**Data/reporting whiteboard – explanation of whiteboard tasks**

1. **Click analysis**

Click analysis is calculated on each occurrence of every link in messages to determine which aspects of the message work best towards meeting client’s business objectives. This formula will tell the number of unique recipients, who clicked on a particular link. Grouping the analysis of links together (based on the types of link, location of the link, creative used etc) can give a wealth of information on what works best in emails. It is usually presented as a click overlay and table.

1. **Data cleansing**

Data cleansing /data cleaning/ is the process of detecting and correcting (or removing) corrupt or inaccurate records from a record set, table, or database.

Data cleansing differs from data validation in that validation almost invariably means data is rejected from the system at entry and is performed at entry time, rather than on batches of data.

The actual process of data cleansing may involve removing typographical errors or validating and correcting values against a known list of entities. The validation may be strict (such as rejecting any record that does not have a valid email address) or fuzzy (such as correcting records that partially match existing, known records). It is usually a pre-step before data upload.

1. **Data download**

Data download is a transmission of a file from one computer system to another, usually smaller computer system; from the Internet user's point-of-view, to download a file is to request it from another computer (or from a Web page on another computer) and to receive it.

Types of requests:

* Received
* Not received
* Suppressed
* Sent
* Unsubscribed
* Opened
* Clicked

1. **Data upload**

Data upload is a transmission in the other direction: from one, usually smaller computer to another computer; from an Internet user's point-of-view, uploading is sending a file to a computer that is set up to receive it.

1. **Data merge**

Data merge is a process which main purpose is to combine two files in such a way that the resulting file has the same organization as the two individual files (for example, if two files contain a list of names in alphabetical order, merging the two files results in one large file with all the names still in alphabetical order).

Note that merge is different from append. Append means to combine two files by adding one of them to the end of the other.

1. **Data split**

Data splitting is a process of partitioning available data into portions, usually for multi-sending purpose.

1. **Personalisation**

Personalization is a process of targeting and filtering data to deliver individually tailored messages to each recipient. Sending an email that contains the recipient’s personal information making it look the email was sent to only them. The most common personalization is by using the recipient’s name to open the email however, far more personalization variables are available. It is often included as a part of data cleansing process.

1. **Snapshot**

Snapshot report is a combined version of basic metrics and html overlay reports.

The basic metrics report presents overall campaign results, which will help our clients to identify how their campaigns are being received and how many of their subscribers are interacting with them. Sometimes this report is provided with a benchmark for comparison over time as well as a sense of the scale of client’s campaigns.  
Overlay report indicate the number of clicks on links in the mailing, and may be the best indicator for determining email success. Links are highlighted and colour coded to indicate above and below average performance as well as the most clicked link. The most frequently clicked links across a mailing are highlighted in green. The average-clicked links appear yellow, and infrequently clicked links are red.

1. **Subscriber behaviour report**

The following report requires examining individual subscriber data from each campaign run over a period of time in order to track what each subscriber is doing. The time period time measured depends on the frequency of contact however Alchemy Worx recommends a minimum of 12 months in most cases to ensure sufficient data is available and to enable identification of seasonal changes. This kind of information can prove to be invaluable to clients in better understanding the needs of subscribers as well as providing additional opportunities to segment lists and target specific offers to certain groups of subscribers.

Due to the fact that this report requires calculations based on individual email addresses, it is also possible to identify which subscribers react, or do not react in common ways (inactives or core multiple openers/clickers). It is not uncommon to find that a small proportion of a company’s email list generates a proportionally higher amount of revenue – sometimes as high as 20% of the list generating 80% of the revenue. Knowing specifically who these subscribers are will enable to reward their loyalty and treat them differently to subscribers who may open and click but never generate revenue.

Overlaying revenue, or conversion data depending on the nature of business and how the performance is measured, can provide additional meaning to the report to achieve the best returns from your campaigns. Using email addresses, or another unique identification field will enable to match offline sales, providing a more robust figure.

Types of requests:

* Scorecards
* Dashboards

1. **Other**
   1. Survey analysis
   2. Data segmentation / clustering
   3. Data mapping
   4. Data validation
   5. Data append
   6. Data modification
   7. Customer profiling/modelling
   8. Email marketing audit
   9. User profile amends