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Cvent | Confirming Emails Were Delivered [1]

August 23, 2024 by Melanie Jones [2]

How can I check that my emails were sent?

1. **Access your reports.** Begin by selecting your event. From the left-hand navigation, click Reports, then Reports again. Click the Report Templates tab. In the Email category, click Sent Email Details. It may take a few minutes for your report to process.
2. **See how many were delivered and opened.** Click the arrow to the left of the email type you want to view data for. Click the arrow to the left of the email status to expand the list of registrants.

    - **Sent** shows you how many were successfully sent.
    - **Undeliverable** tells you how many bounced back.
    - **Undeliverable Rate** divides the number you sent by those that bounced. You want this number to be low, around 10%.
    - **Opened** shows you how many recipients actually opened your email (and presumably read it).
    - **Open Rate** divides the number you sent by those that were opened. The higher the better. The average open rate for Cvent emails is 28%.

Why wasn't my email delivered?

- **Check the junk folder:** Spam filters might catch your message before the recipient sees it. Ask recipients to check their junk folder and review their email settings.
- **Review recipient email addresses for typos:** Check for misspellings, missing @ symbols, or incorrect domains, and update the contact's record with the correct email address [3].
- **Wait at least 30 minutes after scheduled delivery:** If your email is scheduled, delivery may be delayed. If it has been delayed more than an hour, submit a case [4].
- **Ensure the email is set to "Active":** If your email is set to "inactive," it will not be sent. Switch it to "Active" and send your message again.
- **Ensure contact isn't opted out of Cvent emails:** Check a contact's record in Cvent [5] to see if they are opted out. You can opt a contact back in, but you'll need their permission first. After getting their permission, you can opt a contact back in by accessing their record in the Address Book [3], clicking **Edit**, then switching "Opted-Out" to **No**. There are six reasons why a contact might be opted out in Cvent:
    - **Abuse Complaint** means the contact marked the email as spam.
    - **Account User** means a Cvent account user checked the Opted Out box in the contact's Address Book record.

- **Contact Self Opt-Out** means the contact opted themselves out by clicking the "opt-out" link in the email (not applicable since emails sent from Cvent should not include the opt-out link).
- **Hard Bounce** means the email was never delivered, most likely due to being sent to an email address that doesn't exist. Troubleshoot undelivered emails here [6].
- **Import** means the contact was opted-out when they were imported.
- **Multiple Bounce** means the email has repeatedly failed to deliver, most likely due to a full inbox or overloaded server. Troubleshoot undelivered emails here [6].

Related Content

- Confirming Cvent Emails Were Delivered [7]
- Troubleshooting Why Cvent Emails Weren't Delivered [6]
- Why was my contact opted out in Cvent? [5]

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