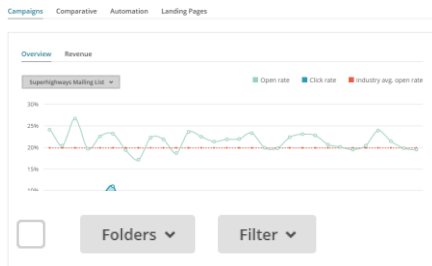Beginner's Guide to Email Campaigns
with Mailchimp

MAILCHIMP REPORTS

Reports

Menu: Reports

To view a report overview for a campaign navigate to the Reports page in your account, then click the View Report button to the right of the campaign title.

Note the interactive graph that generates an overview of the performance of your campaigns measured against a national/Mailchimp average.

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~~Click rate:~~ Percentage of successfully delivered campaigns that registered a click.

List average for opens and clicks: Average percentage of opens or clicks on previous campaigns sent to this list.

Industry average for opens and clicks: Average percentage of opens or clicks for campaigns in the selected industry set for your account.

Opened: Number of recipients that opened this campaign any number of times.

Clicked: Number of recipients that clicked any tracked link any number of times in this campaign.

Bounced: Number of recipients that registered as a hard or soft bounce on this campaign.

Unsubscribed: Number of subscribers that opted out of your list using the unsubscribe link in this campaign.

Total opens: Total number of times the campaign was opened by recipients. This count includes multiple opens from individual recipients.

Successful deliveries: The number of recipients that didn't hard or soft bounce on this campaign.

Total clicks: Total number of times tracked links were clicked by recipients. This count includes multiple clicks from individual recipients

Forwarded: Number of times the campaign was forwarded using the Forward to a Friend form. This stat only considers forwards through the Forward to a Friend form and is not able to detect when a subscriber uses the forwarding function in their email program.

Forward opens: Number of times the campaign was opened by someone who was forwarded the campaign using a Forward to a Friend form.

Abuse reports: Number of recipients that reported your email as spam. Subscribers that report a campaign as spam are automatically unsubscribed from your list.

Last opened: The most recent instance of a recipient opening the campaign.

Last clicked: The most recent instance of a recipient clicking a tracked link in the campaign.

24-hour performance: A graph detailing subscriber activity(opens and clicks) for the first 24 hours after the campaign was sent.

Top links clicked: The URLs that were clicked the most in the campaign.

Subscribers with most opens: Subscribers that opened the campaign the most times.

Social performance: Provides a bird's eye view of how well your campaign is doing across different social media outlets. When your campaign generates Twitter, Facebook, or Eepurl activity we'll link to the statistics on the Report Overview. You can click the links to view more detailed information about the social activity for your campaign.

Top locations: Displays where in the world your subscribers are opening your campaigns. Using Geolocation tracking we collect your subscribers' location information to gather the name of the country subscribers are from.

Click performance: Within Links menu – list of clicked links

Click Map: View of email and where people are clicking

Site Analytics 360: Link Mailchimp to your Google Analytics so you can see how your email campaigns are affecting website traffic