

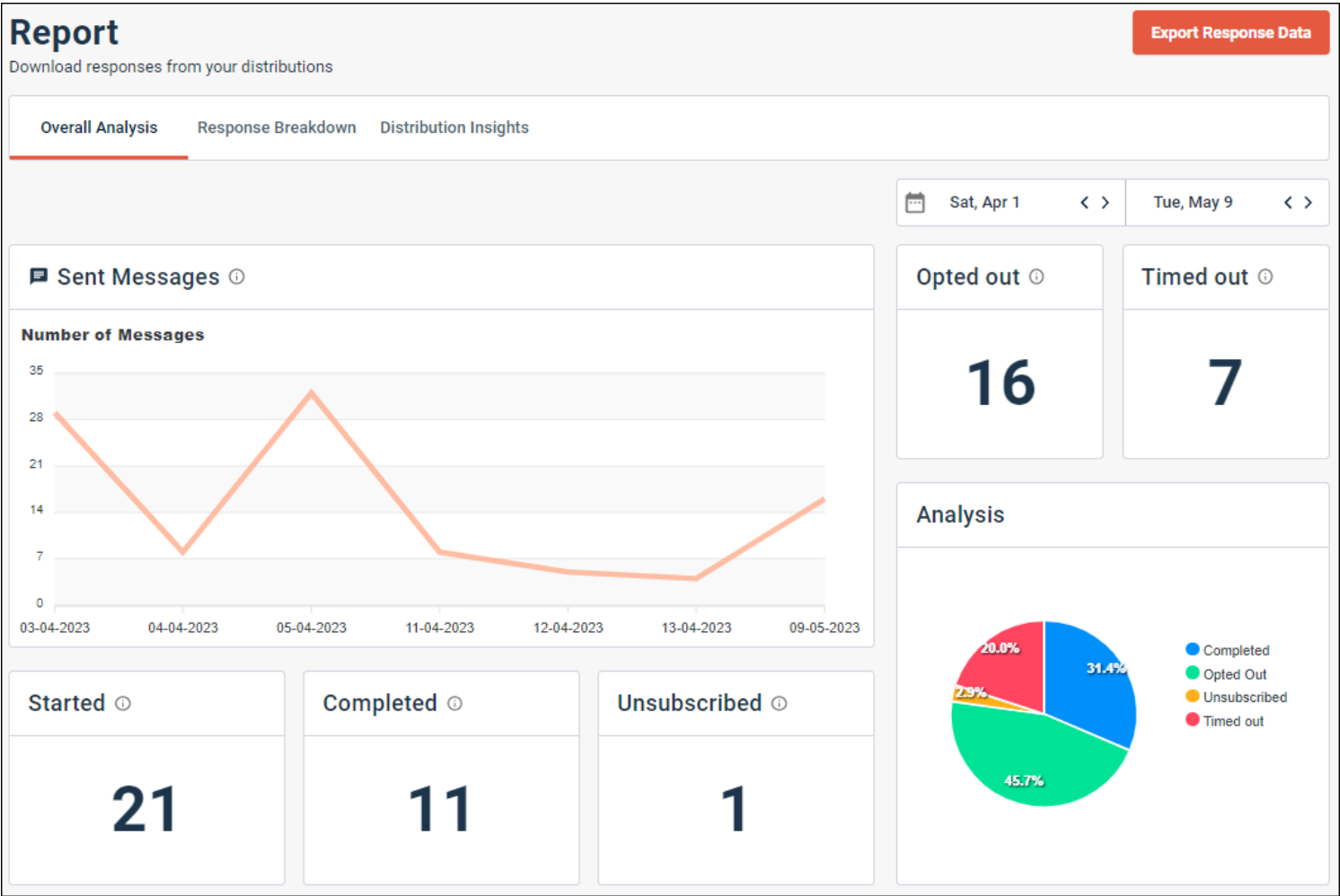
Overall Analysis

View summary and participation data for a Conversational Survey activity.

Note: You must be an Admin, Power User or Author to access conversational survey reporting.

To view the **Overall Analysis**:

1. From the **Conversations** list, click the activity name.
2. Click the **Report** tab.
The activity opens on the **Report** page and displays the **Overall Analysis** tab by default. At the top of the page, you can view summary statistics about activity participation.
3. Filter report data by date by clicking on the date filter in the top right corner and selecting a date range from the calendar.







Note: The numbers are based on the number of times a participant achieved a certain status, not the number of unique participants. For example, if someone completes the same activity 7 times, the **Completed** count will increment by 7 instead of 1.

Statistic	Description

Sent Messages	The total number of messages sent over time for this activity, including intro and statement messages. Hover over the line to see information about number of messages sent per day. For example, if your activity is five messages long and was completed one time today, the chart would show today's message count as five.
Started	The number of times participants started the activity.
Completed	The number of times participants reached the end of the activity.
Unsubscribed	The number of times participants used the opt-out keywords Stop or Unsubscribe to opt out of the activity. Note: Using these keywords unsubscribes the participant from the current survey and future activities.
Opted Out	The number of times participants used an opt-out keyword such as Quit , End , or Cancel . Note: Using these keywords opts the participant out from the current survey only.
Timed Out	The number of times participants timed out of the activity. The default time out period is seven days.
Analysis	The percentage of participants who completed, opted out, unsubscribed, or timed out for the activity. Hover over each slice to see the count of users for the event.

Scroll down to view a message-by-message breakdown of completed, unsubscribed, opted out, and timed out events.

Questions	Respondents	Completed	Unsubscribed	Opted Out	Timed Out
 Intro message	19	68.42%	0.00%	84.21%	0.00%
 Single choice	14	50.00%	7.14%	0.00%	0.00%
 Numeric	11	54.55%	0.00%	0.00%	0.00%
 Open ended	10	40.00%	0.00%	0.00%	0.00%

Statistic	Description
Respondents	The number of participants who received the question.
Completed	The number of times participants completed the question.
Unsubscribed	The number of times participants used the opt-out keywords Stop or Unsubscribe to opt out of the activity. Note: Using these keywords unsubscribes the participant from the current survey and future activities.
Opted Out	The number of times participants used an opt-out keyword such as Quit , End , or Cancel . Note: Using these keywords opts the participant out from the current survey only.

Timed Out	The number of times participants timed out of the activity on this question. The default time out period is seven days.



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