

The report insights that are available for [tracked marketing emails](#) enable you to track which of your contacts opened the emails, clicked at least one link in the emails, and unsubscribed from the emails you sent. Moreover, you can see where these contacts come from, which [persona](#) they are fitting, what their gender is, and how old they are.

To view the report insights for individual marketing emails:

1. Open the **Email marketing** application on the **Email feeds** tab.
2. **Edit** (✎) an email campaign or a newsletter containing sent emails.
3. On the **Emails** tab, **edit** (✎) the marketing email you want to view the reports for.
4. Switch to the **Reports -> Overview** tab.
5. Click the values displayed in the columns of the following categories:

Category	Column
Engagement	Unique opens – the number of contacts who opened the email.
	Unique clicks – the number of contacts who clicked at least one link in the email.
Contact loss	Unsubscriptions – the number of contacts who unsubscribed from the email.

The report insights for each value open a **Contact demographics** page in a separate browser tab.



Note

If you lack sufficient permissions to inspect individual contacts, you will be redirected to the dashboard when opening individual reports.

To correct this issue, contact your administrator and request he sets the permissions for the **Contact management** module to **Read** for your role or account.

Working with the contact demographics page

On the *Contact demographics* page, you can switch between the **List of contacts** and **Graphical representation** views.

The **List of contacts** view allows you to see the real contacts hidden behind the numbers in the email marketing reports:

List of contacts

Graphical representation

First name:

Contains

Last name:

Contains

Email address:

Contains

Status:


(all)

[Advanced search](#)

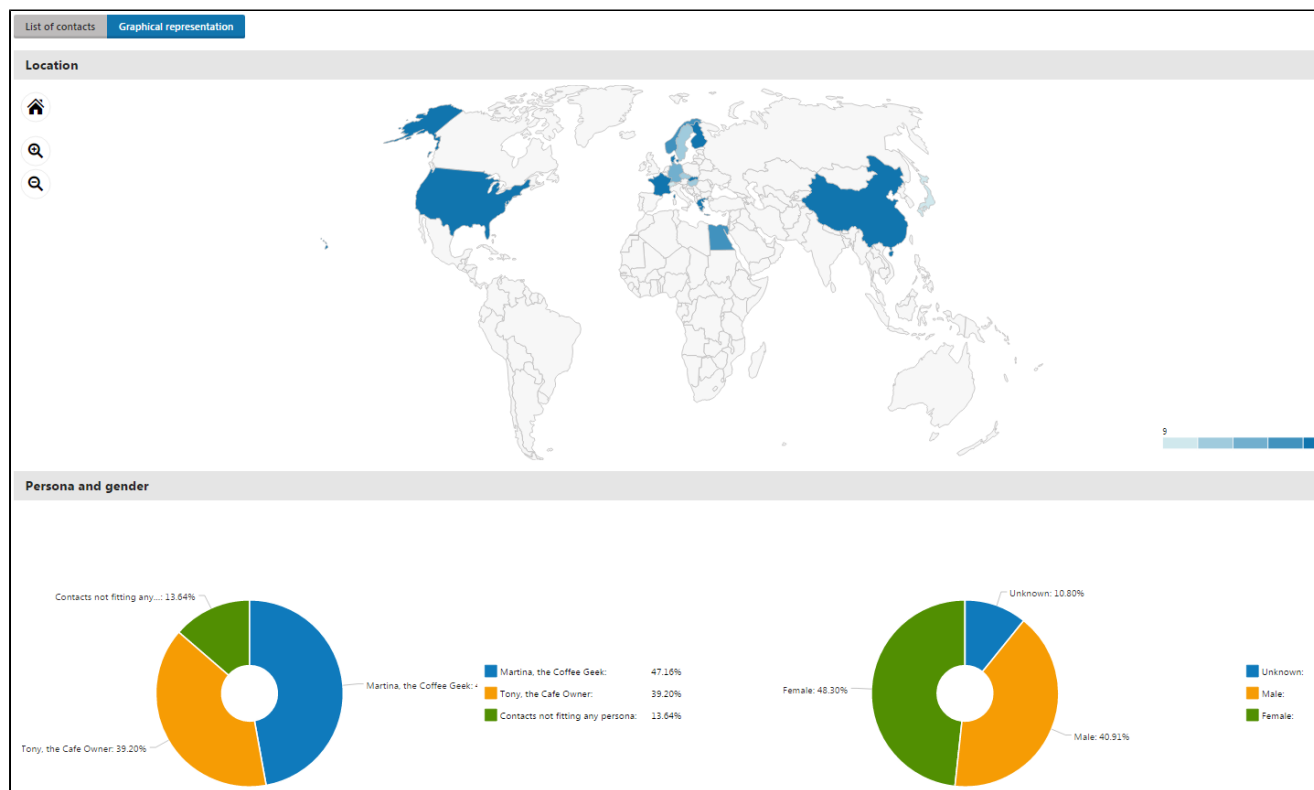
Reset

Search

⋮ Actions	First name	Last name ▲	Email address	Status	Country	Created
👁	Antonio	Buker	antonio@buker.local		United Kingdom	2/27/2017 11:46:37 AM
👁	Deneen	Fernald	deneen@fernald.local		Czech Republic	2/27/2017 11:46:37 AM
👁	Marlon	Loos	marlon@loos.local		USA	2/27/2017 11:46:37 AM
👁	Nolan	Steckler	nolan@steckler.local		Japan	2/27/2017 11:46:37 AM
👁	Johnetta	Tall	johnetta@tall.local		Egypt	2/27/2017 11:46:37 AM

✓ Clicking **View contact details**  displays information about individual contacts gathered in [contact profiles](#).

The **Graphical representation** view allows you to better understand who the recipients of your marketing emails are:



✓ Displaying the data in the charts

Filter the data displayed in the charts by clicking the individual data series in the legend.

⚠ Switching to the United States map

Click the *United States* in the world map to view a detailed breakdown of the US contact demographic by state.