

Reporting & Analytics ^[1]

July 23, 2018 by [Melanie Jones](#) ^[2]

Checkout analytics within Marketing Cloud tracking to find data on all your historical sends. Take the opportunity to target this audience with a speciality communication rewarding them for their dedication with a short thank you, event invite or discount code. Your eComm specialist can help with the steps below to target this audience through eComm.

1. Find the correct Marketing Cloud report to run (below)
2. Export Subscriber Key (from Marketing Cloud)
3. Convert Subscriber Key to Contact ID (in Excel)
4. Upload file of Contact ID's to Salesforce Campaign (with Apsona or Data Loader)

1) Marketing Cloud Reports

Filters Expand the filter to report on all historical sends rather than the default last 100 sends.

Delete Test Sends You can delete individual test sends to avoid reporting on this data and skewing your results.

- [Individual Email Send Report](#)
- [Email Studio Reports](#)
- [Send Analytics](#)

[Full Article with Details](#) ^[3]

- [Email Send Detail](#)
- [Email Info](#)
- [Tracking Info](#)
- [Related Individual Result Reports](#)
- [System Info](#)
- [Individuals Email Results](#)
- [Aggregate Link Level Details](#)
- [Support Requests](#)

[Full Article with Details](#) [4]

- A/B Test Summary
- Account Send Summary
- Attribute by Tracking Event
- Campaign Email Job Tracking Summary
- Campaign Email Tracking Summary
- Carrier Deactivation Summary Report
- Conversion Tracking Statistics
- Email Message Frequency
- Email Performance by Attribute
- Email Performance by Domain
- Email Performance for All Domains
- Email Performance Over Time
- Email Send
- Email Sends by User
- Email Send Performance Over Time
- Email Send
- Email Sends by User
- Email Send Performance by Audience Builder Segment
- Forwarding Activity Details
- Impression Tracking by Job
- Impression Tracking for Triggered Send by Period
- List Demographics
- List Performance Over Time
- List Size Over Time
- Multi-Campaign Tracking Summary
- Recent Email Sends Summary
- Region Performance Over Time
- Response Trend Analysis for Email Send
- Send Classification by Email Tracking Report
- Sendable Data Extension Demographics
- Sendable Data Extension Performance Over Time
- Single Email Performance by Device
- Spam Complaints Over Time
- Subscriber Engagement
- Subscriber Most Recent Activity
- Subscribers Not Sent To
- Triggered Send Tracking
- Unengaged Subscribers for a List

[Full Article with Details](#) [6]

- Historial Engagement
- Time Based Engagement
- Aggregate Analytics
- Subscriber Analytics
- Email Analytics

2) Export Subscriber Key

3) Convert Subscriber Key to Contact ID

- [Video Instructions](#)
- [Written Instructions](#)

Column A | Subscriber Key (18 characters)

Column B | Contact ID (15 characters)

Formula | **=LEFT(A2, LEN(A2)-3)**

Drag to all columns

Copy/Paste Contact ID or Save as a CSV

4) Upload Contact ID to Salesforce

[Data Imports How-To](#) [7]

[Apsona How-To](#) [8]

NOTE! Users do not have access to complete this task - ask your eComm specialist to help with step 4.

Related Content

- [What is a subscriber?](#) [9]
- [How can I view a subscriber?](#) [10]
- [How can I view subscriber status and what do the statuses mean?](#) [10]
- [How do I reactivate a subscriber?](#) [10]*

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