Salesforce Email Send Data [1]

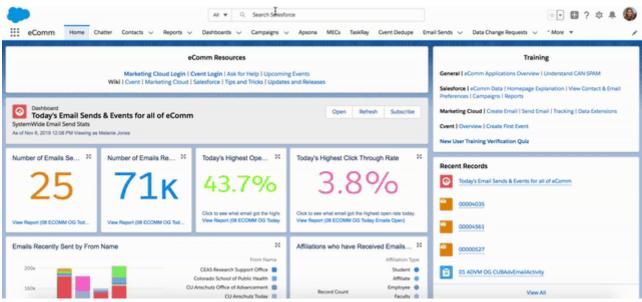
November 8, 2019 by Daniella Torres [2]

Marketing Cloud sends Email Send data to Salesforce after a send is complete. You can access valuable data like overall Open/Click rates, whether someone opened or clicked on an email, and which of your links was the most popular.

Viewing Marketing Cloud Email Send Data in Salesforce

- 1. Search for your Email Send in the Global Search Bar at the top of the page
 - 1. Select **Email Sends** in the **Global Search Bar** or on the left **Search Results** column
 - 2. You can search by **Email Name, From Email**, **Subject Line**, or **Job ID** (found in the Tracking section in Marketing Cloud), among others
- 2. Click on Email Send Name
- 3. Scroll through the **Details** tab to see send statistics about your email
- 4. The **Related** tab provides shows **Individual Email Results** and **Aggregate Link Level Details**

NOTE If you've sent your email to a report, you'll be able to view the report names used in Salesforce. Sends to data extensions, however, will not be visible.



Display Title:

Salesforce Email Send Data

Send email when Published:

Yes

Source URL: https://www.cu.edu/blog/ecomm-wiki/salesforce-email-send-data

Links

[1] https://www.cu.edu/blog/ecomm-wiki/salesforce-email-send-data [2] https://www.cu.edu/blog/ecomm-wiki/author/20864