

<b>Tracking</b>	
Tracking e-mail opens	It can be a broadcast or a sequence e-mail. Needs an API endpoint.
Tracking link clicks	It can be a broadcast or a sequence e-mail. Needs an API endpoint.
<b>Automations</b>	
Creating automations	Each automation has one event and any number of actions.
Running automations	When the specified event occurs we need to run the actions.
<b>Reports</b>	
Sequence progress	Such as how many subscribers completed it.
New subscribers	How many new subscribers are this week, this month, today, or in total
Daily new subscribers	How many new subscribers we had on a daily basis.
Performance for a sent mail	Either for a broadcast or a sequence mail (open rate, click rate).
Performance for a whole sequence	Aggregating the individual e-mails for a whole sequence.