

## Export Tracking Data [1]

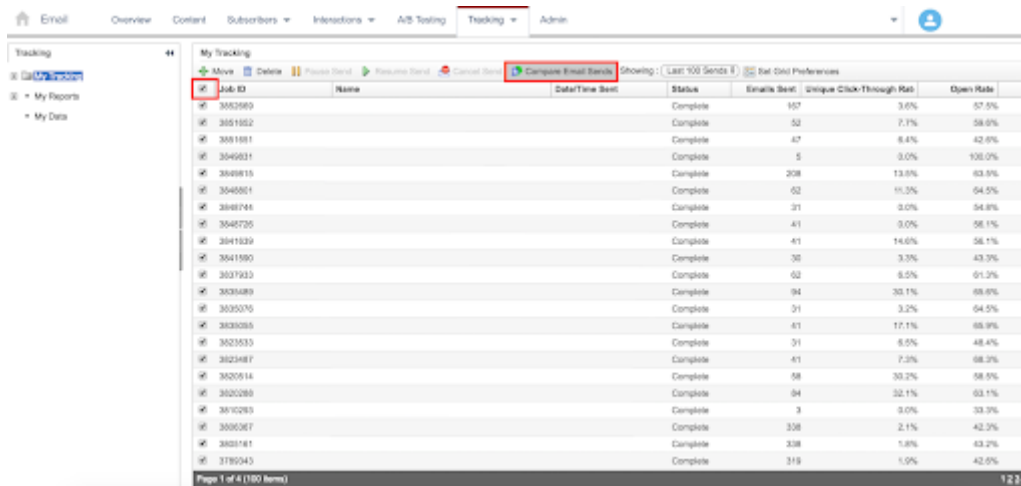
May 6, 2019 by Melanie Jones [2]

Interested in pulling analytic information for sends from Marketing Cloud? Checkout the easiest way to export these details to Excel.

- Login to Marketing Cloud [3] with your username
  - *NOTE: If you are trying to login to the old org (pre-May 2019), remember that you do not use your -mc03 username*
- Navigate to **Email Studio** > **Email**
- Select **Tracking** > **Sends**

### Overview of Analytics

- Select all sends, and click on Compare Email Sends in the top
  - *NOTE: You will have to repeat this step for each page (see bottom right)*



The screenshot shows the Marketing Cloud interface with the 'Tracking' tab selected. A table of email sends is displayed, with columns for Job ID, Name, Date/Time Sent, Status, Emails Sent, Unique Click-Through Rate, and Open Rate. The 'Compare Email Sends' button is highlighted in red. The table contains 20 rows of data, all with a status of 'Complete'.

Job ID	Name	Date/Time Sent	Status	Emails Sent	Unique Click-Through Rate	Open Rate
3052969			Complete	107	3.6%	57.6%
3051852			Complete	52	7.1%	58.6%
3081881			Complete	47	8.4%	42.6%
3046031			Complete	5	0.0%	100.0%
3046815			Complete	208	13.8%	63.8%
3046801			Complete	62	16.3%	64.5%
3046744			Complete	21	0.0%	54.8%
3046726			Complete	41	0.0%	56.1%
3041839			Complete	41	14.6%	56.1%
3041590			Complete	30	3.3%	43.3%
3037933			Complete	62	8.5%	61.3%
3036489			Complete	94	30.1%	69.6%
3035070			Complete	21	3.2%	64.5%
3033086			Complete	41	17.1%	69.6%
3023533			Complete	21	6.5%	48.4%
3023487			Complete	41	7.3%	68.3%
3020514			Complete	58	30.2%	58.5%
3020280			Complete	84	32.1%	63.1%
3010283			Complete	3	0.0%	33.3%
3006367			Complete	308	2.1%	42.3%
3001161			Complete	308	1.8%	43.2%
3780343			Complete	319	1.9%	42.6%

- ?Select Export to download an Excel file



Tracking



+ My Tracking

+ • My Reports

• My Data

My Tracking > Compare Results



Print



Export

Job ID	Name
3852669	
3851652	
3851651	-
3849831	
3849815	-
3848801	
3848744	
3848726	
3841639	
3841590	-
3837933	
3835489	-
3835076	
3835055	
3823533	
3823487	
3820514	
3820288	
3810293	
3806367	
3805161	
3789343	
3762697	
3733405	-
3729861	

## Detailed Analytics

- To export in-depth data for a specific email send (including the targeted lists), click on the **Email Name**, and then **Export**

My Tracking > Tracking Details



Select Recipients

Export

1. Select the export type:

- PDF
- Excel Spreadsheet

2. Select modules to export:

- Summary
- Send Performance
- Open Performance
- Inbox Activity (current view)
- Inbox Activity (over time view)
- Unengaged Subscribers
- Forward to a Friend
- Copy of Email

3. Select export delivery

- View in browser
- As email attachment

Overview

Click Activity

Conversions

Surveys

Job Links

Summary

**Job ID:** 3852669  
**Name :**  
**Subject :** eComm  
**Date Sent:** 4/30/2019 3:59 PM  
**Total Sent:** [167](#)  
**Data Extensions:**



Inbox A

Viewing :

Send Performance



**Delivery Rate: 100%**

Total Bounces:	0
Hard Bounce:	0

Unenga

[Print How-To](#) <sup>[4]</sup>

## Related Content

- [Why is tracking important?](#) <sup>[5]</sup>
- [Where can I view tracking information for my email?](#) <sup>[6]</sup>

### Display Title:

Export Tracking Data

### Send email when Published:

No

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**Source URL:** <https://www.cu.edu/blog/ecomm-wiki/export-tracking-data>

### Links

[1] <https://www.cu.edu/blog/ecomm-wiki/export-tracking-data>

[2] <https://www.cu.edu/blog/ecomm-wiki/author/39>

[3] <https://members.s7.exacttarget.com/Login.aspx?pl=7000822&c=fe9c>

[4] <https://docs.google.com/document/d/1W2ovWCW7oLrloLRcY5Jd1A6OII-xoJSZjnbSIQRfEY4/edit?usp=sharing>

[5] <https://www.cu.edu/blog/ecomm-wiki/importance-tracking>

[6] <https://www.cu.edu/blog/ecomm-wiki/marketing-cloud-new-user-training-0>