



Trailblazer COMMUNITY GROUPS



Day 9 Insights and Analytics

Tuesday - October 25

Marketing Cloud Email Specialist Boot Camp





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- Married — Dad to 2 humans, 3 dogs, and 2 hamsters
- 8x Accredited/Certified Salesforce Professional
- 2x Trailhead Ranger
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Exam Focus – Insights & Analytics

Insights and Analytics: 14%

- Given a customer scenario, explain the different metrics available for email campaigns and what each one means.
- Given an email campaign, describe the steps involved to analyze the performance results.
- Given a customer scenario, configure and run Marketing Cloud ad hoc and automated reports.
- Given a customer scenario, recommend an Einstein product that will analyze campaign effectiveness.



*Einstein Features and Intelligence will be covered on Day 11 with Eliot Harper

Agenda - Insights & Analytics

Where can we find insights and analytics in Marketing Cloud Engagement?

- [Analytics Builder](#)
 - [Intelligence \(aka Datorama\) Reports](#)
- [Email Studio](#)
- [Journey Builder](#)
- [Mobile Studio](#)
- [*Einstein](#)
- [*Intelligence](#)



Email
Studio



Mobile
Studio



Analytics
Builder



Journey
Builder



**Day 11 focus*



Marketing Cloud Reporting



Leveraging Data by Edition

	Basic	Pro	Corporate	Enterprise
Reports and Dashboards	✓	✓	✓	✓
Advanced Reporting Features	✗	✗	✓	✓
Einstein Engagement Scoring *	✗	✗	✓	✓
Einstein Engagement Frequency *	✗	✗	✓	✓

Source: [Marketing Cloud Engagement Pricing](#)



*Einstein features will be covered on Day 11

Detailed Reporting Features by Edition

	Basic	Pro	Corporate	Enterprise
Standard Reports	✓	✓	✓	✓
Datorama Reports		✓	✓	✓
Email Conversion Tracking		✓	✓	✓
Einstein Messaging Insights ***	\$		✓	✓
Datorama Reports Advanced	\$	\$	\$	\$
Integration for Google Analytics 360	\$	\$	\$	\$

Source: [Marketing Cloud Engagement Detail Pricing Sheet](#)



Standard Reports and Analytics



Standard Reports

A set of predefined reports that can be viewed in real time. Standard Email Reports include subscriber reports and tracking reports. Standard Mobile Reports include account summary reports, message summary, and message detail reports.

Tracking

Tracking is an aggregated collection of data that allows you to view critical elements such as email opens, clicks, undeliverables, and other metrics online. You can also capture how many emails were forwarded and how many new subscribers each forward generated



Datorama / Intelligence Reports



Intelligence Reports

Datorama Reports is reporting and analytics for email, mobile, and journeys, and comes included in Pro, Corporate, and Enterprise editions. With Datorama Reports, you can analyze your messaging data with pre-built dashboards, explore with pivot tables, and create custom reports to share your results.



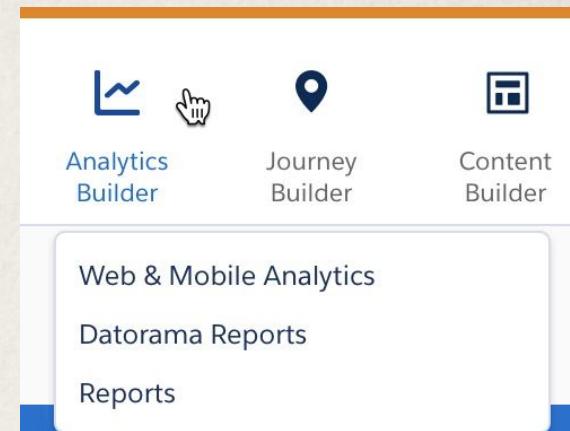
Intelligence Reports Advanced

Datorama Reports Advanced is an add-on SKU, and an upgrade to Datorama Reports, which is included in Pro, Corporate, and Enterprise editions. With Datorama Reports Advanced, you can customize your email, mobile, and journey dashboards, create and modify measurements and dimensions, and query and export your subscriber-level data.

Analytics Builder

Reporting and Analytics

- Reports are standard
- Intelligence Reports replaced ~~Discover Reports~~
- ~~Web & Mobile Analytics (Collect Code)~~
 - Moved to Einstein > Web Recommendations



Analytics Builder – Reports

Where do I create Reports?

- Analytics Builder > Reports
- Included with all Marketing Cloud orgs



Overview

Only Administrators can see the API Permission Adjustment report. Learn more...

Report Shortcuts

Journey Builder Email Send Summary	A-B Test Summary Report	Email Performance Over Time	Email Send Report
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Select Shortcuts

Report Catalog

Report Categories

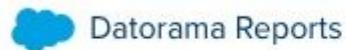
Discover (8)	CloudPages (2)
Email (46)	GroupConnect (4)
MobileConnect (4)	Journey Builder (2)
MobilePush (4)	Contacts (2)
MC Administration (2)	

Recently Run Reports

Email Send Report
Device Performance by Email Sends
Recent Email Send Summary
Best Performing Send Day

View Catalog

Datorama Reports



Dashboards

Pivot Tables

Reports

Setup

Where do I create Datorama Reports?

- Analytics Builder > Datorama Reports
 - Paid add-on (replaced Discover Reports)
 - Not the same as Datorama
 - Highlights
 - Dashboards
 - Pivot Tables
 - Channels:
 - Email
 - Mobile Push

Messaging & Journeys

▼ Overviews

Email Overview

▼ Email

Email Deliveries

Email Engagement

Email Performance

Journey Performance by E...

▼ Push Notification

Push Deliveries

Push Engagement

Push Performance

Journey Performance by P...



Email Studio



Email

Overview

Content

Subscribers ▾

Interactions ▾

A/B Testing

Tracking ▾

Admin

Where do I create Reports?

- Email Studio > Tracking > Sends
- Email Studio > Tracking > Reports (deprecated - go to Analytics Builder
 - Still visible in older orgs
 - No longer updated
- Analytics Builder > Reports (Standard)
- Analytics Builder > Intelligence Reports



Mobile Studio

Where do I create Reports?

- Mobile Studio > MobileConnect > Message Stats > Create Report
- Mobile Studio > MobilePush > Message Analytics > Create Report
- Analytics Builder > Reports
- Analytics Builder > Intelligence Reports

The screenshot shows the Salesforce MobileConnect interface. At the top, there are three tabs: 'MobileConnect' (selected), 'Overview' (highlighted in orange), and 'Administration'. Below the tabs, the word 'Overview' is centered. A large section titled 'Message Stats' displays two counts: 'Outbound' (0) and 'Inbound' (0). Underneath these counts, it says 'Sent on Avg: 0' and 'Received on Avg: 0'. At the bottom right of this section is a blue button labeled 'Create Report'. Above the 'Message Stats' section, there is a dropdown menu set to 'Last Month'.



Journey Builder



Journey
Builder

Content
Builder

Audience
Builder

Analytics and History

- Journey Analytics Dashboard
 - Use the Journey Analytics Dashboard
 - The Versions Dashboard
- Journey Health
- Journey History

Automation Studio

Journey Builder



Demo Time



Official Resources

Trailhead

- Trail: [Measure Your Marketing Impact](#)
- Module: [Study Up on Digital Marketing](#)
- Module: [Intelligence Reports for Engagement](#)

Partner Learning Camp

- [Marketing Cloud: Tracking and Reporting](#)





Thank You

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AllCloud



LET'S SUCCEED
TOGETHER



Trailblazer COMMUNITY GROUPS

salesforce

Thank You!



Appendices



Community Resources

Marketing Cloud Admin Certification Resources

- [AMPscript.com](#)
- [Anup Arora](#)
- [Chris Zullo](#)
- [Guilda Hilaire](#)
- [Jackson Chen](#)
- [Jyothsna Bitra](#)
- [Kerry Townsend via The Drip](#)
- [Leslie Higgins](#)
- [SFMC Stuff](#)
- [Shibu Abraham](#)
- [Tidbits For You](#)



Marketing Cloud Intelligence - aka Datorama

Cross-platform marketing analytics

- Intelligence ≠ Intelligence Reports for Marketing Cloud
- Connect, harmonize, visualize, and act on marketing data
- Supports B2B & B2C

