Using BlueHornet™ Statistics

BlueHornet provides a feature that allows message senders to gage the effectiveness of their messages by reporting message statistics that are tracked by the system. For quick information on a specific message, users navigate to the “Sent Messages” option under the “Messages” menu. Click “Sent Messages” and then choose the appropriate message on the following screen.

Sent Message Reporting

Sent Message reporting provides

- Interactive graphs and charts
- Filterable stats data onscreen when charts are zoomed into a specific date or dates
- A breakdown of the list-build process in the user interface
- Detailed bounce type reporting
- Unique click-through rate statistics
- Exporting functionality that provides users with a variety of Excel files or PDF reports

Message Summary Section

Message Summary is the area at the top of each tab of the individual message stat page. The Message Summary gives the user the ability to preview the message and see the message details. The message details provide a general overview including whom the message is going to, when it was sent, and what the campaign association is. The campaign association for a message can be added or changed for individual messages within the Message Summary Details.

Advanced Reporting Basics

The interface is separated into six tabs. Each of the tabs available in the Sent Message Statistics page gives the user the ability to get both a general overview and very comprehensive data for each message sent. Listed below are the six tabs in the Sent Message Statistics screen:

- Delivery
- Activity
- Click Tracking
- Revenue (which we don’t really use)
- Domain Delivery
- Stats Filters

Delivery Tab

The Delivery tab indicates the performance of the message based on Sent, Delivered, and Bounced. The Bounced logs can be downloaded using the link provided in the Bounced line. The Delivery Performance of the message is broken into three groups of analysis.
**List Build Process**

The List Build Process shows the Initially Included Recipients and the total number that were Excluded, Suppressed, Frequency Cap, Prior Invalids, HTML, and Plain Text. Each type of inclusion and exclusion is graphed with a total and the percentage of total which is calculated by \( \frac{\text{Total (for type)}}{\text{Total Initially Included Recipients}} \). An example of this is \( \frac{\text{HTML total}}{\text{Total Initially Included Recipients}} \).

- **Initially Included Recipients** are subscribers chosen for inclusion in a mailing. This is done by selecting groups in the system for inclusion in the message sending process.
- **Excluded** is the number of subscribers chosen for exclusion from a mailing. This is done by selecting groups in the system for exclusion as a part of the message sending process. This means that if there are any subscribers in the “included” groups that are also in the “excluded” groups, then those specific subscribers would not be sent the message.
- **Suppressed** is the number of email addresses that were included in this mailing that are Suppressed from all message sending in the system. This suppression is based on an administrator-accessible, system-wide list of subscribers that are excluded from all message sending.
- **Frequency Cap** shows the number of subscribers who have hit the message frequency cap set in the Edit Account page of the application. The frequency cap feature limits the number of emails sent to any unique subscriber. For example, a limit of five messages in a 28-day period can be set for the account. This feature is configured on the Edit Account page of the application. The page is found at Account - Edit Account - System Defaults and Options Tab. NOTE: statistics appear in this line of the statistics page even if the message frequency cap feature is NOT active in the account.
- **Prior Invalids** are subscribers automatically excluded from the mailing that have been marked invalid in the system due to exceeding a bounce threshold.
- **HTML** gives the number of subscribers sent an HTML version of the message.
- **Plain Text** provides the number of subscribers sent a plain text version of the message.

**Delivered**

Delivered illustrates the total number sent with four types of delivery methods.

- **HTML Delivered** shows the total number delivered in the HTML based format.
- **Plain Text Delivered** shows the total number delivered in the Plain Text based format.
- **HTML Bounced** shows the total number of bounced in the HTML based format.
- **Plain Text Bounced** shows the total number that bounced in the Plain Text based format.

Delivered also provides a percentage rate for each delivery method. The equation for this is \( \frac{\text{Delivery Method Total}}{\text{Total Sent}} \).
**Bounce Types**

Bounce Types provides a detailed look with 10 types of bounces that may have occurred after the message was sent.

- **Hard Bounces** are bounces generated by an unknown user. Bounced emails are messages that are not deliverable, the subscriber’s email address is invalidated by the system immediately.

- **Soft Bounces** are bounces for known email addresses that are generated due to mail server parameters such as “mailbox full” or “DNS failure”. Soft bounces are counted by the system and when the bounce threshold is reach the subscriber’s email address is invalidated.

- **Other** are Bounces for known email addresses that are generated due to mail server parameters such as “mail block” or “time out”. The “Other” bounce types are not counted by the system for address invalidation purposes.

**Activity Tab**

The Activity page is broken into three sections. The tab shows the action signifying the number of unique subscribers for opens & clicks reported into the system at a specific time.

**Activity Summary**

Activity rates on this page are calculated as follows:

- Average Opens Per Subscriber = \( \frac{\text{Total Opened}}{\text{Total Unique Opened}} \)
- Unique Open Rate = \( \frac{\text{Unique Opened}}{\text{Total Delivered} \times 100} \)
- Average Clicks Per Subscriber = \( \frac{\text{Total Clicked}}{\text{Total Unique Clicked}} \)
- Unique Click Rate = \( \frac{\text{Total Unique Clicked}}{\text{Total Unique Opened}} \)
- Opt Out Rate = \( \frac{\text{Total Opt Out}}{\text{Total Delivered}} \)

**Activity By Time Graph**

Activity Over Time Graph provides a graph showing a number of unique subscribers for opens and clicks reported into the system at a specific time. The graph begins at 12:00 midnight (Pacific Time) the day the message was sent. Each day shown on the graph will correspond to the number of unique subscriber, who clicked or opened the message on that day. The vertical red line in the graph indicates the time the message was sent. A revenue line has also been added and will appear if the account is using the ROI Tracker feature.

**Activity by Day**

The Activity by Day section provides the daily unique subscriber totals for opens and clicks. The data can be changed in the table by selecting the filter above the graph. The filter controls the data set presented both in the graph and the data table below. When the filter is used, it changes the data set used by the graph to the set defined by the filter. This is a useful tool for marketers who want to report on the behavior of subscribers over a specific time frame (both with a graph and the numbers corresponding to the clicks and opens over a filtered timeframe). For greater detail, click and drag across a region of the graph to zoom in. Click the "Show all" button to revert to the full-scale view.
Note: Zooming in on the graph is different than using the filter. If you zoom into the graph, the data in the table below the graph will remain unchanged. The icons located over the opened and clicked columns on the data table control the appearance of the corresponding lines and data labels on the graph.

Click Tracking Tab
Click Tracking is the next tab and is broken into two sections:
- A graph showing the top five links by click rate
- A table showing all tracked links

Top 5 Links Graph
The Top 5 Links graph provides visual data for the five most commonly clicked links in the message. By default, data for the first seven days following the sending of the message is displayed. Clicking on the drop down menu labeled “Scale to” in the upper right corner of the graph will adjust the scale of the graph to any of the lines representing individual links on the graph. Positioning the mouse cursor over the line on the graph will display the data for that location on the graph. For greater detail click and drag across a region of the graph to zoom in. Click the “Show all” button to revert to the full-scale view. The graph begins at the 12:00 midnight of the day of the send. Each point shown on the graph indicates the number of clicks on these links reported into the system.

All Tracked Links Table
This section shows link level subscriber activity statistics. Listed below are the definitions for each column in the table. Clicking on the colored icons will show or hide the data label and line on the graph.
- **PT Unique** - The number of plain text subscribers that clicked that link at least once
- **PT Total** – The total number of times plain text subscribers clicked that link
- **HTML Unique** – The number of HTML subscribers that clicked that link at least once
- **HTML Total** – The total number of times HTML subscribers clicked that link
- **Total Unique** – The total number of subscribers that clicked that link
- **Click Rate** – The percentage of subscribers given the opportunity to click the link, that actually clicked the link

The Summary line provides complete link information for the entire message.
- **PT Unique** – Sum of unique plain text subscribers that clicked
- **PT Total** – Total of times plain text subscribers clicked
- **HTML Unique** – Sum of unique HTML subscribers that clicked
- **HTML Total** – Total of times HTML subscribers clicked
- **Total Unique** – Sum of all unique subscribers that clicked
- **Click Rate** – (“Total Unique” Sum) / [(Number of Links) * (Unique Opens)]

Conversions Tracking Tab
Although USD School of Law doesn’t use this feature, this section provides the revenue and conversion types generated on the customer’s commerce site initiated
by a subscriber clicking on a link. Revenue will display at the top of the page. Each conversion type will display in its own table below the revenue. If there are more than 20 links in a message, then the first 19 links will show individually in the graph and the 20th row will show the revenue on all remaining links. For revenue the graph provides the name of the link and the total dollars generated for that given link.

The revenue table area provides Total Unique, CTR Total # Sales, Average Order Value, and Revenue. The definitions for these are:

- **Total Unique** – The total number of subscribers that click that link
- **Click Rate** – The percentage of subscribers given the opportunity to click the link, that actually clicked the link
- **Total Number of Sales** – Number of sales (or conversions) generated by that link
- **Average Order Value** – How much revenue is generated per order by that link
- **Revenue** – Total of all revenue generated by that link

The line at the bottom of the tracked links table provides information regarding the entire message. The totals and averages are calculated based on all links within the message. The definitions for these statistics are below.

- **Total Unique** – Total of unique HTML and Text clicks
- **Click Rate** – (“Total Unique” Sum) / [(Number of Links) * (Unique Opens)]
- **Click Rate when using DC** – (“Total Unique” Sum) / (“Impressions” Sum)
- **Total Number of Sales** – Total number of sales or conversion generated for the entire message
- **Average Order Value** – Goal is to display, on average, how much money is spent per order
- **Average Order Value** for the entire message – (“Revenue” Sum) / (“Total # Sales” Sum)
- **Revenue** – Sum of all revenue generated by all links

The conversion type table area provides Total Unique, CTR, Number of Events, Average Value per Event and Conversion Value. Click the “Configure Report” button to edit the default system labels for Number of Events, Average Value per Event> and Conversion Value to more accurately reflect your conversions. By default, the title of the table is what the conversion type displays in the API. To edit the report title, enter a value in the “Nickname” field. This will display about the conversion data table. The definitions for these are:

- **Link** – displays all ‘tracked’ links for the message
- **Total Unique** – displays the total number of ‘unique’ clicks
- **CTR (Click Through Rate)** – displays the percentage of subscriber who clicked
- **Number of Events** – number of unique events or transactions that occurred; Ex. Total # of Sales
• **Average Value per Event** – average magnitude of conversion per event or transaction; Ex. Average Order Value.

• **Conversion Name** – Total magnitude of the conversion type; Ex. # of Nights Booked

**Tracked Subscriber Data**

The segments/fields tracked during the message creation process capture a subscriber “snapshot” of recipients’ values, effectively allowing you to view delivery and activity behavior of subscribers with the segments/fields at the time of send.

Apply Tracked Subscriber Filter

At the top of the sent message report page for any message with tracked subscriber data, a drop-down menu allows you to filter the sent message report. When a standard or custom field value is selected, an additional drop-down will display with the distinct values for that field.

Once a criterion is selected, click the “Apply Filter” button. The page will refresh and only display data relevant to the selected tracked criteria applied via the filter. The filter will apply to four tabs:

- Delivery
- Activity
- Links
- Conversions

The “List Build Process” table and graph on the Delivery tab will not display. Any exports selected will reflect the currently filtered information. A filter can also be applied by clicking the segments/fields name under the Tracked Subscriber Data tab.

**Tracked Subscriber Data Tab**

This tab displays the list of all segments/fields selected to track during the message creation process. Also included is a high level set of statistics for each subscriber attribute that was tracked. Tracked Standard and Custom fields can be collapsed and expanded to expose all the unique values contained in that specific value. The header row is “All Recipients“ and allows you to compare performances of tracked segments/fields.

The activity and delivery statistics available include:

- Segments/Fields
- Seg./Field Type
- Value (if standard or custom field selected)
- Sent
- Bounced
- Delivered
Under the Segments/Fields column, clicking on a tracked segment or distinct field value will automatically apply the selected value as a filter across the entire set of message statistics. This process can also be applied via the Apply Tracked Subscriber Data drop-down menu.

**The report will be based on subscriber’s segments/fields at the time of send, rather than their current criteria.**

**A maximum of 16 days of activity is tracked.**

**A maximum of 64 distinct custom field values for Tracked Subscriber reporting is tracked. (If a custom field has more distinct values, “Not Tracked as Limits Exceeded” will display as the field value in reporting.**

**Domain Delivery Tab**
The Domain Delivery Report uses a third party vendor to generate and certify deliverability data. The Data for a message that includes a delivery report is updated every 15 minutes. If a message has just been sent out, it may take a few minutes for the first domain delivery report data to appear.

After 72 hours, the deliverability report is considered "Completed" and any deliverability measurement emails that did not reach an inbox are marked as "Missing" in the report. The calculation for Received Percentage is Inbox + Bulkbox.

Note: The deliverability measurement emails that are sent along with your message will NOT affect any of the other statistics of your message and are not included for billing purposes.