

Q. Receive an email daily at 10AM in the morning that shows Sent, Opens, Clicks, CTR per journey.

Step 1: Create a Data Extension:

Here, we will create a “DailyJourneyMetricsReport” Data Extension to store the daily statistics for sent, opens, clicks and CTR per journey.

The screenshot shows the Salesforce Email Studio interface for a Data Extension named 'DailyJourneyMetricsReport'. The interface includes a top navigation bar with tabs for Overview, Content, Subscribers, Interactions, A/B Testing, Tracking, and Admin. The main content area is divided into two sections: Properties and Records. The Properties section shows the external key 'DailyJourneyMetricsReport', created date 'Tuesday, July 04, 2023 8:49 PM', last modified date 'Monday, August 14, 2023 10:31 AM', and owner 'Rahul Verma'. It also shows the location 'RahulV' and type 'Standard'. The Records section shows 33 records and a table of fields.

Name	Data Type	Length	Primary Key	Nullable	Default Value
JourneyName	Text	100	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
TotalSent	Number		<input type="checkbox"/>	<input checked="" type="checkbox"/>	
TotalOpened	Number		<input type="checkbox"/>	<input checked="" type="checkbox"/>	
TotalClicked	Number		<input type="checkbox"/>	<input checked="" type="checkbox"/>	
ClickThroughRate	Decimal	18,2	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
return	Number		<input type="checkbox"/>	<input type="checkbox"/>	1

Here, we will create a “report send test” Data Extension to store the daily statistics for sent, opens, clicks and CTR per journey.

The screenshot shows the Salesforce Email Studio interface for a Data Extension named 'report send test'. The interface includes a top navigation bar with tabs for Overview, Content, Subscribers, Interactions, A/B Testing, Tracking, and Admin. The main content area is divided into three sections: Properties, Records, and Tracking. The Properties section shows the external key 'report send', created date 'Tuesday, August 08, 2023 12:14 PM', last modified date 'Monday, August 14, 2023 10:33 AM', and owner 'Rahul Verma'. It also shows the location 'RahulV' and type 'Standard'. The Records section shows 4 records and a table of fields.

Name	Data Type	Length	Primary Key	Nullable	Default Value
email	EmailAddress	254	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
name	Text	50	<input type="checkbox"/>	<input type="checkbox"/>	

Step 2: Create an Email with AMPScript:

The screenshot shows the 'Edit Email' interface in Email Studio. The left pane displays the AMPScript code for an email titled 'Daily Journey Metrics Report'. The code includes a header, a report date, and a table of journey metrics. The right pane shows a preview of the email content, including the subject, preheader, and the rendered table.

Subject: Hello, %%Name%%!

Preheader: Daily Journey Metrics Report for %%=Format(Now(), "MMMM d, yyyy")=%%

Code View | Plain Text

Daily Journey Metrics Report

Report Date: %%=Format(Now(), "MMMM d, yyyy")=%%

%%=var @rs, @row, @journey, @sent, @opens, @clicks, @ctr, @i SET @cap = 10 SET @rs = LookupRows("DailyJourneyMetricsReport", "Return", 1) SET @rowcount = RowCount(@rs) IF @rowcount > 0 THEN FOR @i = 1 TO @cap DO SET @row = Row(@rs, @i) SET @journey = Field(@row, "JourneyName") SET @sent = Field(@row, "TotalSent") SET @opens = Field(@row, "TotalOpened") SET @clicks = Field(@row, "TotalClicked") IF @sent > 0 THEN SET @ctr = Divide(@clicks, @sent) * 100 ENDIF %%=NEXT @i ENDIF %%=

Journey Name	Total Clicked	Total Sent	Total Opened	Click Through Rate (%)
%%=v(@journey)=%%	%%=v(@clicks)=%%	%%=v(@sent)=%%	%%=v(@opens)=%%	Concat(FormatNumber(@ctr, "0.00"), " %")

This email was sent by: %%Member_Busname%%
%%Member_Add%% %%Member_City%%, %%Member_State%%, %%Member_PostalCode%%,
%%Member_Country%%

[Update Profile](#)

The screenshot shows the 'Edit Email' interface in Email Studio, displaying the rendered email content. The left pane shows the subscriber preview and attributes for 'rahulsanjayverma@gmail.com'. The right pane shows the rendered email content, including the subject, preheader, and the rendered table.

Subject: Hello, Rahul Verma!

Preheader: Daily Journey Metrics Report for August 14, 2023

Layout | Plain Text

Daily Journey Metrics Report

Report Date: August 14, 2023

Journey Name	Total Clicked	Total Sent	Total Opened	Click Through Rate (%)
15_Email_Sample	0	0	0	0.00 %
Abhishek_InjectRecordsByAPI	0	0	0	0.00 %
Abhishek_Update_Contact_with_API	0	2	2	0.00 %
Abhishek_Update_Contact_without_API	2	2	2	1.00 %
API_Journey	0	2	0	0.00 %
Cloud_Page_Join	0	0	0	0.00 %
Coupon Code Claim Journey	0	1	1	0.00 %
custom activity testing	0	0	0	0.00 %
Engagement_Split1	0	0	0	0.00 %
Journey_d	0	0	0	0.00 %

This email was sent by: Red Hibbert Group LLC (Partner Main)
3001 Bishop Dr, Suite 300 San Ramon, CA, 94583, United States

The AMPScript Code is as follows:

```
<!DOCTYPE html>
```

```
<html>
```

```
<head>
```

```
<title>Daily Journey Metrics Report</title>
```

```
</head>
```

```
<body>
```

```
<h1>Daily Journey Metrics Report</h1>
```

```
<p>Report Date: %%=Format(Now(), "MMMM d, yyyy")=%%</p>
```

```
<table border="1">
```

```
<tr>
```

```
<th>Journey Name</th>
```

```
<th>Total Clicked</th>
```

```

        <th>Total Sent</th>

        <th>Total Opened</th>

        <th>Click Through Rate (%)</th>
    </tr>

    %%[

        var @rs, @row, @journey, @sent, @opens, @clicks, @ctr, @i

        SET @cap = 10

        SET @rs = LookupRows("DailyJourneyMetricsReport", "Return", 1)

        SET @rowcount = RowCount(@rs)

        IF @rowcount > 0 THEN

            FOR @i = 1 TO @cap DO

                SET @row = Row(@rs, @i)

                SET @journey = Field(@row, "JourneyName")

                SET @sent = Field(@row, "TotalSent")

                SET @opens = Field(@row, "TotalOpened")

                SET @clicks = Field(@row, "TotalClicked")

                IF @sent > 0 THEN

                    SET @ctr = Divide(@clicks, @sent) * 100

                ENDIF

            ]%%

        <tr>

            <td>%%=v(@journey)=%%</td>

            <td><center>%%=v(@clicks)=%%</td>

            <td><center>%%=v(@sent)=%%</td>

            <td><center>%%=v(@opens)=%%</td>

            <td><center>%%=IIF(@sent > 0, Concat(FormatNumber(@ctr, "0.00"), " %"), "0.00 %")=%%</td>

        </tr>

    %%[

        NEXT @i

    ENDIF

    ]%%

</table>

</body>

</html>

```

Step 3: Create an Automation:

The screenshot shows the Automation Studio interface with the following components:

- Navigation:** Overview, Activities, Feedback, Training, April 23, Rahul Verma.
- Summary:** 8/14/2023 12:39 PM, LAST SAVED.
- Workflow:** 8/8/2023 4:11 PM, COMPLETED, 2 ACTIVITIES IN 2 STEPS.
- Activity:** 8/8/2023 4:11 PM, COMPLETED.
- Buttons:** Run Once, Save.
- Starting Sources:** Schedule, File Drop, Trigger.
- Activities:** Data Extract, Data Factory Utility, File Transfer, Filter, Fire Event, Import File, Import Mobile Contacts, Refresh Group, Refresh Mobile Filtered List.
- Workflow Steps:**
 - Step 1:** 1.1 SQL Query (PopulateDEwith OCSCTR).
 - Step 2:** 2.1 Send Email (Daily Journey Metrics Report).

Schedule:

Define Schedule

After defining the schedule and then Saving the automation, it will be paused until you set the schedule toggle to Active. The automation can still be run manually by clicking Run Once.

Long-running automations could be stopped before they're finished for system stability. [More Details](#)

Start Date

08/09/2023

at

10:00 AM

Time Zone

(GMT-05:00) Eastern Time (US & Canada) *

* Denotes this time zone honors daylight savings time

Repeat

Daily

every

1

day(s)

End

Never

Clear Schedule

Cancel

Done

SQL Query Activity:

Edit Query Activity

PROPERTIES

QUERY

TARGET DATA EXTENSION

SUMMARY

Properties

Name

PopulateDEwithOCSCTR

External Key

populate_de_with_o_c_s_ctr

Folder Location

Query

Description

Target Data Extension

Data Extension

DailyJourneyMetricsReport

Data Action

Update

SQL Query

1 SELECT

2 jou.JourneyName,

3 COUNT(s.JobID) AS TotalSent,

4 COUNT(o.JobID) AS TotalOpened,

5 COUNT(c.JobID) AS TotalClicked

6 FROM _Job j

7 LEFT JOIN _Sent s

8 ON j.JobID = s.JobID

9 LEFT JOIN _Open o

10 ON

11 s.JobID = o.JobID and

12 s.ListID = o.ListID and

13 s.BatchID = o.BatchID and

14 s.SubscriberID = o.SubscriberID and

15 o.IsUnique = 1

16 LEFT JOIN _Click c ON

17 s.JobID = c.JobID and

18 s.ListID = c.ListID and

19 s.BatchID = c.BatchID and

20 s.SubscriberID = c.SubscriberID and

SQL Code is as follows:

SELECT

jou.JourneyName,

COUNT(s.JobID) AS TotalSent,

COUNT(o.JobID) AS TotalOpened,

COUNT(c.JobID) AS TotalClicked

FROM _Job j

LEFT JOIN _Sent s

ON j.JobID = s.JobID

LEFT JOIN _Open o

ON

s.JobID = o.JobID and

s.ListID = o.ListID and

s.BatchID = o.BatchID and

s.SubscriberID = o.SubscriberID and

o.IsUnique = 1

LEFT JOIN _Click c ON

s.JobID = c.JobID and

s.ListID = c.ListID and

s.BatchID = c.BatchID and

s.SubscriberID = c.SubscriberID and

c.IsUnique = 1

LEFT JOIN _JourneyActivity ja ON

j.TriggererSendDefinitionObjectID = ja.JourneyActivityObjectID

LEFT JOIN _Journey jou ON

ja.VersionID = jou.VersionID

WHERE jou.JourneyName IS NOT NULL

GROUP BY

jou.JourneyName

Send Email Activity:

Edit Send Email Activity

SELECT MESSAGE

DEFINE PROPERTIES

SELECT AUDIENCE

CONFIGURE DELIVERY

ACTIVITY SUMMARY

☒ This information is correct and this email is ready to send.

Activity Properties

Name

Daily Journey Matrics Report

External Key

27355

Folder

User-Initiated

Description

None

Audience

Targeted Audience

report send test

Publication List

All Subscribers

Total Targeted

4

Task 4 - Data Views Table

This preview does not display personalization or the header and footer for the selected delivery profile.

From: Rahul Verma <rahulsanjayverma@gmail.com>

Subject: Hello, %firstName%, Daily Journey Metrics Report for %Format(Now()),"M

Preheader:

Daily Journey Metrics Report

Report Date: %Format(Now(),"MMMM d, yyyy")=%%

%[var @rs, @row, @journey, @sent, @opens, @clicks, @ctr, @i SET @cap = 10 SET @rs
LookupRows("DailyJourneyMetricsReport", "Return", 1) SET @rowcount = RowCount(@rs)
THEN FOR @i = 1 TO @cap DO SET @row = Row(@rs, @i) SET @journey = Field(@row,
SET @sent = Field(@row, "TotalSent") SET @opens = Field(@row, "TotalOpened") SET @cl
"TotalClicked") IF @sent > 0 THEN SET @ctr = Divide(@clicks, @sent) * 100 ENDIF]%
ENDIF]%%

Journey Name	Total Clicked	Total Sent	Total Opened

Cancel

BackFinish