Published on *University of Colorado* (https://www.cu.edu)

Recent Email Send Summary [1]



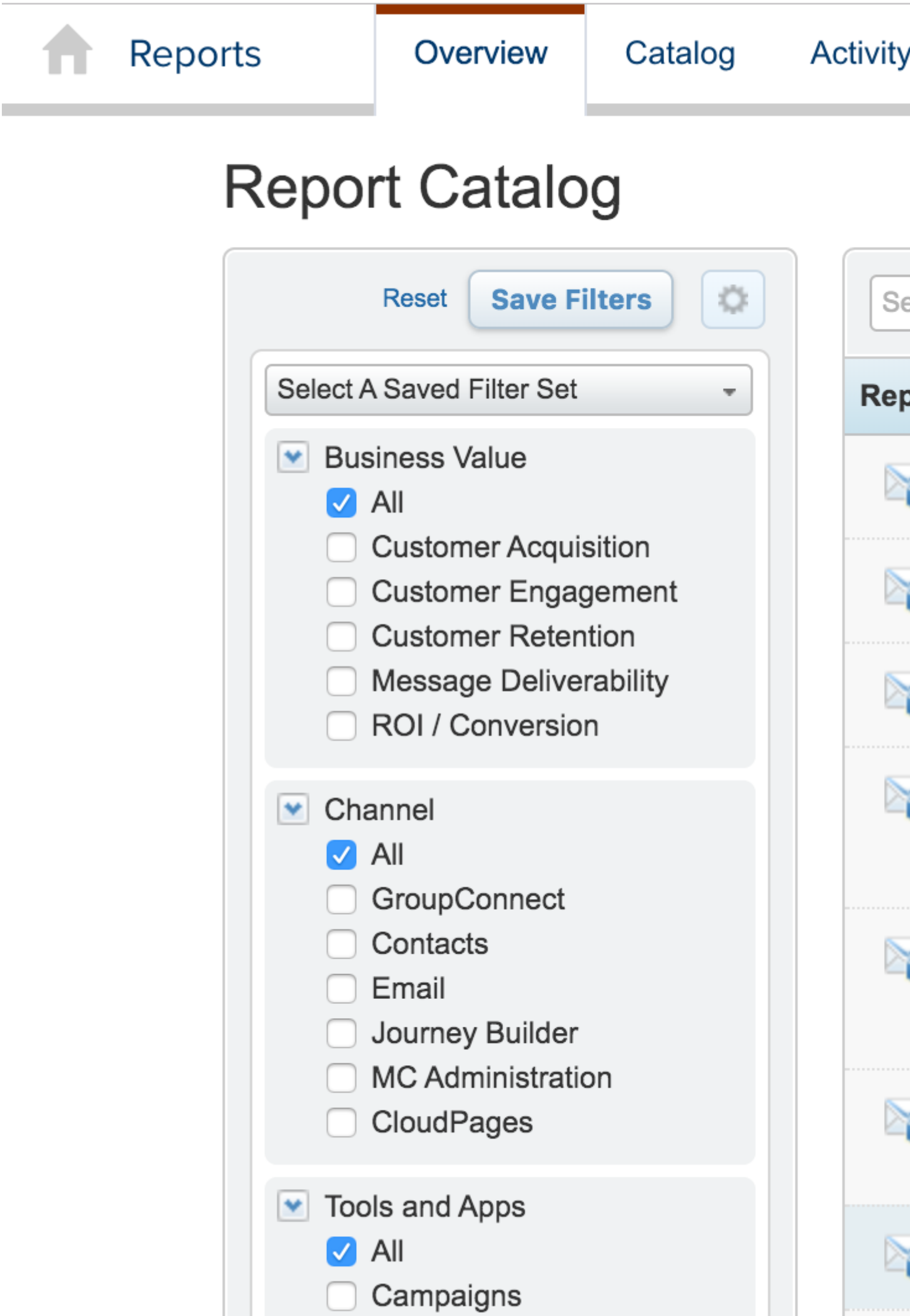
December 12, 2019 by jennifer.mortensen [2]

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 Discover Reports in Marketing Cloud [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.


Reports
Overview
Catalog
Activity
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

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



Results: Recent Email Send Sum

Available fields (89) for:
Email

Find: View

Measures
- Bounce Rate
- Bounces
- Bounces - Block
- Bounces - Hard
- Bounces - Soft
- Bounces - Technical
- Bounces - Unknown
- Click Rate
- Clicks
- Complaints
- Conversion
- Deliveries
- Delivery Rate

Layout

Rows

Send Date
Message ID
Email Name
Email Subject
Drop

Columns

Drop

Measures

Sends
Deliveries
Delivery Rate

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

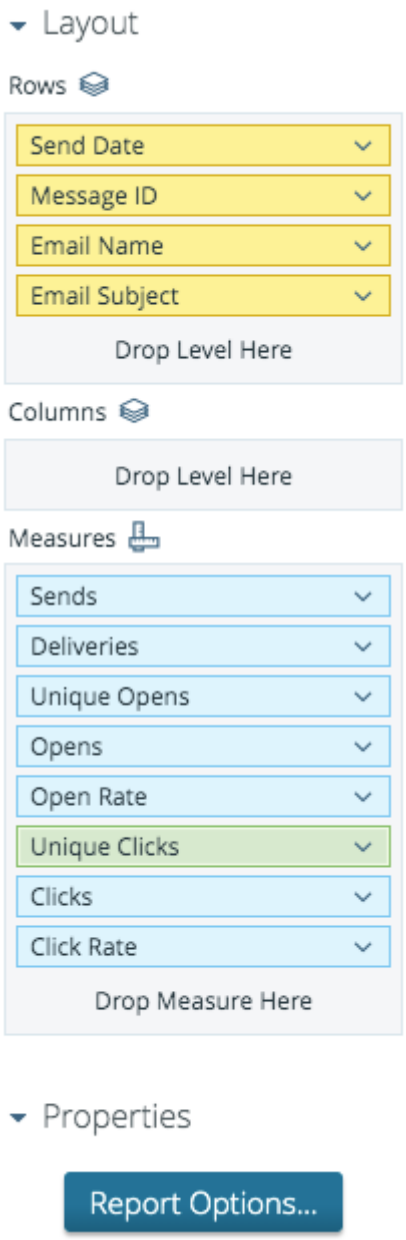
Once your default report populates, you'll be presented with three key areas that allow you to customize the data generated:

- **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

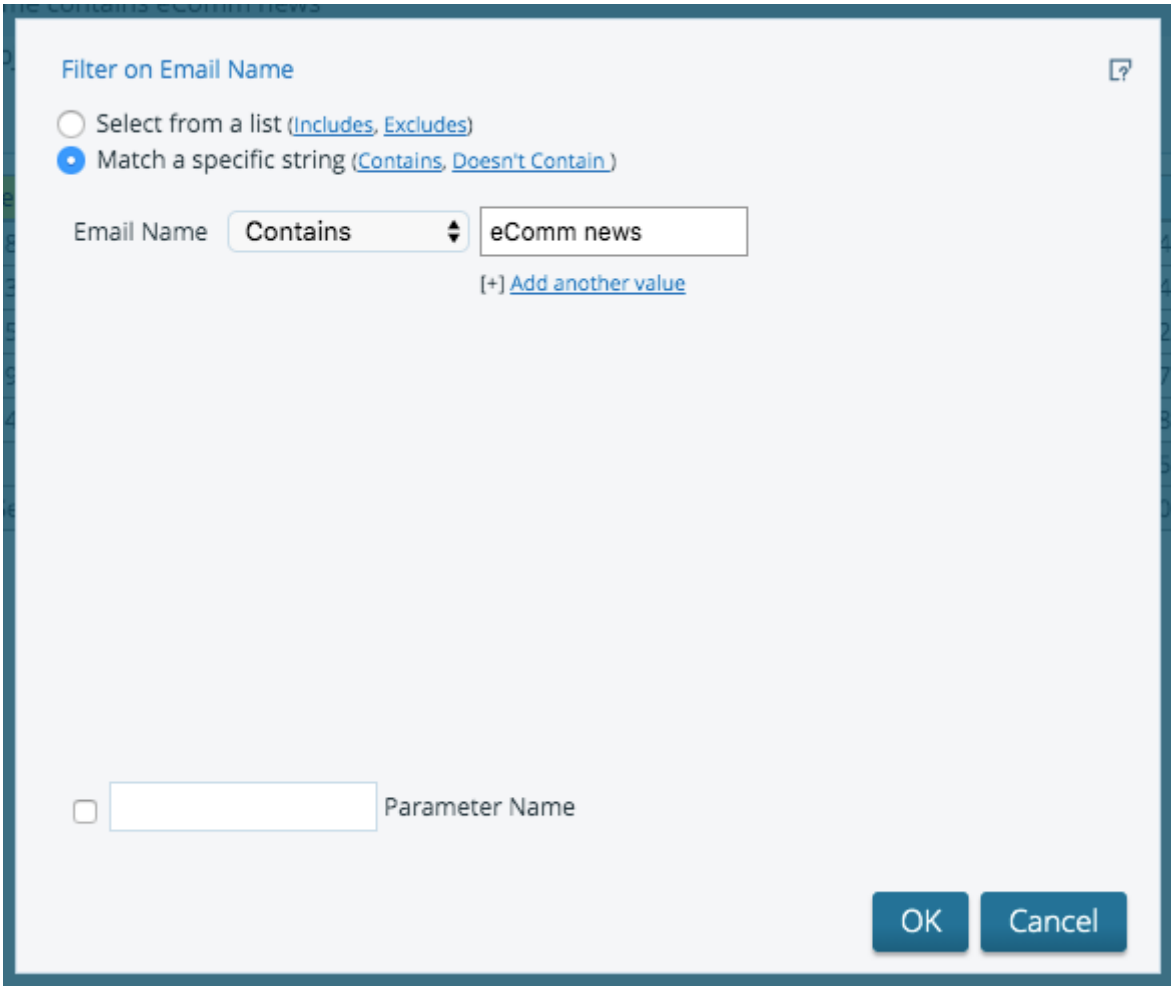
Set your layout criteria as follows:

- **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.



Filters

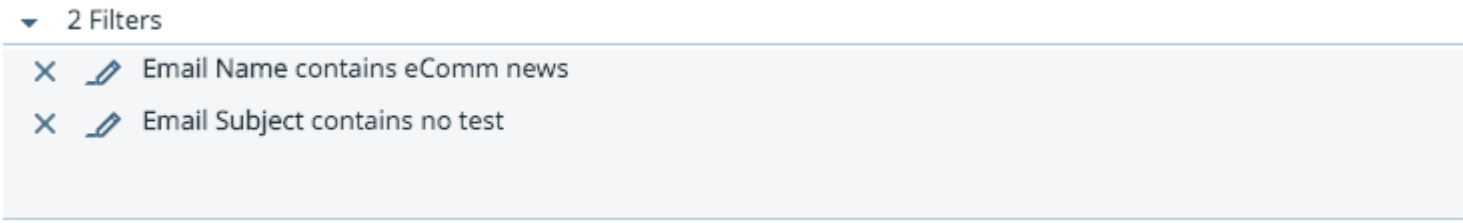
Since the layout options alone don't limit our email sends to a specific set of criteria, we can use filters to further narrow our view. First, drag **Email Name** from **Available Fields** to **Filters** . A window will open that allows you to specify the filter logic. In this case, we will select **Match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



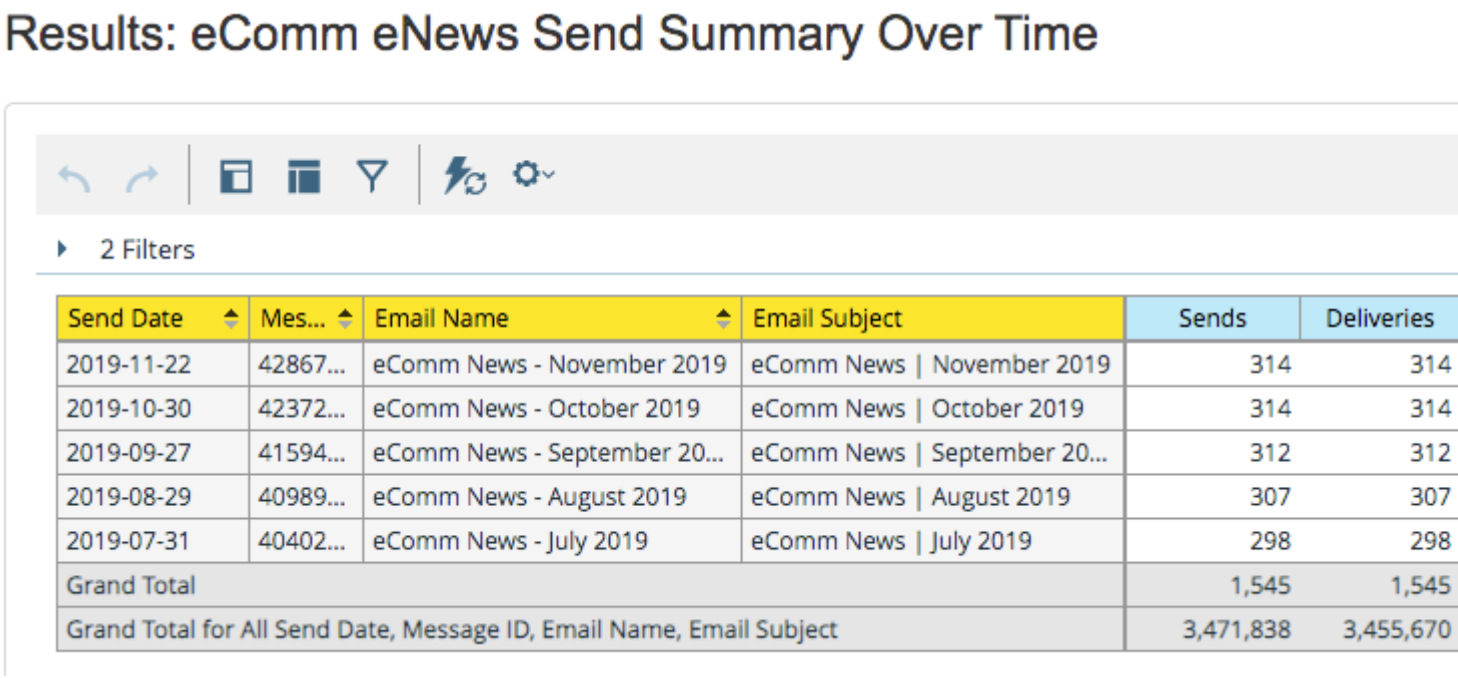
Click **OK** when you are finished.

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.



You can then save your report to access it again in the future or schedule updates to run automatically. See Discover Reports in Marketing Cloud [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