over other marketing activities is the ability to get detailed, virtually immediate, information about how your customers respond to your products and offers. This unit presents basic information regarding navigating the various reports in DREAMmail.

### Objectives

Upon completion of this unit, you will have the knowledge and skills to:

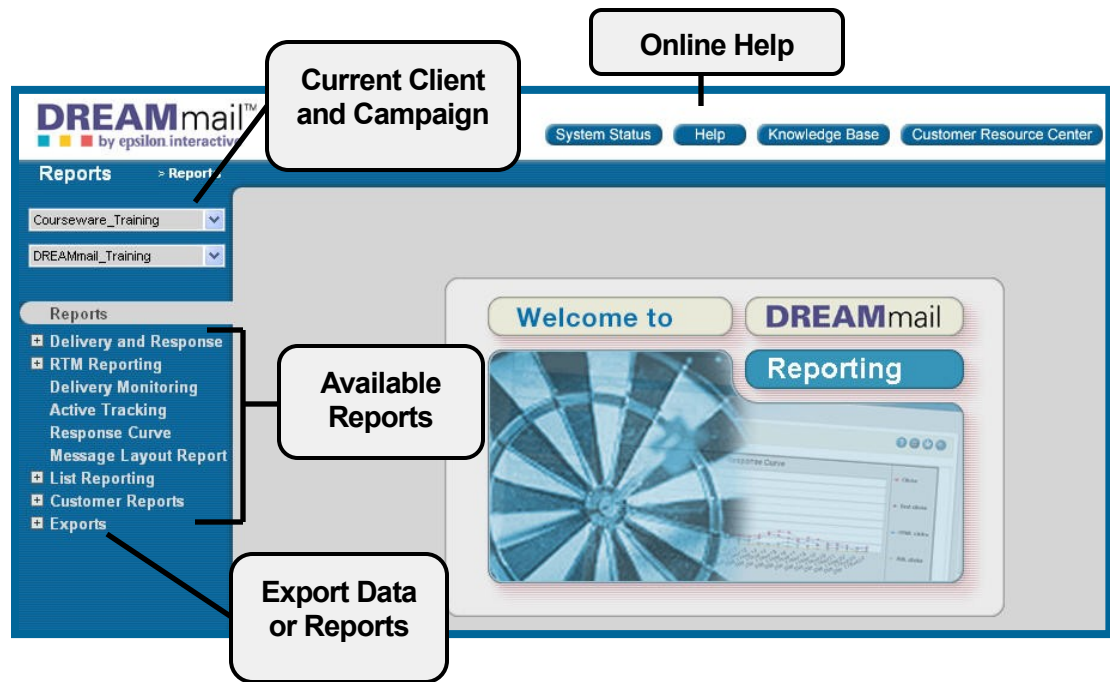
- Navigate DREAMmail reports.
- Identify the three categories of reports.
- Describe the purpose of each report in the DREAMmail reporting system..

### Key Terms

**Drill-down:** Clicking on a number or a link in a report to access more detailed information.

## DREAMmail Reports

DREAMmail Reports are accessed by clicking the **Reports** menu and submenu. The following User Interface is displayed. From here, you can access the different reports, online help, etc.



## Report Categories

There are 11 different DREAMmail reports that are divided into three main report categories. Each report offers different data to address common business questions.

Email Performance	Mailing List Reports	Customer Reports
Delivery & Response	List Subscriptions	RFM (Recency—Frequency—Monetary)
Response Curve	List Churn	
Message Layout	List Status	Most Active Customer
Active Tracking	Mailing History	
Delivery Monitoring	Import History	
Domain Reporting		

## Reports Types

Email Performance	Description
Delivery & Response	Displays a variety of metrics for the elements of your campaign, e.g. messages, URLs, etc.
Response Curve	Graphically represents response data to messages over a specified period of time.
Message Layout	Graphically represents the impact of message layout on click through responses.
Active Tracking	Provides immediate information about response rates to messages and is refreshed every 15 seconds
Delivery Monitoring	Displays how delivered messages are handled by recipient's ISPs.
Domain Reporting	Shows delivery and response data based on domains.

Mailing List Reports	Description
List Subscriptions	Provides detailed information about the number of subscriptions and unsubscriptions received both by email and through preference centers for each list.
List Churn	Displays how a list grows or declines in size over time due to subscriptions and unsubscriptions.
List Status	Provides summary data for all active lists in a Site. The data includes the date the list was last used and information on the number of HTML, AOL or text users for each list.
Mailing History	Summarizes all messages sent to members of a specific list.
Import History	Summarizes all imports on a site.

Customer Reports	Description
RFM (Recency—Frequency—Monetary)	Provides insight into your active customer base in terms of how recently customers made purchases, how frequently purchases were made and the monetary value of the purchases.
Most Active Customer	Provides a list of the subscribers who, for a specified period of time within the campaign, clicked the most often, made the greatest number of purchases or spent the largest amount of money.

## About Reports

There are several ways to read and navigate the information in a report.

**Data:** Displays the requested data

**Customize:** Allows you to modify the data to be displayed

**Graph:** Create bar or line graphs of the data

**Zoom, Print and Download Reports**

**Layout:** Structures the data to be displayed in the report

**Expand:** Displays additional details based on the requested layout


**Drill Down:** Shows more detailed information

The screenshot shows a report for 'DREAMmail\_Training' with a date range of '06/23/2005 - 06/23/2006'. The report is currently set to 'Campaign: Message' layout. The table below shows the data for the 'Spring\_Specials\_2006' campaign.

Campaigns	Pushed	Total delivered	Total delivered %	Not delivered	Not delivered %	Hard bounced	Hard bounced %	Soft bounced	Soft bounced %	Invalid
Spring_Specials_2006	1,000	1,000	100.00%	0	0.00%	0	0.00%	0	0.00%	0
<b>Total</b>	<b>1,000</b>	<b>1,000</b>	<b>100.00%</b>	<b>0</b>	<b>0.00%</b>	<b>0</b>	<b>0.00%</b>	<b>0</b>	<b>0.00%</b>	<b>0</b>

Time span: Past 365 days | Date range: Start mm/dd/yyyy | End mm/dd/yyyy | Go

In the example above, the requested report layout is set up to display data at the **Campaign** level but can be expanded to display **Message** level data by clicking the “+” sign next to the campaign. The data is then displayed for each message in the campaign.

**Note:** Any time the hand cursor  appears in the report, you can **drill down** to additional information, often to a list of the email addresses meeting the report criteria.

## Modifying a Report

You can modify the report data at any point. Modifications include:

- Requesting different or additional data
- Modifying the time span for the current data

**Date:** Shows current date range

**Setup:** Structures the data displayed

**Go:** Click here to refresh the report

**Time Span and Date Range:** Modifies the date range for the report

	Total delivered	Total delivered %	Not delivered	Not delivered %	Hard bounced	Hard bounced %	Soft bounced	Soft bounced %	Invalid
Campaign: Message	5,409	100.00%	0	0.00%	0	0.00%	0	0.00%	
Campaign: Mailing Groups	100	100.00%	0	0.00%	0	0.00%	0	0.00%	
Campaign: List	100	100.00%	0	0.00%	0	0.00%	0	0.00%	
Campaign: Quarter	702	100.00%	0	0.00%	0	0.00%	0	0.00%	
Campaign: Format	900	100.00%	0	0.00%	0	0.00%	0	0.00%	
Campaign: Month	901	100.00%	0	0.00%	0	0.00%	0	0.00%	
Campaign: URL	902	100.00%	0	0.00%	0	0.00%	0	0.00%	
List: Campaign	902	100.00%	0	0.00%	0	0.00%	0	0.00%	
List: Quarter	902	100.00%	0	0.00%	0	0.00%	0	0.00%	
List: Month	902	100.00%	0	0.00%	0	0.00%	0	0.00%	
List: Format	902	100.00%	0	0.00%	0	0.00%	0	0.00%	
Quarter: Campaign	902	100.00%	0	0.00%	0	0.00%	0	0.00%	
Quarter: List	902	100.00%	0	0.00%	0	0.00%	0	0.00%	
Quarter: Month	902	100.00%	0	0.00%	0	0.00%	0	0.00%	
Quarter: Format	902	100.00%	0	0.00%	0	0.00%	0	0.00%	
Month: Campaign	902	100.00%	0	0.00%	0	0.00%	0	0.00%	
Month: List	902	100.00%	0	0.00%	0	0.00%	0	0.00%	
Month: Format	902	100.00%	0	0.00%	0	0.00%	0	0.00%	
Month: URL	902	100.00%	0	0.00%	0	0.00%	0	0.00%	
URL: Campaign	902	100.00%	0	0.00%	0	0.00%	0	0.00%	
URL: Quarter	902	100.00%	0	0.00%	0	0.00%	0	0.00%	
URL: Month	902	100.00%	0	0.00%	0	0.00%	0	0.00%	

Time span: Past 365 days, Past 60 days, Past 365 days, Day, Week, Month, Quarter, Year, Custom

Date range: Start mm/dd/yyyy, End mm/dd/yyyy

Status = OK

## Graphing a Report

You can graph any of your report data. Click the **Graph** tab to specify the type of graph you would like to create (line or bar), along with the metrics you would like to display.

The screenshot shows the 'Graph' tab in the DREAMmail interface. The main area displays a bar chart titled 'Delivery and Response' for the date range '06/23/2005 - 06/23/2006'. The chart shows two bars: a red bar for 'Pushed' and a purple bar for 'Total delivered'. The y-axis ranges from 0 to 1,000. A legend on the right identifies the colors: red for 'Pushed', purple for 'Total delivered', and blue for 'Not delivered'. Below the chart, there are sections for 'Available' and 'Selected' metrics. The 'Available' section lists metrics like 'Hard bounced', 'Soft bounced', 'Invalid', 'Delivery errors', and 'HTML opened'. The 'Selected' section lists 'Pushed', 'Total delivered', and 'Not delivered'. At the bottom, there are controls for 'Time span' (set to 'Past 365 days'), 'Date range' (with 'Start' and 'End' fields), and a 'Go' button.

**Indicate the type of graph desired**

**Select the metrics to display in the graph**

**Select the date range for the graph**

## Best Practices for Accessing and Navigating Reports

**Build objectives that focus on distinct reports.** For promotional offers, it may be more important to understand how many subscribers clicked on a link to get to your web site rather than how many times they clicked. There generally is not a strong relationship between clicking a link multiple times and purchasing multiple items.

**Baseline your key metrics.** Look for any significant deviation from the response rates you would typically see. This could indicate that your messages are being blocked or filtered by an ISP.

**Compare your results to industry standards.** Epsilon Interactive publishes industry average statistics for newsletter and promotional offer activity so that you can determine how effective your activities are relative to others in your industry.

**Graph data to determine patterns.** Some information, such as the click through interval report, is better understood in graphic form.

## Summary

- DREAMmail offers a variety of reports to assist you in analyzing your campaign management efforts.
- There are three basic report categories in DREAMmail: Email Performance, Mailing List and Customer Reports.
- Reports can be customized, as needed, and you can graph, download or print any report.
- You can customize a report by modifying the data to be displayed or the time frame for the report.

## Need More Information?

For additional information regarding DREAMmail Reports, access the online Help files in DREAMmail or search the Knowledge Base on the Customer Resource Center (CRC) site. You may also find recorded Skill Builder sessions on this topic on the Epsilon Interactive Learning Center site.

### Online Courses:

You can also locate the following online courses regarding this topic.

- About Reports
- Navigating Reports
- Finding Key Metrics in Reports





## Unit 2: Email Performance Reports

### Overview

Campaign effectiveness is the most common type of analysis that you will perform and the majority of your time in DREAMmail reports will likely be with the Email Performance Reports. This lesson introduces the structure, navigation and types of information contained in the Delivery and Response Reports.

### Objectives

Upon completion of this unit, you will have the knowledge and skills to:

- Create a new Delivery & Response Report
- Modify an existing Delivery & Response Report
- Identify the metrics found in the Active Tracking and Response Curve Reports
- List the benefits of using the Message Layout, Delivery Monitoring and Domain Performance Reports

### Key Terms

**Domain name:** A name that identifies one or more computers on the Internet.

**Spotlight:** A feature in DREAMmail that tracks post click activities, such as purchases or other non-purchase activities (events), back to campaigns and messages.

## Delivery & Response Reports

Delivery and response reports are used to evaluate campaign effectiveness. They include information regarding the volume of email delivered and the response rates for click-throughs, HTML opens and purchase activities. These reports allow you to see the response rates for a particular message or campaign or to make comparisons between two messages or campaigns.

## Benefits

The Delivery & Response Reports provide insight into your campaign effectiveness by providing:

- Aggregate reporting capabilities
- Flexibility in defining report scope and view
- Ability to compare data across multiple factors

## Creating a Delivery & Response Report

You can create and save up to 14 separate Delivery & Response Reports in DREAMmail. The **default** report can be modified and saved to create the new reports. To create a new report, you will define:

- The time span for the report
- The Scope of the report
- The Delivery metrics you want to see
- The Response metrics you want to see
- The Spotlight metrics you want to see
- The order in which the information is displayed in the report

The screenshot shows the 'Creating view' dialog in DREAMmail. The dialog has three tabs: 'Customize', 'Data', and 'Graph'. The 'Customize' tab is active. The dialog is titled 'Creating view' and has a status bar at the bottom that says 'Status = OK'. The dialog is divided into several sections:

- General**: Contains fields for 'Name' (Monthly\_Delivery\_Data), 'Description' (Delivery metrics for the current month), and 'Default time span' (Month). A callout box labeled 'Time Span' points to the 'Default time span' dropdown.
- Scope**: A section with a plus icon and the label 'Scope'. A callout box labeled 'Scope' points to this section.
- Delivery**: A section with a plus icon and the label 'Delivery'. A callout box labeled 'Delivery metrics' points to this section.
- Response**: A section with a plus icon and the label 'Response'. A callout box labeled 'Response metrics' points to this section.
- Spotlight purchases**: A section with a plus icon and the label 'Spotlight purchases'. A callout box labeled 'Spotlight tags' points to this section.
- Spotlight events**: A section with a plus icon and the label 'Spotlight events'.
- Display options**: A section with a plus icon and the label 'Display options'. A callout box labeled 'Order of data' points to this section.

At the bottom right of the dialog are 'Save' and 'Cancel' buttons.

## My Views

Your saved Delivery & Response reports can be found in the **My Views** section. From here you can:

- Determine which report you would like to see as your default report, also known as the **Selected View**
- Create new reports
- Modify an existing report and save it under a new name

**Selected View: The default report view**

**My View: All available reports**

	View name	Last modified	Description
<input type="radio"/>	Daily_Bounce_Backs	Jun 23, 2006 @ 13:18	Daily hard and soft bounce backs
<input checked="" type="radio"/>	Daily_Delivery_Metrics	Jun 23, 2006 @ 13:21	Delivery metrics only
<input type="radio"/>	Daily_Response_Metrics	Jun 23, 2006 @ 13:33	Response data only
<input type="radio"/>	Daily_Unsubscribes	Jun 23, 2006 @ 13:15	Unsubscribes for the site
<input type="radio"/>	default	Mar 21, 2006 @ 12:02	Default report view
<input type="radio"/>	Monthly_Unsubscribes	Jun 23, 2006 @ 13:27	Unsubscribes for the site
<input type="radio"/>	Monthly_Purchases	Jun 23, 2006 @ 13:34	Monthly data re: purchases
<input type="radio"/>	Weekly_Bounce_Backs	Jun 23, 2006 @ 13:35	Weekly hard and soft bounce backs
<input type="radio"/>	Weekly_Delivery_Metrics	Jun 23, 2006 @ 13:21	Delivery only
<input type="radio"/>	Weekly_Response_Metrics	Jun 23, 2006 @ 13:32	Response data only

Default Delete

## Report Scope

**Scope** refers to the level of the DREAMmail hierarchy at which data is viewed and analyzed in a report view. At all scope levels, data is grouped and sub-grouped either by default or by your selection. You can choose to hide specific report elements, e.g. certain campaigns or message, from a report or you can report on all elements.

Scope

Client

Courseware\_Training

Site

DREAMmail\_Training

Campaign

Spring\_Specials\_2006

Mailing groups

ALL

Messages

Bike\_Sale

Hide client name containing

Hide site name containing

Hide campaign name containing

Hide message name containing

## Delivery Metrics

The following delivery metrics are available in the DREAMmail Delivery & Response report. Specific metrics can be selected or deselected, as needed, by checking and un-checking the boxes.

☐ **Delivery**

<input type="checkbox"/> Start date/time	
<input type="checkbox"/> End date/time	
<input checked="" type="checkbox"/> Pushed	
<input checked="" type="checkbox"/> Total delivered	<input checked="" type="checkbox"/> Total delivered %
<input checked="" type="checkbox"/> HTML delivered	<input checked="" type="checkbox"/> HTML delivered %
<input checked="" type="checkbox"/> Text delivered	<input checked="" type="checkbox"/> Text delivered %
<input checked="" type="checkbox"/> AOL delivered	<input checked="" type="checkbox"/> AOL delivered %
<input type="checkbox"/> Autosense delivered	<input type="checkbox"/> Autosense delivered %
<input checked="" type="checkbox"/> Not delivered	<input checked="" type="checkbox"/> Not delivered %
<input type="checkbox"/> Total bounced	<input type="checkbox"/> Total bounced %
<input type="checkbox"/> Hard bounced	<input type="checkbox"/> Hard bounced %
<input type="checkbox"/> Soft bounced	<input type="checkbox"/> Soft bounced %
<input checked="" type="checkbox"/> Invalid	<input checked="" type="checkbox"/> Invalid %
<input checked="" type="checkbox"/> Delivery errors	<input checked="" type="checkbox"/> Delivery errors %

## Delivery Metrics (cont.)

The following delivery metrics are available in the Delivery & Response Reports and can assist you in analyzing the effectiveness of your campaigns.

Metric	Description
Start date/time	The date and time at which DREAMmail pushed the first message to the first subscriber
End date/time	The date and time at which DREAMmail pushed the last message to the last subscriber
Pushed	The number of messages DREAMmail attempted to send
Total Delivered	The number of email addresses to which the message was successfully delivered
HTML Delivered	The number of HTML email address to which the message was delivered
Text Delivered	The number of text email address to which the message was delivered
AOL Delivered	The number of AOL 6.0+ email address to which the message was delivered
Autosense Delivered	The number of unknown email addresses to which DREAMmail successfully delivered an autosense message
Not Delivered	The number of messages that were not delivered due to bounce backs, delivery errors and invalid addresses.
Total Bounced	The number of pushed messages that resulted in a bounce back
Hard Bounced	The number of messages not delivered because the email address did not exist
Soft Bounced	The number of messages not delivered because DREAMmail could not connect to the receiving mail server, or the subscriber's mailbox was full
Invalid Address	The number of messages that were not sent because the email address was incomplete or malformed
Delivery Errors	The number of messages that were not sent due to an internal DREAMmail system error

## Response Metrics

The following response metrics are available in the DREAMmail Delivery & Response report. Specific metrics can be selected or deselected, as needed, by checking and un-checking the boxes.

☒ Response

<input checked="" type="checkbox"/> HTML opened	<input checked="" type="checkbox"/> HTML opened %
<input checked="" type="checkbox"/> AOL HTML opened	<input checked="" type="checkbox"/> AOL HTML opened %
<input checked="" type="checkbox"/> Unique clicks	<input checked="" type="checkbox"/> Unique clicks %
<input checked="" type="checkbox"/> Pass along recipients	
<input checked="" type="checkbox"/> Pass along referrers	
<input checked="" type="checkbox"/> Total clicks	<input checked="" type="checkbox"/> Total clicks %
<input checked="" type="checkbox"/> HTML clicks	<input checked="" type="checkbox"/> HTML clicks %
<input checked="" type="checkbox"/> Text clicks	<input checked="" type="checkbox"/> Text clicks %
<input checked="" type="checkbox"/> AOL clicks	<input checked="" type="checkbox"/> AOL clicks %
<input checked="" type="checkbox"/> AOL HTML clicks	
<input checked="" type="checkbox"/> AOL legacy clicks	
<input type="checkbox"/> Autosense clicks	<input type="checkbox"/> Autosense clicks %
<input type="checkbox"/> Total unsubscriptions	<input type="checkbox"/> Total unsubscriptions %
<input type="checkbox"/> Reply unsubscriptions	<input type="checkbox"/> Reply unsubscriptions %
<input type="checkbox"/> Pref. Center unsubscriptions	<input type="checkbox"/> Pref. Center unsubscriptions %
<input type="checkbox"/> Unsub Address unsubscriptions	<input type="checkbox"/> Unsub Address unsubscriptions %

**Note:** DREAMmail tracks **clicks** using an “HTTP Redirect.” Each URL that is tracked is replaced with an encoded URL that contains information specific to the subscriber, the message, the mailing list and the destination URL.

**Note:** **Pass Alongs** are tracked through use of cookies. If the original recipient forwards the email to a friend who clicks the same URL, DREAMmail detects that the second recipient does not have the cookie sent to the original recipient.

## Response Metrics (cont.)

The following response metrics are available in the Delivery & Response Reports and can assist you in analyzing the effectiveness of your campaigns.

Metric	Description
HTML Opened	The number of unique subscribers who opened HTML format messages
AOL HTML Opened	The number of unique subscriber who opened AOL HTML format messages
Pass Along Recipients	The number of recipients who clicked through on a message after it was forwarded to them
Pass Along Referrers	The number of unique subscribers who passed a message along (sometimes referred to as “evangelists” or “passers”)
Total Clicks	The total number of click-throughs for all message formats
Unique Clicks	The number of unique subscribers who clicked through on at least one link in a message
HTML Clicks	The number of click throughs for HTML messages
Text Clicks	The number of click throughs for text messages
AOL Clicks	The number of click throughs for all types of AOL messages
AOL HTML Clicks	The number of click throughs for AOL HTML format messages
AOL Legacy Clicks	The number of click throughs for legacy AOL format messages
Autosense Clicks	The number of click throughs for autosense format messages
Total Unsubscriptions	The total number of recipients of a message who unsubscribed from the message
Reply Unsubscriptions	The number of recipients of the message who unsubscribed by replying to the message
Pref. Center Unsubscriptions	The number of recipients of the message who unsubscribed through a preference center
Unsub Address Unsubscriptions	The number of recipients of the message who unsubscribed using the Unsubscription Address link in the message

## Spotlight Purchase Metrics

Spotlight is a DREAMmail feature that can track post-click activities occurring on your web site that were driven by a subscriber response to your message. Spotlight uses cookies and a hidden image on your web pages. Spotlight can be used to track purchase activity or the completion of non-purchase events (e.g. completing a survey).

The following spotlight purchase metrics are available in the DREAMmail Delivery & Response report. Specific metrics can be selected or deselected, as needed, by checking and un-checking the boxes.

☐ **Spotlight purchases**

☒ Purchases
 ☒ Purchasers
 ☒ Purchasers %
 ☒ Purchase conversion

☒ Number of items
 ☒ Average no. of items
 ☒ Value of items
 ☒ Average value

Metric	Used to Indicate the:
Purchases	The total number of “sale” transactions where multiple transactions from one purchaser are counted individually
Purchasers	The number of unique subscribers who made a purchase
Purchase Conversion	The proportion of subscribers who clicked a link in a message and then made a purchase
Number of Items	The total number of items purchased
Value of Items	The total value of all purchases associated with the message
Average Value	The average value of all orders associated with the message



## Spotlight Event Metrics

The following spotlight event metrics are available in the DREAMmail Delivery & Response report. Specific metrics can be selected or deselected, as needed, by checking and un-checking the boxes.

☐ **Spotlight events**

- ☒ Responses
- ☒ Responders
- ☒ Responders %
- ☒ Event conversion

Metric	Used to Indicate the:
Responses	The number of events recorded on spotlight-tagged pages
Responders	The number of subscribers who encountered a spotlight counter tag
Event Conversion	The proportion of users who clicked a link that converted to a counted event

## Displaying Metrics in a Report

You can determine the order in which the report metrics is displayed in a report by using the Up and Down arrows to move specific metrics further up or down the list.

☐ **Display options**

**Order of metrics displayed in report**

- Pushed
- Total delivered
- Total delivered %
- Not delivered
- Not delivered %
- Hard bounced

Use arrows to change the display order of the metrics

## Sample Delivery & Response Report

Reports > Delivery and Response > Content > More content						
Client		Data				
Site		Graph				
		Customize				
Sun Sep 30 2001 - Sat Oct 06 2001						
Campaign - messages	Delivery			HTML Messages Opened	Click-throughs	
Campaigns	Pushed	Delivered	Not Delivered		Clicks	Responses
Summer Campaign	23,000,000	22,100,000 (92.0%)	22,000,000	2000 (2.00%)	1,400,000	2000
Dress Sale	10,000,000	8,000,000	2,000,000	600 (8.00%)	500	88
Shoe Sale	10,000,000	8,000,000	2,000,000	600 (8.00%)	500	88
Men's Sale	2,000,000	1,900,000	100,000	50 (8.00%)	25	9
Swimsuit Sale	2,000,000	1,900,000	100,000	50 (8.00%)	25	9
Women's Sale	2,000,000	1,900,000	100,000	50 (8.00%)	25	9
Store Opening Announc	2,000,000	1,900,000	100,000	50 (8.00%)	25	9
Fall Campaign	26,000,000	100,000 (92.0%)	9,000	2002 (2.00%)	2,000	2002
<b>TOTAL</b>	<b>29,000</b>	<b>150 (98.8%)</b>	<b>28,000</b>	<b>28,000</b>	<b>1,405</b>	<b>200</b>

## Best Practices for Delivery & Response Reports

**Compare like campaigns and messages.** When you perform an offer test, you hold every variable constant except one, so that you can isolate the impact of that change. If you are going to compare two messages or campaigns against one another where several variables have changed, it may not be possible to determine the exact cause for the difference in response rates.

**Focus on response rates (percentages), rather than absolute numbers.** One thousand click-throughs on a link may be excellent or poor, depending upon the number of subscribers that the message was sent to.

## How to View an Existing Delivery & Response Report

Step	Action
1.	In the Reports User Interface, click <b>Delivery and Response</b> . Your default Delivery & Response Report will display (your <b>Selected View</b> ).
2.	<u>Optional</u> : Click <b>My Views</b> . Any other Delivery & Response reports you have created will display.
3.	Click on the <b>name</b> of one of these reports. The report will display.

## How to Create a New Delivery & Response Report

Step	Action
1.	In the Reports User Interface, click <b>Delivery and Response</b> . Your default Delivery & Response Report will display (your <b>Selected View</b> ).
2.	Click the <b>Customize</b> tab. The current report information will display.
3.	<b>Rename</b> the report and create a new report <b>description</b> . Do not use spaces or special characters in your report name.
4.	Indicate the <b>default time span</b> for the new report.
5.	Click the <b>+</b> sign next to <b>Scope</b> and indicate the scope of the report.
6.	Click the <b>+</b> sign next to <b>Delivery</b> and select the delivery metrics for the report by checking and un-checking the boxes.
7.	Click the <b>+</b> sign next to <b>Response</b> and select the response metrics for the report by checking and un-checking the boxes.
8.	Click the <b>+</b> sign next to <b>Spotlight Purchases</b> and select the spotlight purchase metrics for the report by checking and un-checking the boxes.
9.	Click the <b>+</b> sign next to <b>Spotlight Events</b> and select the spotlight event metrics for the report by checking and un-checking the boxes.
10.	Click the <b>+</b> sign next to <b>Display Options</b> and determine the order in which you would like the metrics to display in the report by using the Up and Down arrow.
11.	Click <b>Save as New</b> .

## Modifying the Information Displayed in the Report

There are several ways to modify the information displayed in a report, including the report:

- **Grouping/Subgrouping**—how the data is organized in the context of the report
- Date Range
- Time Span

**Date Range:** Shows current date range

**Grouping/Subgrouping:** Structures the data to be displayed

	Total delivered	Total delivered %	Not delivered	Not delivered %	Hard bounced	Hard bounced %	Soft bounced	Soft bounced %	Invalid
Campaign: Message	5,409	100.00%	0	0.00%	0	0.00%	0	0.00%	
Campaign: Mailing Groups	100	100.00%	0	0.00%	0	0.00%	0	0.00%	
Campaign: List	100	100.00%	0	0.00%	0	0.00%	0	0.00%	
Campaign: Quarter	702	100.00%	0	0.00%	0	0.00%	0	0.00%	
Campaign: Format	900	100.00%	0	0.00%	0	0.00%	0	0.00%	
Campaign: Month	901	100.00%	0	0.00%	0	0.00%	0	0.00%	
Campaign: URL	902	100.00%	0	0.00%	0	0.00%	0	0.00%	
List: Campaign	902	100.00%	0	0.00%	0	0.00%	0	0.00%	
List: Quarter	902	100.00%	0	0.00%	0	0.00%	0	0.00%	
List: Month	902	100.00%	0	0.00%	0	0.00%	0	0.00%	
List: Format	902	100.00%	0	0.00%	0	0.00%	0	0.00%	
Quarter: Campaign	902	100.00%	0	0.00%	0	0.00%	0	0.00%	
Quarter: List	902	100.00%	0	0.00%	0	0.00%	0	0.00%	
Quarter: Month	902	100.00%	0	0.00%	0	0.00%	0	0.00%	
Quarter: Format	902	100.00%	0	0.00%	0	0.00%	0	0.00%	
Month: Campaign	902	100.00%	0	0.00%	0	0.00%	0	0.00%	
Month: List	902	100.00%	0	0.00%	0	0.00%	0	0.00%	
Month: Format	902	100.00%	0	0.00%	0	0.00%	0	0.00%	
URL: Campaign	902	100.00%	0	0.00%	0	0.00%	0	0.00%	
URL: Quarter	902	100.00%	0	0.00%	0	0.00%	0	0.00%	
URL: Month	902	100.00%	0	0.00%	0	0.00%	0	0.00%	

**Time Span and Date Range:** Modifies the date range for the report

**Note:** The default time span for all reports is 365 days.

## Active Tracking Reports

The Active Tracking Report provides basic information about your most recently sent messages in each campaign. This report is automatically updated every 15 seconds and includes:

- Pushed
- Delivered
- Not Delivered
- Clicks
- Pass Alongs
- Responses
- Number of Purchases
- Purchase Value

## Benefits

The Active Tracking report monitors the deployment and immediate response rates to individual messages. The message-tracking data in this report is refreshed every 15 seconds, enabling you to view a campaign's progress from its inception.

## Sample Active Tracking Report

Data									
Active Tracking									
Tracking report for campaign				Summer_Sports_Promotion	Go				
Message	Delivery			Clicks	Pass along recipients	Responses	Purchases		Value of items
	Pushed	Delivered	Not delivered				Purchases		
Summer_Sports_Promotion_Silver (Finished)	5,002	0	0	0	0	0	0		0.00
Summer_Sports_Promotion_Gold (Finished)	2,502	0	0	0	0	0	0		0.00
Summer_Sports_Promotion_All (Finished)	27,499	0	0	2	0	0	0		0.00
<b>Total</b>	<b>35,003</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>		<b>0.00</b>

## Best Practices for Active Tracking

**Use active tracking to monitor deployment progress.** Due to its real-time information, this report is the only report that is meaningful for this purpose.

**Use active tracking to evaluate top-level results as part of an active campaign.** For example, when you send an offer to a subset of your target audience, use Active Tracking to determine if the response rate is adequate before you deploy the message to the entire target audience.

## Response Curve Reports

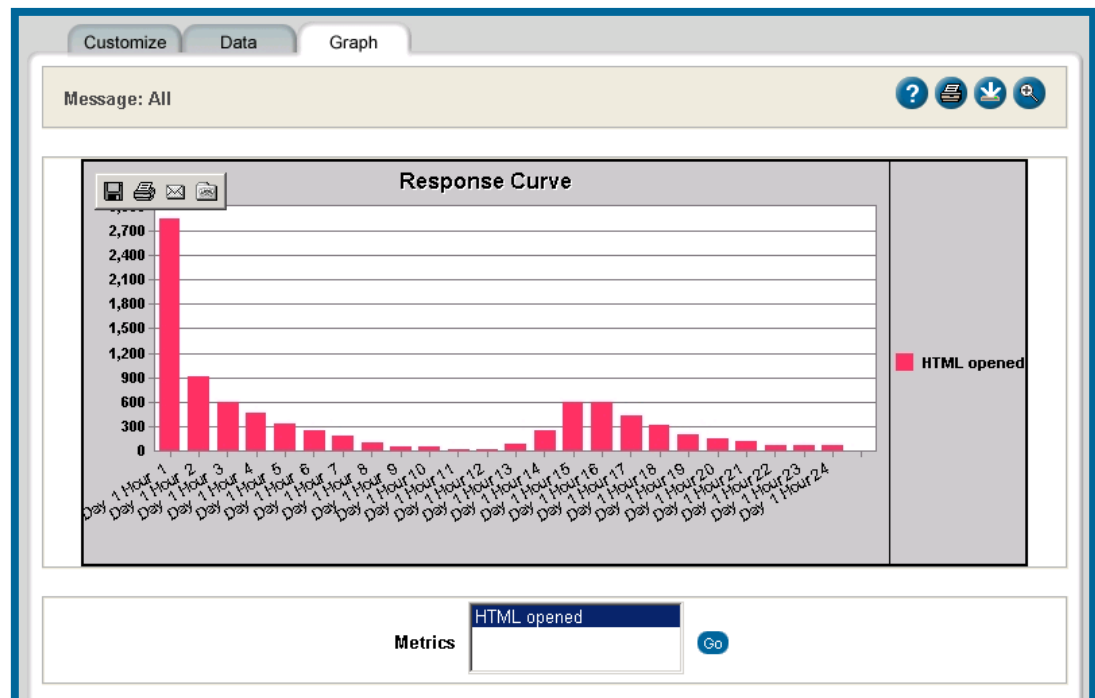
The Response Curve Report provides a graphical representation of the response rate to individual or all messages in a campaign. Available metrics include:

- HTML Opens
- Clicks
- Purchases
- Value of Items
- Responses
- Pass Alongs

## Benefits

You can use this report to determine a message's peak response period and to show when the majority of responses were received.

## Sample Response Curve Report



## Best Practices for Response Curve Reports

**Use the Response Curve to determine peak response periods to your messages.** Since the Response Curve will show you hourly responses for metrics such as HTML Opens and Click-throughs, you can easily determine when most people interact with your messages. You may decide to change the time of day that you send messages based on peak response times.

**Use the Response Curve to determine how long you can expect responses for after you send a message.** Most responses to an email message occur in the first 24 to 48 hours. The Response Curve will help you determine how long your messages remain active so that you tell when you will have the majority of your response data ready for evaluation.

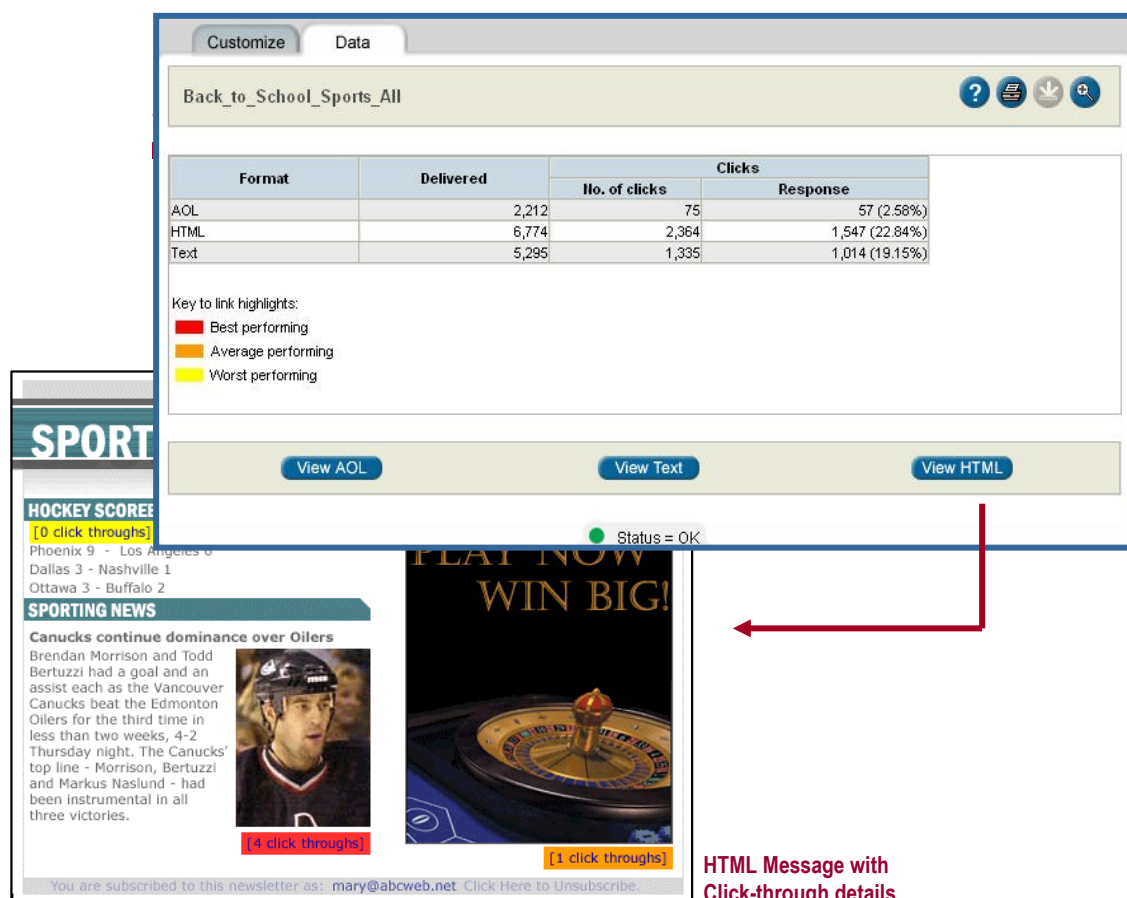
## Message Layout Reports

In general, links that appear near the top of your message will perform better than those further down. With more complex HTML layouts, it may not be obvious which areas of the design grab subscribers' attention, and which ones fail to get noticed. The Message Layout Report shows click-through activity within the message contents.

## Benefits

By placing the click-through results within the context of the message layout, it is easier to see the “hot” and “cold” spots in your message layout and to modify your layout for optimal consumer response.

## Sample Message Layout Report



## Best Practices for Message Layout Reports

**Use this report as part of a redesign process.** In the same way that you can test offers, you can test different layout templates to understand your varying response patterns.

**Analyze campaign effectiveness with Delivery and Response Reports.** The Message Layout Report was not designed to be a primary tool for evaluating the effectiveness of a campaign. As click-through information is presented within the context of each message format, there is no way to evaluate the effectiveness of Autosense messages. Delivery and Response reports provide more complete information.



## Delivery Monitoring Reports

The Delivery Monitoring Report enables you to see how effective your campaigns are at reaching the user inbox. The report will show if a message is filtered to bulk, blocked or the inbox.

### Benefits

#### Benefits of using the Delivery Monitoring Report include:

- Increased insight into your performance with the domains popular with your subscribers.

### How Delivery Monitoring Works

Each time a message is sent, an “audit list” is automatically added as a target list. The audit list contains:

- 50 seed domains
- 10 addresses for each domain

The audit list is then monitored and reported on in DREAMmail.

### Sample Delivery Monitoring Report

Delivery Monitoring						
All Clients > Client1 > Site1						
Campaign \	Inbox %	Bulk %	Missing %	Duplicates	First Seen	Most Recent
Campaign1	100.0%	0.0%	0.0%	0	Sep 23, 2004 @ 17:11	Sep 23, 2004 @ 19:23
Campaign2	99.0%	1.0%	0.0%	1	Sep 23, 2004 @ 17:21	Sep 23, 2004 @ 19:43
Campaign3	98.0%	0.0%	2.0%	10	Sep 23, 2004 @ 17:31	Sep 23, 2004 @ 21:23
Campaign4	99.0%	1.0%	0.0%	1	Sep 23, 2004 @ 17:21	Sep 23, 2004 @ 19:43
Campaign5	98.0%	0.0%	2.0%	10	Sep 23, 2004 @ 17:31	Sep 23, 2004 @ 21:23

### Best Practices for Delivery Monitoring Reports

**Develop baseline measures for your consumer audience.** By having a good indication of the percentage of your messages that go to the inbox, bulk or are missing, you can better determine any significant deviance from this pattern.



## Domain Performance Reports

Domain Performance Reports give you maximum visibility into how well your messages are performing across domains, including your top domains.

### Benefits

#### Benefits of using the Domain Performance Report include:

- Identifying your best performing domains based on delivery and performance metrics.
- Providing insight into how well your campaigns are performing across the domains in your customer list.
- Allowing you to identify high and low performing domains, to determine the reliability of delivering to a domain and to understand the distribution of your customer file.

### Sample Domain Performance Report

**Others** = All other domains

**Anonymous** = email addresses opted out of cookies plus unknown domains

Domain	Pushed	Total delivered	Total delivered %	Not delivered
Yahoo.com	234,344	332,810	91.38%	12,534
Hotmail.com	234,344	332,810	91.38%	12,534
<b>Others</b>	234,344	332,810	91.38%	12,534
<b>Anonymous</b>	N/A	N/A	N/A	N/A
<b>Total</b>	703,032	998,430	91.38%	37,602

### Modifying the Number of Domains Displayed

**Modify the number of domains**

Domain Performance

Client: DARTmail\_Training

Campaign: Sample\_Campaign

Top: **Top 20** (dropdown menu open showing: Top 10, Top 20, Top 50, Top 100)

Site: DARTmail\_Training

Message: ALL

Top On: Pushed

Go

## Available Metrics

The following metrics are available with the Domain Performance report.

Message: ALL

Top On: Total clicks

Go

data found

Status = OK

Internet

Pushed

Total delivered

Total delivered %

Not delivered

Not delivered %

Total bounced

Total bounced %

Hard bounced

Hard bounced %

Soft bounced

Soft bounced %

Invalid

Invalid %

Delivery errors

Delivery errors %

HTML opened

HTML opened %

Total clicks

Total clicks %

Value of items

Spotlight purchases

Spotlight purchases %

Spotlight responses

Spotlight responses %

## Summary

- Email Performance reports provide greater visibility to the performance of your messages and campaigns.
- You can create and save up to 14 different Delivery & Response reports.
- Saved reports are located in the My Views section of DREAMmail.
- You can modify the type of data to be displayed in the report or the time span for the displayed data.
- The Active Tracking report provides information regarding the immediate response to your messages.
- The Response Curve report graphically displays subscriber's responses over time.
- The Message Layout report graphically displays "hot" and "cold" URLs in your messages.
- Delivery Monitoring reports provide information regarding the percentage of your messages that go to the inbox, the bulk folder or are missing.
- Domain Performance reports provide key delivery metrics broken down by the top domains on your mailing lists.

## Need More Information?

For additional information regarding Email Performance reports, access the online Help files in DREAMmail or search the Knowledge Base on the Customer Resource Center (CRC) site. You may also find recorded Skill Builder sessions on this topic on the Epsilon Interactive Learning Center site.

### Online Courses:

You can also locate the following online courses regarding this topic.

- Using Email Performance
- Using Domain Performance Reports
- Using Delivery Monitoring Reports



## Unit 3: Mailing List Reports

### Overview

DREAMmail features five List Reports that provide detailed information about changes to your mailing lists in DREAMmail.

### Objectives

Upon completion of this unit, you will have the knowledge and skills to:

- List the various Mailing Lists Reports.

## List Subscription Reports

It is important to understand if your lists are growing or shrinking over time.

### Sample List Subscription Report

List Subscription				
List	Email		Preference Center	
	Subscriptions	Unsubscriptions	Subscriptions	Unsubscriptions
Bobs_Approval_List	0	0	0	0
Bobs_House_List	0	0	0	0
<b>Totals</b>	0	0	0	0
<b>Site unsubscriptions</b>	N/A	0	N/A	0
<b>Client unsubscriptions</b>	N/A	0	N/A	0

### Available Metrics

Metric	Used to Indicate the Number of Subscribers Who:
Email Subscriptions	Joined the list by sending a message to a Subscription address.
Email Unsubscriptions	Requested to be removed from a list by sending a message to an Unsubscription address, or by replying to the message and indicating so in their response.
Preference Center Subscriptions	Joined the list via a List Generator or Preference Center.
Preference Center Unsubscriptions	Requested to be removed from a list via a List Generator or Preference Center.

### Best Practices for List Subscriptions

**Enter a time span or date range to view unsubscription behaviors over a specific time period.** By selecting a date range that corresponds to a mailing you have sent, you can determine unsubscribe levels for a particular mailing.

**Look for significant changes in unsubscriptions after each deployment.** If they occur, attempt to determine the cause.

## Import History Reports

The Import History Report provides a summary of Import activities for individual Mailing Lists on your DREAMmail Site. The Import History Report provides a simple means of ensuring a list has been updated prior to mailing to the list.

## Sample Import History Report

Started	Finished	Method	Number of records		
			Source	Rejected	Imported
Aug 26, 2003 @ 09:13	Aug 26, 2003 @ 09:13	WEB	N/A	N/A	N/A

Status = OK

## Available Metrics

Metric	Used to Indicate the:
Started	Date and time the import request started
Finished	Date and time the import request finished
Method	Method of import (Automated FTP, DREAMmail Connect, Interactive upload, or ODBC) and job name (for FTP imports)
Source	Number of records that were in the source import file
Rejected	Number of records that were rejected due to having invalid email addresses
Imports	Number of records that were successfully imported

# Mailing History Reports

The List Mailing History report enables you to view all messages that have been sent to subscribers of a specific mailing list. You should use this report to ensure that you are not over mailing to an individual mailing list.

# Sample Mailing History Report

Data

Mailing History

Bobs\_Books\_Houselist

Go

Started ▾	Campaign	Message	Recipients from this list
Aug 26, 2003 @ 10:31	Back_To_School_Promotion	Back_to_School_All	9,999

Status = OK

# Available Metrics

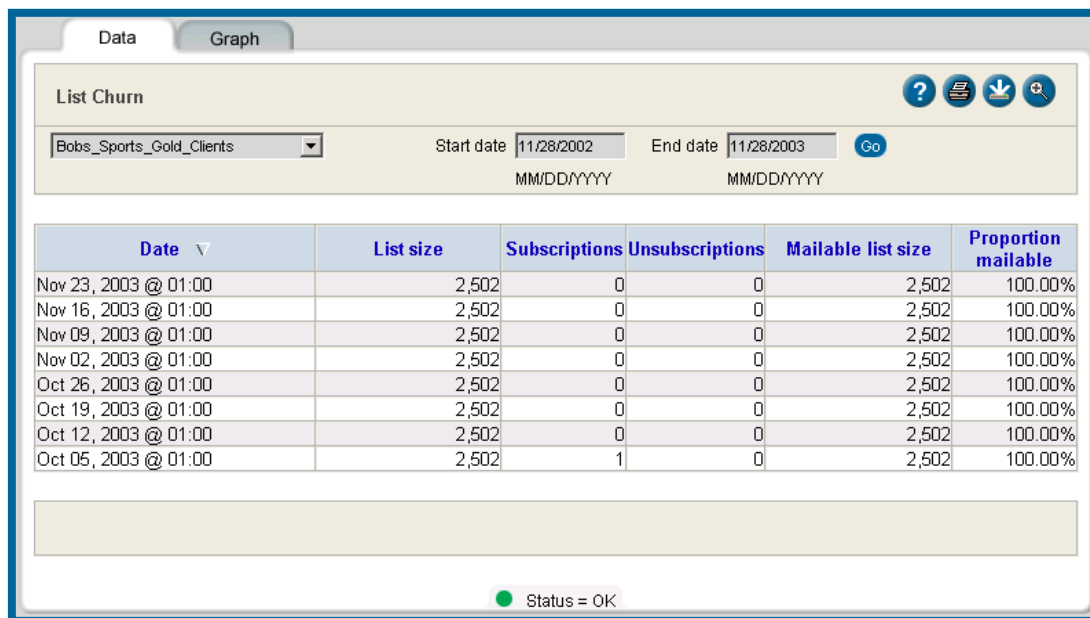
Metric	Used to Indicate the:
Started	Date and time DREAMmail started sending the message
Campaign	Name of the campaign to which the message belongs
Message	Name of the message
Recipients from this List	Number of list records to which the message was deployed.



## List Churn Reports

The List Churn report measures the growth or decline in size of a mailing list over time due to subscriptions and unsubscriptions. This report provides a weekly snapshot of each active mailing list on a site that includes the size of the list and the number of subscriptions and unsubscriptions that occurred in the previous week.

## Sample List Churn Report



## Available Metrics

Metric	Used to Indicate the:
Date	The date and time of the weekly snapshot of the list data.
List Size	The number of email addresses that were on the list at the time of the snapshot
Subscriptions	Total number of subscriptions to the list during the week, including new records added to the list through importing
Unsubscriptions	Total number of unsubscriptions to the list during the week
Mailable List Size	Total number of active, valid email addresses that were on the list at the time of the snapshot
Portion Mailable	Proportion of the subscribers on the list who had valid, mailable addresses at the time of the snapshot.

**Note:** This report is updated each Sunday.

## List Status Reports

The List Status Report provides summary data for all active mailing lists. The summary data includes the:

- List size
- Number of mailable subscribers in a list
- Number of subscribers who will receive each format of a message
- Date of the last import into the list
- Date of the last mailing to the list.

## Sample List Status Report

List Status												
List	Date last imported	Date last mailed	Size	Mailable					Not mailable			
				Text	AOL	HTML	Unknown	Total	Site unsub	Invalid	Unconfirmed	Total
bob_reviewers	Aug 26, 2003 @ 09:06	Aug 26, 2003 @ 11:04	2	2	0	0	0	2	0	0	0	0
Bobs_Sports_Gold_Clients	Aug 26, 2003 @ 09:09	Aug 26, 2003 @ 11:02	2,502	729	119	918	736	2,502	0	0	0	0
Bobs_Sports_Houselist	Aug 26, 2003 @ 10:51	Aug 26, 2003 @ 11:01	19,998	4,539	3,211	7,116	5,132	19,998	0	0	0	0
Bobs_Sports_Silver_Clients	Aug 26, 2003 @ 09:13	Aug 26, 2003 @ 11:04	4,990	1,210	675	1,688	1,417	4,990	0	0	0	0
<b>Totals:</b>			27,492	6,480	4,005	9,722	7,285	27,492	0	0	0	0

Status = OK

## Available Metrics

Metric	Used to Indicate the:
List	Name of the mailing list
Date Last Imported	Ending date and time of the most recent import for the list
Date Last Mailed	Ending date and time of the most recent message that was sent to this list
Size	Number of email addresses on the list
Text, AOL, HTML, Unknown	Number of active valid email addresses on the list categorized by message format associated with the list
Total	Total number of active, valid email addresses on the list
Site Unsub	Number of addresses on the list that are site unsubscribed
Unconfirmed	Number of address on the list that have not provided sufficient information to meet the requirements of DREAMmail's optional Closed Loop Confirmation feature
Total	Total number of invalid email addresses on the list

## Summary

- Mailing List reports provide insight into the activities associated with your mailing lists.
- The List Subscription report can help you determine whether your mailing list size is growing or shrinking over time.
- The Import History report provides a summary of all import activities for your mailing lists.
- The Mailing History report allows you to see which messages have been sent to which of your mailing lists and when.
- The List Churn report measures the growth or decline in the size of your mailing lists over time.
- The List Status report provides summary data regarding your mailing lists, including last imports and mailings and the size of the list. You can also export your mailing lists from this report.

## Need More Information?

For additional information regarding Mailing List reports, access the online Help files in DREAMmail or search the Knowledge Base on the Customer Resource Center (CRC) site. You may also find recorded Skill Builder sessions on this topic on the Epsilon Interactive Learning Center site.

### Online Courses:

You can also locate the following online courses regarding this topic.

- Using List Reports



## Unit 4: Customer Reports

### Overview

The Customer Reports in DREAMmail allow you greater insight into the post-click activities of your clients, including purchase behavior. Customer Reports use spotlight technology to track these behaviors and identify these clients.

### Objectives

Upon completion of this unit, you will have the knowledge and skills to:

- List the two Customer Reports.

### Key Terms

**Spotlight:** A feature in DREAMmail that tracks post click activities, such as purchases or other non-purchase activities (events), back to campaigns and messages.

## Most Active Customers Reports

The Most Active Customer Report enables you to identify your “most active” customers and generate new lists based on the frequency of certain types of customer activity, such as click-throughs, purchases, and value of purchases.

### Requesting a Most Active Customers Report

**Most Active Customers**

**Display Options**

**Campaigns**  
All

**Messages**  
All

**Period**  
☒ Last  Days  
☐ Custom  
 Start date  mm/dd/yyyy  
 End date  mm/dd/yyyy

**Categories**

**Subcategories**

**Criteria**  
 Number of top most active individuals to display :   
 Display top individuals by :  
☒ Clicks  
☐ Number of purchases  
☐ Value of items

**Callouts:**

- Determine scope (points to Campaigns and Messages dropdowns)
- Determine time span (points to Period section)
- Specify spotlight tags (points to Categories and Subcategories dropdowns)
- Specify criteria (points to Criteria section)

### Sample Most Active Customer Report

Most Active Customers	
Generate List ? [Icons]	
Email address	Clicks
LName8_FN53_467@ashtmlctrandelay.sst.ddc.dartmail.net	6
LName3_FN52_234@ashtmlctrandelay.sst.ddc.dartmail.net	6
LName2FName2_1985_469@ctrandelay.sst.ddc.dartmail.net	6
FName2LName6_2006_601@aolhtmlctrandelay.sst.ddc.dartmail.net	6
LName5_FName8_2004_1800@ashtmlctrandelay.sst.ddc.dartmail.net	6
LName1_FN_72_1028@ctrandelay.sst.ddc.dartmail.net	5
LName1_FName8_1964_200@ashtmlctrandelay.sst.ddc.dartmail.net	5
FName4_LName6_2014_297@ctrandelay.sst.ddc.dartmail.net	5
LName4_FN_1930_343@aolhtmlctrandelay.sst.ddc.dartmail.net	5
FName2LName2_1996_725@ashtmlctrandelay.sst.ddc.dartmail.net	5
<b>Total</b>	<b>55</b>
Status = OK	

## RFM Reports

The RFM (Recency-Frequency-Monetary) Report enables you to analyze your customer base to determine its ability to generate purchases and non-purchase responses. The reports provide data regarding:

- **Recency** — how recently customers made Spotlight purchase or event transactions
- **Frequency** — how often customers made Spotlight purchase or event transactions
- **Monetary value** — the monetary value of customers' purchases.

With the exception of the RFM Purchase Value report, the data that is displayed for each month is based upon transactions made during the 12 months that precede the current month. (The data for each month in the RFM Purchase Value report is based upon the purchases made during the corresponding month.)

For the RFM reports, DREAMmail takes a report "snapshot" on the first day of each month so that all transactions during the previous month can be summarized. For example, if you run the RFM Purchase Recency report in December 2004, its data will be based only upon transactions that were made between November 30, 2004 and December 1, 2003.

## Sample RFM Report

<div> Purchase Value Purchase Multi-Buyer Purchase Recency Multi-Responders Response Recency </div>						
12-Month Purchase Recency						
Date ▾	Customers	0-30 Days	31-60 Days	61-90 Days	91-120 Days	Non-buyer
Oct-2003	27,604	0	0	771	0	26,833
Sep-2003	N/A	0	771	0	0	N/A
Aug-2003	N/A	771	0	0	0	N/A
Jul-2003	N/A	0	0	0	0	N/A
Jun-2003	N/A	0	0	0	0	N/A
May-2003	N/A	0	0	0	0	N/A
Apr-2003	N/A	0	0	0	0	N/A
Mar-2003	N/A	0	0	0	0	N/A
Feb-2003	N/A	0	0	0	0	N/A
Jan-2003	N/A	0	0	0	0	N/A
Dec-2002	N/A	0	0	0	0	N/A
Nov-2002	N/A	0	0	0	0	N/A

● Status = OK

## Available Metrics

Metric	Used to:
Purchase Value	Indicate the number of active list subscribers whose total expenditures fell into specific price ranges and the average amount spent by individuals who made one or more purchases during a month
Purchase Multi-Buyer	Group the active list subscribers who made either singular or multiple purchases during the specified time period
Purchase Recency	Group the active list subscribers on the basis of when they made their most recent purchase
Multi-Responders	Group the active list subscribers on the basis of the number of non-purchase spotlight transactions
Response Recency	Group the active list subscribers on the basis of when they made their most recent non-purchase spotlight transaction

## Summary

- The Customer reports in DREAMmail provide insight into the post-click activities of your customer, including purchase behavior.
- Customer reports are based on spotlight tag collection data.
- The Most Active Customer report allow you to see which of your customers clicked the most, make the highest number of purchases or spent the most money on your products.
- The Recency-Frequency-Monetary (RFM) report displays purchase responses over time, including the recency of last purchase, the number of times purchased and the value of the purchases.

## Need More Information?

For additional information regarding Customer reports, access the online Help files in DREAMmail or search the Knowledge Base on the Customer Resource Center (CRC) site. You may also find recorded Skill Builder sessions on this topic on the Epsilon Interactive Learning Center site.

### Online Courses:

You can also locate the following online courses regarding this topic.

- Using Customer Reports



## Unit 5: Exporting Reports

### Overview

DREAMmail enables you to export report data in a variety of ways. You can schedule recurring exports or you can export an ad hoc report to your desktop.

### Objectives

Upon completion of this unit, you will have the knowledge and skills to:

- Export data directly from an ad hoc report.
- Schedule a report to be exported.
- Review exported data.

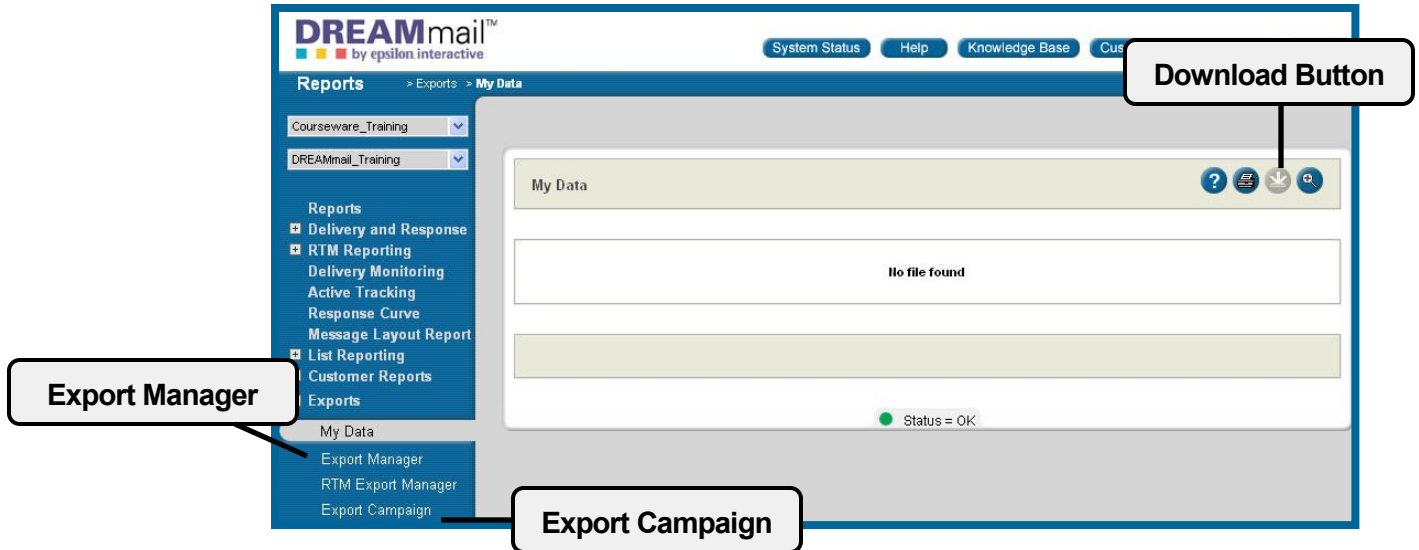
### Key Terms

**Export:** To extract data from one system into a standard format file that can be loaded into another system.

## Export Methods

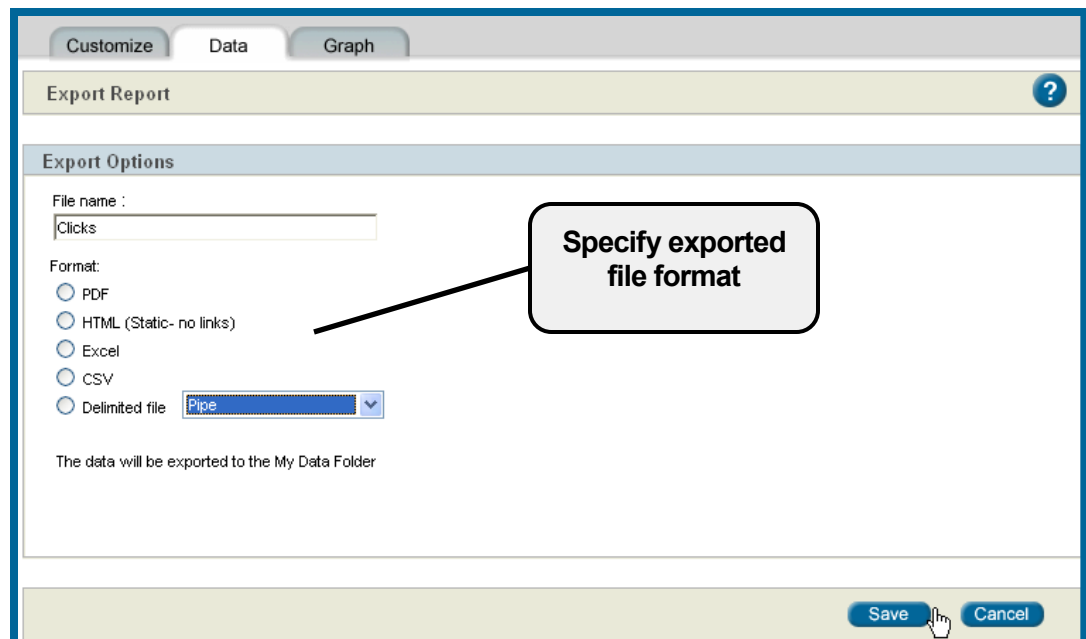
There are three ways to export reports from DREAMmail:

1. Clicking the **Download** button to export a specific report.
2. Use the **Export Campaign** feature to export specific metrics at a campaign level.
3. Use **Export Manager** to schedule reports to be exported to a DREAMmail SFTP site.



## Using the Download Button

You can export your current report using the Download button.



## Viewing a Downloaded Report

You can locate your downloaded reports by clicking on the **My Data** menu option.



## Exporting a Campaign

The Export Campaign feature allows you to export data for individual messages or all messages within a specific campaign. You can export information regarding:

- Soft bounces
- Hard bounces
- Invalid email addresses
- Delivery errors
- HTML opened
- Pass along recipients
- Clicks
- Spotlight tags
- Unsubscribed

Once created, the report appears as a zip file in the My Data view. To open the report or save it to your desktop, click the name of the report and unzip the report.

## Scheduling Exports

The Export Manager feature in DREAMmail allows you to schedule recurring report exports for automatic download to a DREAMmail FTP site. The exported reports are stored in a sub-folder entitled Report Exports. The same FTP site is used for your exported reports as is used for your mailing list imports.

**Note:** The FTP feature must be enabled to export reports.

Export Manager

Job name:

Job description:

Export data

Export report:

☐ Profile changes  
☐ Invalid addresses  
☐ Email address changes  
☐ Bounce backs  
☐ Clicks  
☐ HTML opens  
☐ Spotlight transactions  
☐ Subscriptions  
☒ Unsubscriptions

Export scope:

Site

File details

Destination file name:

Format:

Double pipe

Compression:

☐ None
☒ Zip

Export confirmation email

Email:

Add

Email(s) entered:

Remove

Specify metrics to export

Specify Site or Client

Define file

Indicate recipients

## Scheduling Exports (cont.)

**Export field selection**

**Available**

- FirstName
- LastName
- PlatForm
- ValidEmailAddr
- HtmlCapable
- ClicStatus

**Selected**

- Unsubscribe

Note: Some fields, like email address, will be included in the report by default.

**Schedule**

**Frequency**

- ☒ Daily
- ☐ Weekly
- ☐ Monthly

**Start date** 07/12/2006  
mm/dd/yyyy

**Start time** 00:00:01  
HH:MM:SS

**Expire in** 45 Days

Note: An e-mail notification about the job approaching the expiration date will be sent at some intervals.

**Schedule export**

## Summary

- There are several ways to export your data from DREAMmail.
- You can use the Download button to export the report you are currently viewing.
- You can view the exported report in the My Data section of DREAMmail.
- You can export standard data regarding your campaign, including bounces, opens and clicks, using the Export Campaign function.
- You can also schedule reports to be exported to a secure FTP site using the Export Manager function.

## Need More Information?

For additional information regarding exporting reports, access the online Help files in DREAMmail or search the Knowledge Base on the Customer Resource Center (CRC) site. You may also find recorded Skill Builder sessions on this topic on the Epsilon Interactive Learning Center site.

### Online Courses:

You can also locate the following online courses regarding this topic.

- Exporting Reports



