

Discover Reports in Marketing Cloud ^[1]



December 11, 2019 by [jennifer.mortensen](#) ^[2]

Discover Reporting sunsets April 1, 2022. Instead, Marketing Cloud users can leverage Datorama. Checkout an [overview](#) ^[3] or [dive into specifics](#) ^[4].

In addition to email tracking data that many Marketing Cloud users review on a regular basis, Marketing Cloud also offers more robust reporting capabilities, called Discover Reports, in Analytics Builder. These reports can help you determine the broad effectiveness of your email marketing activities. This wiki will provide an overview of how to access advanced reports in Marketing Cloud. For information on how to run a specific report, additional wiki links are available at the bottom of this article.

[Accessing Discover Reports](#) | [Working with Discover Reports](#)

Accessing Discover Reports in Analytics Builder

To access Discover Reports in Analytics Builder, login to Marketing Cloud. You would typically navigate to Email Studio to access tracking data, but in this case, from the overview screen, navigate to **Analytics Builder - Reports**.

The screenshot displays the 'Journey Templates' section of the University of Colorado Campaigns interface. At the top, a navigation bar includes 'Email Studio', 'Mobile Studio', 'Social Studio', 'Advertising Studio', 'Web Studio', 'Interaction Studio', 'Analytics Builder', 'Journey Builder', and 'Campaigns'. Below this, the 'Journey Templates' section is highlighted with an orange location pin icon. A dropdown menu on the right shows 'Web & Mobile Analytics' and 'Reports'. The main area features three template cards. The first card, 'Abandoned Cart - Everyday Purchase', is labeled 'Engagement' and 'ADVANCED'. It describes converting customers who leave the buying process without a purchase by reminding them of items in their cart. It includes buttons for 'Existing Customers', 'Email', and a menu icon. The second card, 'Abandoned Cart - Significant Purchase', is also labeled 'Engagement' and 'ADVANCED'. It describes supporting customers who leave large-ticket items in their cart or who abandon a funnel by helping them. It includes buttons for 'Existing Customers', 'Email', and a menu icon. A third card, 'Anniversary', is partially visible on the right, labeled 'Engagement' and 'SIMPLE', with a description about influencing moments in business engagement. A back arrow is located at the bottom left of the template section.

University of Colorado Campaigns

Email Studio Mobile Studio Social Studio Advertising Studio Web Studio Interaction Studio Analytics Builder Journey Builder Campaigns

Journey Templates

Web & Mobile Analytics
Reports

Engagement
ADVANCED
Abandoned Cart - Everyday Purchase
Convert customers who leave the buying process without a purchase by reminding them of the items in their
Existing Customers Email ...

Engagement
ADVANCED
Abandoned Cart - Significant Purchase
Support customers who leave large-ticket items in their cart or who abandon a funnel by helping them
Existing Customers Email ...

Engagement
SIMPLE
Anniversary
Influence moments in business engagement

A **Reports Overview** screen will appear. The top of this screen is divided into two sections: **Report Shortcuts** (left) and **Report Catalog** (right). Under **Report Catalog - Report Categories**, click **Discover**.



Reports

Overview

Catalog

Activity

Overview



Only Administrators can see the API Permission Adjustment report. [Learn more...](#)

Report Shortcuts ?



Email Performance Over Time



Add Shortcut


Select S

A **Report Catalog** of available **Discover Reports** will appear.

Report Catalog

Reset

Save Filters



Select A Saved Filter Set

Business Value

☒ All

☐ Customer Acquisition

☐ Customer Engagement

☐ Customer Retention

☐ Message Deliverability

☐ ROI / Conversion

Channel

☒ All

☐ GroupConnect

☐ Contacts

☐ Email

☐ Journey Builder

☐ MC Administration

☐ CloudPages

Tools and Apps

☒ All

☐ Campaigns

Report Type

☐ All

☐ Administration

☐ Custom

☒ Discover

☐ Standard

Features

☒ All

☐ Chart Types

☐ Bar / Column

☐ Heat Grid

☐ Line

☐ Pie

Search by Report Name



Report Name	Description
 Audience Engagement Over Time	Compares user engagement over time
 Best Performing Send Day	Quickly identifies the best day to send
 Deliverability - Complaint Rate	Compares complaint rates across different campaigns
 Device Performance by Email Sends	Gathers data on how different devices view emails
 Email Performance by Device	Summarizes how different devices view emails
 Blank Template for Email Sending Performance	The blank template for email sending performance
 Recent Email Send Summary	Displays a summary of recent email sends
 Time Between Send and Engagement	Shows the time between email sends and engagement

1-8 of 8 items

25

Per Page

There are eight **Discover Reports** available (we'll cover seven in thsi wiki, excluding the blank template offered). Information on using each reporte can be reviewed using the links below.

- [Audience Engagement Over Time](#) ^[5]
- [Best Performing Send Day](#) ^[6]
- [Deliverability - Complaint Rate](#) ^[7]

- [Device Performance by Email Sends and Email Performance by Device](#) [8]
- [Recent Email Send Summary](#) [9]
- [Time Between Send and Engagement](#) [10]

Working with Discover Reports

Here are a few handy tips and tricks to keep in mind when you are working with Discover Reports.

Sharing, Scheduling, and Saving your Report



From left to right:

- **Email Report:** Allows you to specify an email subject line and enter recipient email addresses and have the report emailed as a CSV file, Excel file, or PDF.
- **Download Report:** Allows you to download a copy of the report as a CSV file, Excel file, or PDF.
- **Snapshot Report:** Allows you to save a snapshot of the report as a CSV file, Excel file, or PDF.
- **Schedule Report:** Allows you to schedule automatic runs of your report and to have them emailed as a CSV file, Excel file, or PDF or saved to the Marketing Cloud report folder.
- **Save:** Allows you to save your report to your Marketing Cloud report folder.

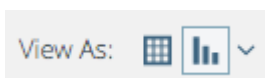
Working with Views and Filters



From left to right:

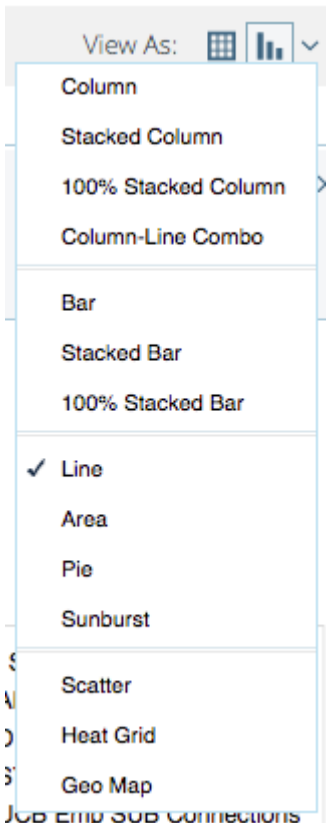
- Undo action
- Redo action
- Hide Available Fields
- Hide Layout Options
- Hide Filters
- Enable or disable auto refresh
- Report settings

Table vs. Chart View



From left to right:

- View your report as a table
- View your report as a chart. If you choose to view as a chart, you'll have several options from which to choose so you can view your data in the most effective format.



Display Title:

Discover Reports in Marketing Cloud

Send email when Published:

No

Source URL: <https://www.cu.edu/blog/ecommm-wiki/discover-reports-marketing-cloud>

Links

[1] <https://www.cu.edu/blog/ecommm-wiki/discover-reports-marketing-cloud> [2] <https://www.cu.edu/blog/ecommm-wiki/author/13789> [3] <https://www.cu.edu/blog/ecommm-wiki/marketing-cloud-intelligence-reports-overview> [4] <https://www.cu.edu/blog/ecommm-wiki/marketing-cloud-intelligence-reports> [5] <https://www.cu.edu/blog/ecommm-wiki/audience-engagement-over-time> [6] <https://www.cu.edu/blog/ecommm-wiki/best-performing-send-day> [7] <https://www.cu.edu/blog/ecommm-wiki/deliverability-complaint-rate> [8] <https://www.cu.edu/blog/ecommm-wiki/mobile-reporting-device-performance-email-sends-and-email-performance-device> [9] <https://www.cu.edu/blog/ecommm-wiki/recent-email-send-summary> [10] <https://www.cu.edu/blog/ecommm-wiki/time-between-send-and-engagement>