

Broadcasts

Broadcasts are e-mails you want to send one time to a given set of subscribers. First, you write the content and save it; after that, you either send it manually or schedule it for a later time.

Either way, you define which subscribers will get the mail. You can filter them by:

- Which tags do they have
- What form did they come from
- What products did they purchase

We won't implement products and purchases in the sample application, so our filters will work based on tags and forms.

Metrics like these can track the performance of a sent broadcast:

- How many people got the mail.
- Open rate. How many people opened the mail.
- Click rate. How many people clicked on a link inside the content (if there's a link).

These rates can be expressed as percentage values, for example:

- 1000 sent mails
- 49% open rate (490 were opened)
- 8% click rate (80 were clicked)