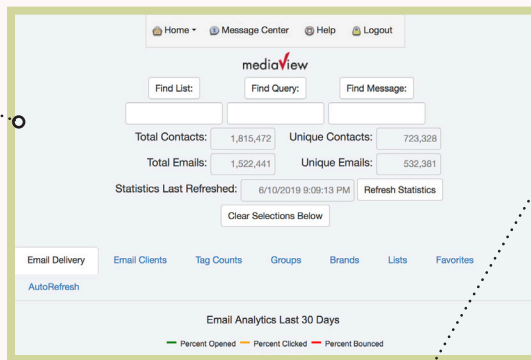


Customer Insights

DASHBOARD

Benefit from a 360° view of your audience

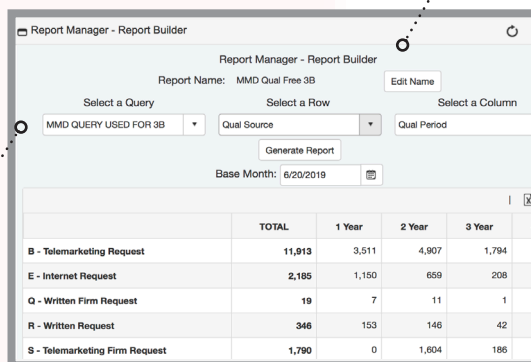
View your overall email performance, key deliverability metrics and information, and audience counts by tags, groups, and brands. Save your favorites for easy access and schedule them for a regular refresh!



CROSS-TAB REPORT BUILDING

Answer your questions fast!

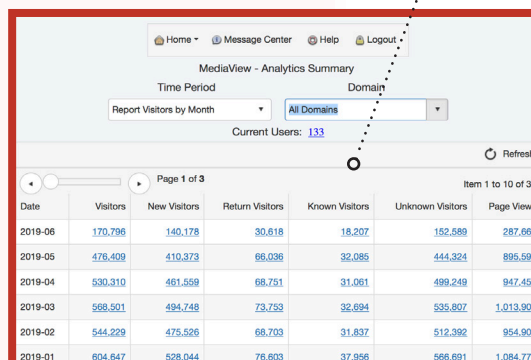
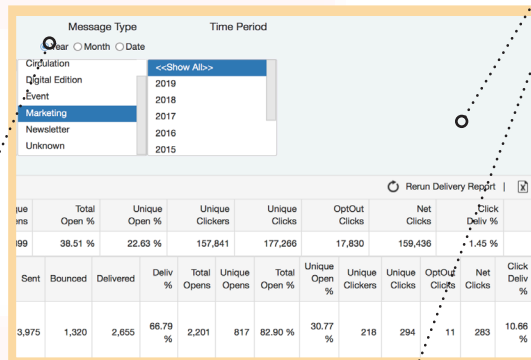
Select from your own segments, then add row and column fields from the comprehensive drop-down lists to generate cross-tab reports. Choices include standard fulfillment information, demographics, web behavior, and any custom fields you've created.



AUTOMATED PROGRAMS

Monitor performance of repeating programs

View your nurturing email performance, including all industry standard deliverability metrics. Choose your segment and refresh for instant insight into program performance. Need to do further analysis? Print or export your reports as Excel or csv files.



REPORT MANAGER

View, edit, and create custom reports

View existing reports by group from the report manager home page. Dive into your analysis or build a custom report to answer your most pressing questions.

EMAIL TRENDS AND WEB ACTIVITY

Get immediate insight into email programs

Report parameters are easy to set using the provided drop-down menus, including groups, media views, message types, and reporting period. All the industry standard metrics are reported, and you can save, print, or export your reports.

PRO TIP Reporting and KPI standards

Build a comprehensive set of reports for your users and management from a single media view, then roll out as a standard across your entire audience. Standard KPIs and reports ensure a common understanding and focus on organizational goals.

