## XMPie Cross Media Training Series Transcript for: Circle Email Analytics Report

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U.S. Patents 6948115, 7406194, 7548338, 7757169 and pending patents. JP Patent 4406364B and pending patents.

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Voice over script	Thumbnail
Hi! Welcome to XMPie PersonalEffect Cross Media.	
This video introduces the Circle Email Analytics Report. If you add an Email Touchpoint to your Circle project,	Kores Company         Kores Company    Circle Email Analytics Reports February 2022
after you connect the project to your uProduce, and setup the email document on the touchpoint, the Report icon will highlight.	
But you can see there is no data yet because I still need to send the email out.	
If I go to the report on this email, you can see some data has been captured. But our tutorial campaign is	cruite campaign demo E1 - reminder Email Estat de deschiedet (crises)
I will open one of XMPie Marketing team's projects.	Sette 03 /s (Edgement standard)         Charles of the set of the s
	14 Delivered         3 Opened         0 Clickes         14           0%         0%         0%         0         0
	0 Unubscribed 0 Ecurced 0 Failed 0 Formation
	Unix performance (non-unique)  Performance over time (non-unique) Performance soletaza No link performance data available
This is the campaign from the 2020 XMPie Users Group	Analytics     O ×  XUG 2020 - Dallas - Invitation
conference in Dallas.	E29 - Call For Speakers Lands & C : Lands and the control of t
Let's take a closer look at the analytics report on this	92% 31% 2% 6.949 Deliverid 2.798 Opened 164 Clicited
email.	0.2% 7% 0.7% 0.7% 0.7% 0.1% 0.1% 0.1% 0.1% 0.1% 0.1% 0.1% 0.1
At the top is the project name, the ID of the Email	
Touchpoint, and the touchpoint name.	Sub-contraction of the second se
You can see the number of unique recipients that were sent the email in this date range which is for all sends. I will explain the date range later in this video.	Xarox     62       XMPie     52       Unsubsidiar/bie     27
Each of these tiles shows a key metric using a unique	
count of recipients. To see how the percentage was calculated, simply hover the mouse over the	92%         31%         2%         2%           8,949 Delivered         2.798 Opened         166 Clicked
information icon.	2,798 unique opens / 8,949 delivered Opened = Clicked + Opened Only 724
	19 Unsubscribed 720 Bounced 73 Failed

The doughnut chart provides another way to view the same key metrics. Again, this chart is counting unique recipients, meaning that if one recipient clicked multiple links in the email, it would only count for one here, but each link click would be counted in the link performance report.	2,632 Opened only Opened only Not opened Unsubscribed
Also, in the doughnut chart, when the recipient has performed multiple actions, only the most relevant action is reported. – For example, if a recipient opened the email and clicked a link, that recipient would be counted in the Clicked group because clicking a link or button in the email shows more interest from the recipient than just opening the email.	Pr Speakers 2 recipients t Feb22 The most relevant action is graphed rise Opened and Clicked = Clicked
The link performance report counts non-unique clicks for each button or link in the email. So multiple clicks by the same recipient are all counted.	Link performance (non-unique) ↓ 3-Jan-20 to 10-Feb-22
The current version of Circle and XES will automatically	Link clicked Clicks
name links in the email, but if you have any old projects	RURL 147
will be listed as unidentified.	Xerox 62
	XMPie 52
	Unsubsubscribe 27
	Unidentified links 7 🕹
	ViewInBrowser
In addition to the automatic link naming, you can set	Link Tracking Name
your preferred link name on the links in your email.	Requires XES version 3.5 and above. Circle automatically assigns each link a tracking name. If you wish you may define your own tracking name in order to easily identify specific links in your email.
I nere is information on this here in the Cheat sheet for	<a href="{\DPUe.Email.ViewInBrowser}}" xmp-tracking-action="ViewInBrowser">View in browser</a>
	Link tags can include the numbers 0-9, the letters A-Z (both uppercase and lowercase, English only), hyphens (-) and underscores (_). Spaces and special characters are not allowed.
You can even turn off tracking for specific links if they	Disable Link Tracking
are not relevant for your reports.	Requires XES version 3.5 and above. If tracking email activity is enabled, all links in the email are tracked. To prevent tracking of a specific link, add
	<a href="{(XMPie.Email.ViewInBrowser)}" xmp-mp-track="1">View in Browserc/a&gt;</a>
The Performance over time report for this Email	Note that "1" indicates no tracking and it is not a customizable value.
I ouchpoint has no information because it was sent	Link source and media tracking Circle Web Analytics can be used to track the source and media of links that lead customers to personalized web paper Circle
perore XES captured this type of data. I will open	Email Touchpoints will automatically add source and media parameters that will be used for tracking. If desired, you can override the default settings. For more information, refer to the Cheat Sheet for Web.
another project in a moment to explain this report.	

The Devices and Geolocation reports also show some interesting information.	Devices (non-unique opens) ① 3 Jan 20 to 10 Feb 22 O Mobile 0% 0 Desktop 96.0%	Geolocation (non-unique opens) ① 3-Jan 20 to 10 Hob 22		
Devices shows the email client used by your recipients. This is helpful to ensure that you test your future emails in these clients.				
Note that the device information is only provided by some email clients, so you may find a large proportion in this unknown group.	Other 1%	1 150 Top cities by opens South Croydon Petaly Tigwa Bon Air Satord	Opens 160 37 17	+ - 40.4 9.3 4.3
		More cities		
Geolocation shows the world location where the email was opened.	Geolocation (non-unique op 3-Jan-20 to 10-Feb-22	ens) 🗊		
There are a couple things that may affect the location. Firstly, note that it is a non-unique report. So, if one recipient opens the email from home, and then later from the office, there will be two opens recorded from two different locations.				
Secondly, remember that many organizations use internet proxy servers, so even though the email may be opened by staff in different office locations around the globe or around the country, all email opens from within that company will be reported from the location of the proxy server.	1 Top cities by opens South Croydon	G 160	Opens 160	₩ + - % 40.4
	Petaņ Tiqwa		37	9.3
My guess here is that Xerox UK's internet proxy	Bon Air		17	4.3
probably accesses the internet from South Croydon	Salford		17	4.3
which is why there is a large figure here.	More cities			
When it first loads, the Geolocation chart will automatically zoom to cover the section of the globe that shows any data points. You can use the controls on the chart to zoom and drag around. Or, click and return to the starting zoom point.	Geolocation (non-unique oper 3-Jan-20 to 10-Feb-22	(ar		- 
You can also click on a state or province to zoom in to that region. And hover over the city to view the number of opens for that city.		Minneapolis: 4		
Clicking a city in the list will also zoom the map to that location				@ +
	1	160		Θ
	Top cities by opens		Opens	%
	South Croydon		160	40.4
	Petah Tiqwa		37	9.3
	Bon Air		17	4.3
	Salford		17	4.3

I'll open a different project to show the Performance	Performance over time (non-unique)		
over time chart.	9-Feb-21 to 10-Feb-22		
	O Opens O Clicks		
When the chart first loads, it will show the first 24 hours	15		
since this is usually when most activity will occur for a			
mass email. But, this email is a triggered email, so there			
were only 3 emails sent in the first 24 hours.	5 000		
	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0		
However, you can change this slider to undate the			
display for other data ranges. This is useful when you			
display for other date ranges. This is useful when you			
send the email multiple times like a monthly			
newsletter, or for drip campaigns where scheduling and			
automation send the email automatically as new			
recipients are added to the campaign over time.			
The date range for the whole report can be set by using	<b>—</b>		
the calendar icon. You can automatically select the last	31 All sends (		
send of the email, or specific date ranges like last	Chat Data End Data		
quarter.	All sends Start Date End Date		
	15-Oct-19 10-Feb-22		
If needed you can also select specific date ranges using	< October 2019 >		
the custom option and clicking the calendar to select	S M T W T F S		
start and end dates	Last quarter 1 2 3 4 5		
	Custom 6 7 8 9 10 11 12 O		
	13 14 15 16 17 18 19 0		
	20 21 22 22 24 25 24		
	27 28 29 30 31		
	⊃ Or		
	Done		
	10		
As we have been looking through the metrics and	(III) Analytics		
charts, you may have seen this download icon.	XUG 2020 - Dallas - Invitation		
	E29 - Call For Speakers		
This allows you to download the list of the recipients	Sent to 9,742 recipients (unique)		
that fall into each metric.	3-Jan-20 to 10-Feb-22		
	92% 31% 2%		
For example, this will download the list of recipients	8,949 Delivered 2,798 Opened 166 Clicked		
where the email bounced. You could use this list to			
clean up your recipient data.	U.∠%         /%         0./%           19 Unsubscribed         720 Bounced         0         73 Failed		
	Link performance (non-unique) 3-Jan-20 to 10-Feb-22 Performance over time (non-unique) 3-Jan-20 to 10-Feb-22		
	Link clicked Clicks No performance over time data available		
	RURL 147		
	Xerox 62		

This download icon would download the list of recipients who clicked on the RURL link in the email.	Sent to 9,742 recipients (unique) 3-Jan-20 to 10-Feb-22		
These are your best leads since they are the ones	92% 8,949 Delivered	31% 2,798 Opened	2% 166 Clicked
When the list is ready, you will be promoted to save it	0.2% 19 Unsubscribed	7% 720 Bounced	0.7% 73 Failed
Note that the downloaded lists are also filtered by the	Link performance (non-unique)		
dates you select here.	Link clicked RURL	Clicks No pert	iormance over time data available
	XMPie	62 52	
By default, each list download will contain only the		7	or Snasker, Pounced, 10.02 2020 20 26 cm.
recipient ID key, and any relevant information about the type of list you downloaded.	File Home Insert	Draw Page Layout Forr $11 \rightarrow A^{*} A^{*} \equiv \equiv$	nulas Data Review View
For example, the bounce list will indicate the bounce type and reason.	Paste S B I U Clipboard S	Font 5	Alignment
	A 1 XMPieRecipientKey 2	B Bounce type B Soft Bounce G	C D E O
	<ul> <li>a set of the set of the</li></ul>	Hard Bounce Soft Bounce C Soft Bounce C Soft Bounce C Soft Bounce C	General Genera
	7 Participante de la composition 8 Destructures de la composition 9 Destructures de la composition 10 Destructures de la composition de	Soft Bounce C Soft Bounce C Hard Bounce Hard Bounce	ieneral
It is also possible to add ADOB objects to the	Library	c	eneral
	eº 🕁 Pian Pia		
downloaded list.	Image: Second	Proof Set 👻	
downloaded list. To select ADORs to add to the list, go to the Build tab	Control     Control	Proof Set            Set         06+00+21 01:30 Swettene Bogish           20-22 plan         11:40+000034.68 ADD065	
downloaded list. To select ADORs to add to the list, go to the Build tab and open the Library.	Image: Second secon	Proof Set            Set         04-How-21 (01:50 Swettanu Biogush           20-22.plan         1           t-Apr-3000.54, 69 ADORh         1           k (27)         Type         ADOR Name           T         First Name	E Ust (d) +
downloaded list. To select ADORs to add to the list, go to the Build tab and open the Library. On the Plan File tab, click the List icon next to the ADOR	Image: Second secon	ProofSet   Set 06-Fow-21 01:30 Swettens Bigseb 20-22-plan t-ser-300054, 68 ADOR5 k (27) Type ADOR Name	E List (d) -
<ul><li>downloaded list.</li><li>To select ADORs to add to the list, go to the Build tab and open the Library.</li><li>On the Plan File tab, click the List icon next to the ADOR objects that you want to appear in the downloaded list.</li></ul>	Control     Control       20     Fourthpoints     Control       20     Plan File     20       21     Master List     XUG220       22     Filtered Lists     XUG220       23     Filtered Lists     30       24     Data Sources     30       25     Documents     30       24     Assets     30       24     Fonts     30       34     Fonts     30	Proof Set       Set       06-700-21 01:30 Swettens Biggab       20-22 plan       1:4or-3000 34.60 ADDRS       k(27)     Type       ADDR Name       IT     First Name       IT     Email       IT     Account Name       IT     Company	E. Ust (d) -
downloaded list. To select ADORs to add to the list, go to the Build tab and open the Library. On the Plan File tab, click the List icon next to the ADOR objects that you want to appear in the downloaded list.	Image: Second secon	Proof Set       Set       ob-how-21 51:30 Swettens Begads       20-22.plan       hap-30005-68.A0045       I       First Name       I     First Name       I     Email       I     Account Name       I     Company       I     Country       I     Mobile	Ext(A) -
downloaded list. To select ADORs to add to the list, go to the Build tab and open the Library. On the Plan File tab, click the List icon next to the ADOR objects that you want to appear in the downloaded list.	Image: Second secon	Prod Sci       Set       064-00-21.01.30 Swellung Bingsahl       20-22.02.01 A       1:4er-20003.4.05.ADORN Amme       II     First Name       II     Ernall       II     Account Name       II     Company       II     Country       II     Mobile       II     ID	E Lat (d) -
downloaded list. To select ADORs to add to the list, go to the Build tab and open the Library. On the Plan File tab, click the List icon next to the ADOR objects that you want to appear in the downloaded list.	Control     Control       Control     Contrel       Control     Contrel	Prod Sci       Set       364-100-21 D1:30 Sections Biggshi       20-22 Jain       1: 4xer-300354.68 ADDEN       II First Name       II First Name       II Account Name       II Company       II Country       II Mobile       II D       II Contact ID       II Verified Name-Finall	E Ust (d) -
downloaded list. To select ADORs to add to the list, go to the Build tab and open the Library. On the Plan File tab, click the List icon next to the ADOR objects that you want to appear in the downloaded list.	Image: Construction of the second	Proof Sci v       Set     064-00-21.01.30 Sections Reguls       20-22-22 Inin     Trop       K27     Type       Image: Init Sci Name       Image: Init Sci Name <t< th=""><th></th></t<>	
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The link icon will create a link to this email touchpoint report that you can send to colleagues or customers so they can view the report without needing to login to Circle.	Image: Second	Proof Soft V           Set         06 4 400-21 01:30 SuetSome Bragueb           20-22-22-21         True         ADOR Name           Image: Company         Final           Image: Co	All sends
The link icon will create a link to this email touchpoint report that you can send to colleagues or customers so they can view the report without needing to login to Circle.	Image: Second	Proof Sol versions Singush           Set         064-00-010130 SuetSinus Bingush           222-22 Jain         First Name           I         First Name           I         First Name           I         Email           I         Account Name           I         Company           I         Country           I         Mobile           I         Control           I         Control           I         Control           I         Control           I         Control           I         Control           I         Dol           I         Control           I         Dol           I         Control           I         Control           I         Dol           I         Control           I         Control           I         Control           I         Dol           I         Control           I         Dol           I         Dol           I         Done	E Lat (a) - B B B B B B B B B C X All sends C C C C C C C C C C C C C
The link icon will create a link to this email touchpoint report that you can send to colleagues or customers so they can view the report without needing to login to Circle.	Image: Second	Proof Set         Proof Set U (S) Solutions Bingshi           Set         Disk Appoint           227-22 pinin         ADOR Name           Image: Im	List (o) List
<ul> <li>To select ADORs to add to the list, go to the Build tab and open the Library.</li> <li>On the Plan File tab, click the List icon next to the ADOR objects that you want to appear in the downloaded list.</li> <li>The link icon will create a link to this email touchpoint report that you can send to colleagues or customers so they can view the report without needing to login to Circle.</li> <li>You have the option allow them to also download lists by checking this box if you want to enable the download icons.</li> </ul>	****     ************************************	Proof Set       •         Set       064-000-21 01:30 Suetlinus Binguith         222-22 pinin       -         1:100-10003-000-000-000-000-000-000-000-00	E Latio
<ul> <li>The link icon will create a link to this email touchpoint report that you can send to colleagues or customers so they can view the report without needing to login to Circle.</li> <li>You have the option allow them to also download lists by checking this box if you want to enable the download icons.</li> </ul>	Image: Second	Proof Set       •         Set       064-row-21 01:30 Swettlens Bingshi         22-22 pian       .         It-harr-20033-68-80-000-       First Name         IT       First Name         IT       ACCOUNT Name         IT       Company         IT       Country         IT       Mobile         IT       Mobile         IT       Contract ID         IT       Last Name         IT       Last Name         IT       TBle         IT       Phone	All sends

You can see this link goes directly to the report without needing to login, and in this case, does not show the list			
download button.	All services         Image: All services           E229 - Call For Speakers         Image: All services           Services         Image: All services		
	92% 31% 2% 8,949 Delivered 2,798 Opened 166 Clicked	8,949 Delivered	
	0.2% 7% b 0.7% 19 Unsubscribed 720 Bourced 73 Failed	Cicked     Cicked     Opened only     Not opened     Unsubscribed	
This ison will refrech the report bringing in any new	Link performance (non-unique) 3-Jan 2016 18 Feb 22 3-Jan 2016 18 Feb 22		
event data since the report was opened.	All sends		
	mance (unique) Feb-22		
If you have older Marketing Console reports, you can access them here. Remember that Marketing Console is deprecated and will not be supported from the end of	All sends 2 C		
2022.	mance (unique)		
XMPie product managers would love to hear your comments and feedback, so this smiley icon will open	© ×		
an email for you to tell them more about the changes and enhancements you would like to see in future.	🗊 All sends 🔗 🔿 🚦		
	More Reports (0)		