Home > Recent Email Send Summary

Recent Email Send Summary [1]



December 12, 2019 by jennifer.mortensen [2]

Interested in exporting your most recent send data without copying and pasting it into an Excel spreadsheet? With Marketing Cloud's Recent Email Send Summary, you can. The Recent Email Send Summary displays detailed statistics for each email send for the last 30 days. You can use this report to uncover overall trends and behaviors about email sends.

NOTE: This wiki assumes that you've already read <u>Discover Reports in Marketing Cloud</u> [3] and know how to access Discover Reports.

Launching the Recent Email Send Summary Report

To launch your report, locate the report name Recent Email Send Summary and click the Create button.



Overview

Catalog

Activity

Report Catalog

Reset Save Filters	Se
Select A Saved Filter Set	Rep
 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 	

The report will automatically populate using **all** of the data in your business unit based on the default filters contained within the report logic.



Overview

Catalog

Activity

Back to Catalog

Results: Recent Email Send Sun

Available fields (89) for	:	 Layout
Email		Rows 🥯
Find:	View 🗸	Send Date
Measures		Message ID
Bounce Rate		Email Name
🖶 Bounces		Email Subject
🖶 Bounces - Block 🖶 Bounces - Hard		Drop
Bounces - Soft		Columns 😂
Bounces - Technical		Drop
Bounces - Unknown Click Rate		Measures 🖶
L Clicks		Sends
Lomplaints		Deliveries
Leliveries		Delivery Rate
La Delivery Rate		Dounsos

Marketing Cloud allows you to filter your report criteria to get more meaningful information about specific email sends.

For the purposes of this example, we will be using the Recent Email Send Summary report to measure sends of the monthly eComm newsletter over time.

Customizing Your Report with Filters

Once your default report populates, you'll be presented with three key areas that allow you to customize the data generated:

- Available Fields: A list of fields you can use to display or filter email send information from your business unit. You can drag and drop available fields into both the layout and filter areas.
- Layout: Options for the X and Y axes and associated measurements that allow you to customize the data your report measures and how it is displayed.
- **Filters**: Options to specify filter criteria based on traditional filter logic such as "is equal to, "is not equal to," "contains," "does not contain," etc.

Layout

Set your layout criteria as follows:

- Rows: Drag Send Date, Message ID, Email Name, and Email Subject from Available Fields to Rows. Remove other criteria listed by default by clicking the drop down arrow next to them and selecting Remove.
- Measures: Drag Sends, Deliveries, Unique Opens, Opens, Open Rate, Unique Clicks, Clicks, and Click Rate from Available Fields to Measures. Remove other criteria listed by default by clicking the drop down arrow next to them and selecting Remove.

Layout

Rows 😡

Send Date	\sim
Message ID	~
Email Name	\sim
Email Subject	\sim
Drop Level Here	
Columns 😂	
Drop Level Here	
Measures 🖶	
Sends	\sim
Deliveries	\sim
Unique Opens	\sim
Opens	\sim
Open Rate	\sim
Unique Clicks	~
Clicks	\sim
Click Rate	\sim
Drop Measure Here	

Properties

Report Options...

Filters

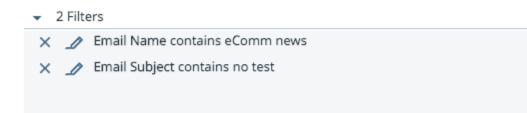
Since the layout options alone don't limit our email sends to a specific set of criteria, we can use filters to further narrow our view. First, drag **Email Name** from **Available Fields** to **Filters**. A window will open that allows you to specify the filter logic. In this case, we will select **Match a Specific String** and set the logic to **contains** eComm news.

Filter on Email	Name	[?
	a list (<u>Includes, Excludes)</u> ecific string (<u>Contains, Doesn't Contain</u>)	
Email Name	Contains Comm news [+] Add another value	
	Parameter Name	
	OK Cano	el

Click **OK** when you are finished.

We also want to exclude any test sends from our results, so we'll drag **Email Subject** from **Available Fields** to **Filter** and set the logic to does not contain test.

Click **OK** when you are finished. Your report will automatically refresh, and your final filter logic results will contain criteria for Email Name and Email Subject.



Your final report will populate based on the criteria you entered and might look something like the screen shot below depending on the filters you are using.

Results: eComm eNews Send Summary Over Time

50	E		▼ ≸ 3 0 ~			
2 Filters			1			
Send Date	\$	Mes 🗢	Email Name 🔶	Email Subject	Sends	Deliveries
2019-11-22		42867	eComm News - November 2019	eComm News November 2019	314	31
2019-10-30		42372	eComm News - October 2019	eComm News October 2019	314	31
2019-09-27		41594	eComm News - September 20	eComm News September 20	312	31
2019-08-29		40989	eComm News - August 2019	eComm News August 2019	307	30
2019-07-31		40402	eComm News - July 2019	eComm News July 2019	298	29
Grand Total					1,545	1,54
Grand Total fe	or A	All Send Da	ate, Message ID, Email Name, Emai	il Subject	3,471,838	3,455,6

You can then save your report to access it again in the future or schedule updates to run automatically. See <u>Discover Reports in Marketing Cloud</u> [3] for more information.

Display Title:

Recent Email Send Summary Send email when Published: Yes

Source URL: https://www.cu.edu/blog/ecomm-wiki/recent-email-send-summary

Links

[1] https://www.cu.edu/blog/ecomm-wiki/recent-email-send-summary [2] https://www.cu.edu/blog/ecomm-wiki/author/13789 [3] https://www.cu.edu/blog/ecomm-wiki/discover-reports-marketing-cloud