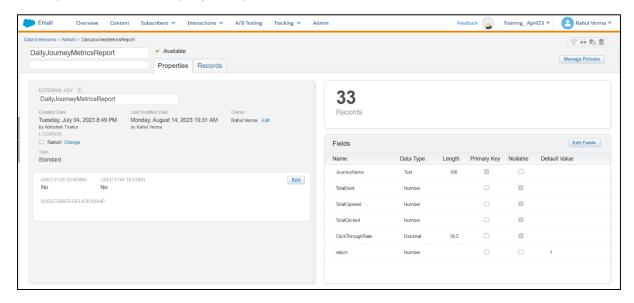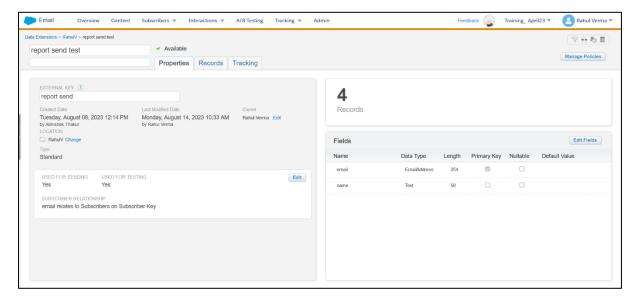# Q. Receive an email daily at 10AM in the morning that shows Sent, Opens, Clicks, CTR per journey.

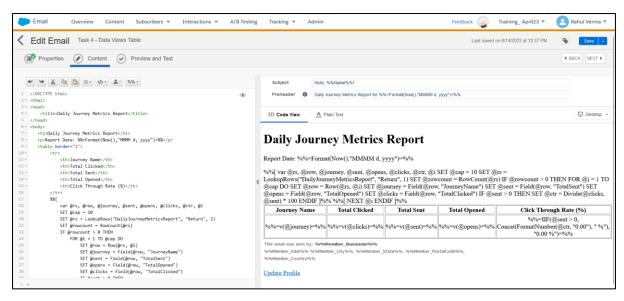**Step 1**: Create a Data Extension:

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

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

Step 2: Create an Email with AMPScript:

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>
```
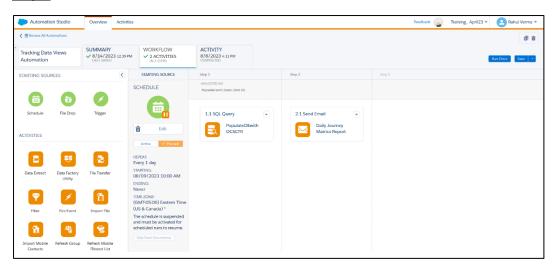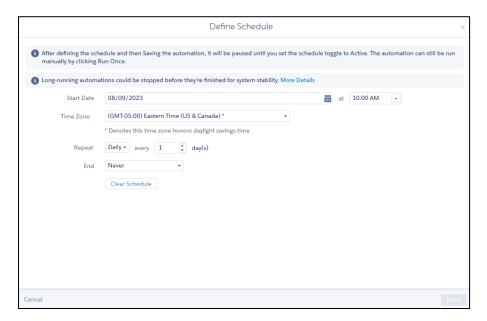
Step 3: Create an Automation:

Schedule:

SQL Query Activity:

SQL Code is as follows:

```sql
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 Metrics 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

Back Finish