# Distribution Insights

View statistics about the performance of individual distributions.

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

To view the **Distribution Insights**:

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.
3. Click the **Distribution Insights** tab.
4. Filter report data by date by clicking on the date filter in the top right corner and selecting a date range from the calendar.

The **Distribution Insights** page lists all the distributions for the activity.



For each distribution, the following information is displayed:

| Statistic | Description |
|---|---|
| **Distribution Name** | The name of the distribution. |
| **Respondents** | The number of participants who received the distribution. |
| **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.<br><br>> **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**.<br><br>> **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. |

Click a distribution to drill down on more summary statistics.

Filter report data by date by clicking on the date filter in the top right corner and selecting a date range from the calendar.
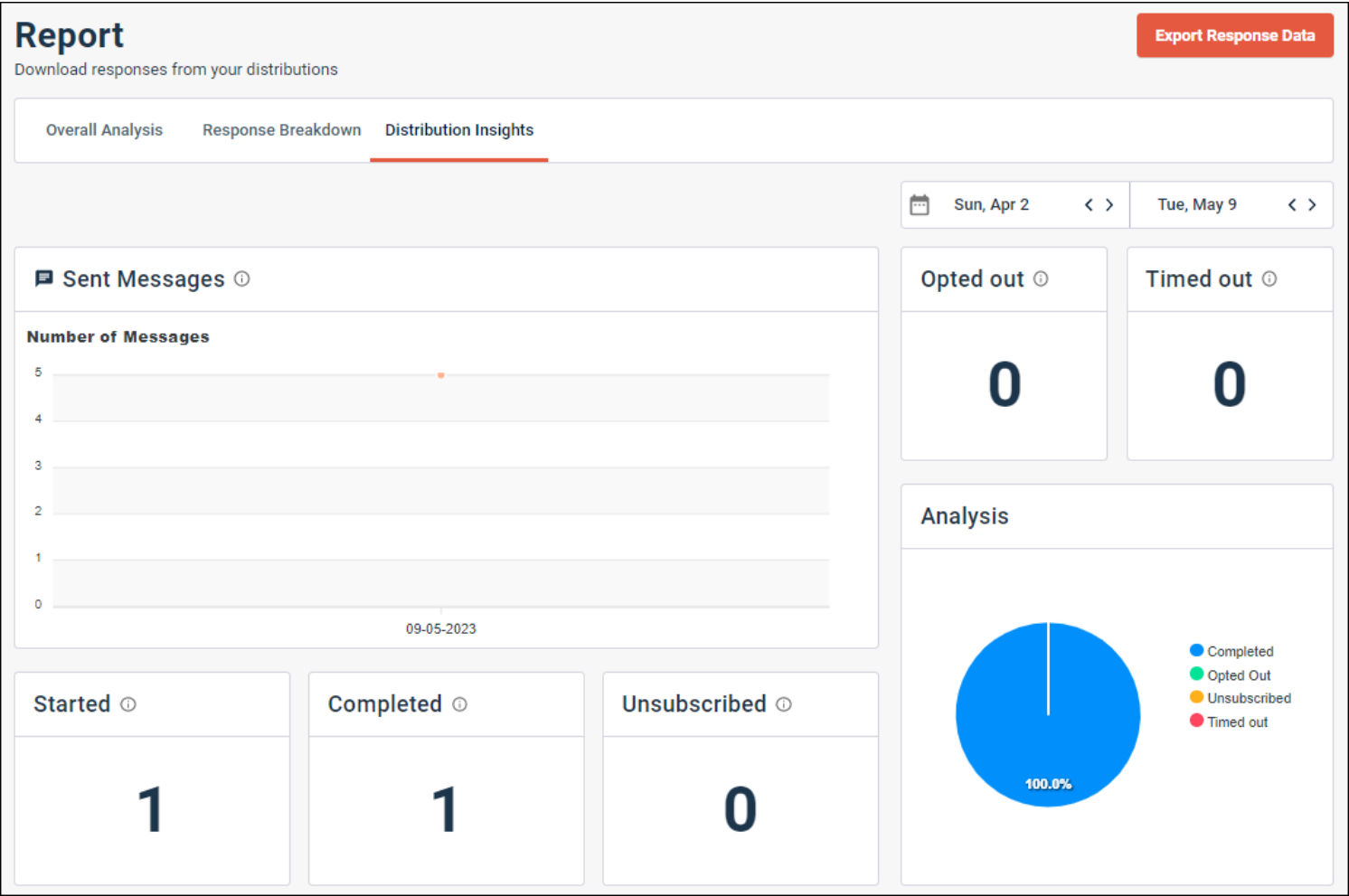


| Statistic | Description |
|---|---|
| Sent Messages | The total number of messages sent over time for this activity, including intro and statement messages. Hover over the line to see information about number of messages sent per day. <br><br> For example, if your activity is five messages long and 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. <br><br> **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**. <br><br> **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.<br><br>**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**.<br><br>**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. |

To return to the **Distribution Insights** page, click **Distribution Insights**.

**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.

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