

The report insights available for **tracked** newsletters and email campaigns display an overview of the number of **contacts** who opened, clicked at least one link, or unsubscribed from emails within an email feed in a single dynamic graph.

To view the report insights for individual email feeds:

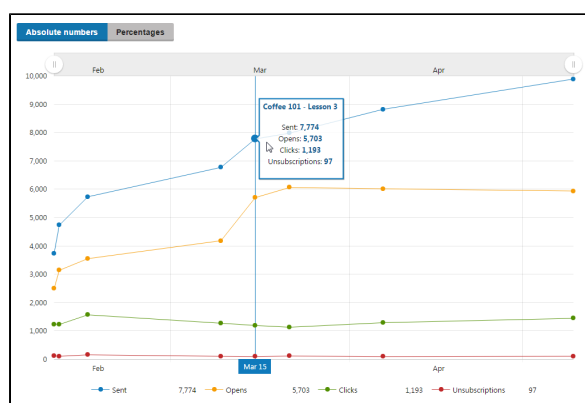
1. Open the **Email marketing** application on the **Email feeds** tab.
2. **Edit** (✎) an email campaign or a newsletter containing sent emails.
3. Switch to the **Report** tab.

The **Report** tab displays the **Email feed statistics** graph containing all sent marketing emails belonging to the current *Email feed*.

Reading the Email feed statistics graph

The Email feed statistics graph allows you to switch between the **Absolute numbers** and **Percentages** views. You can also use the slider in the graph's header to focus on a desired time period.

The **Absolute numbers** view displays the number of sent copies, opens, clicks, and unsubscriptions tracked for each email.



The **Percentages** view displays the number of opens, clicks, and unsubscriptions for each email as a percentage of total sent copies. For example, if an email was delivered to 100 recipients, but only 50 recipients opened it, the *Percentages* view would show 50% open rate for that particular email.

