

## Other Features

Performance tracking. As I described earlier, we want to track three main performance metrics for each mail:

- Total e-mails sent out.
- Open rate.
- Click rate.

When you write an e-mail in ConvertKit, it will embed a 1px image in the content. When the image is loaded, ConvertKit knows that a particular subscriber opened the e-mail. When the e-mail has a link, and you click on it, it won't redirect you directly to the destination. First, it will open a ConvertKit URL and redirect you to the original destination. We won't implement these features, but we can simulate them with an API to track these metrics. From these metrics, we can craft some interesting reports. When it comes to sequences, there are two types of reports:

- For a particular e-mail in the sequence. In the example above, #3 E-mail was sent out to 4 subscribers; meanwhile, #1 E-mail was sent out to only two subscribers.
- For the whole sequence. For example, eight e-mails were sent all together in the example above:
  - Two instances of #1 E-mail
  - Two instances of #2 E-mail
  - Four instances of #3 E-mail

Tracking and reporting a broadcast's performance is the same as tracking a sequence mail's performance. We probably need some abstraction to handle this without code duplication.

Filters and Forms. We will have a Form model, but we won't implement a form builder. Filters can be created using forms and tags.