

Salesforce Individual Email Results (IERs) ^[1]



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Information about an email that is sent to a recipient is called, "Individual Email Results" (IERs) and is delivered from Marketing Cloud to Salesforce. IERs provide information about a single email that is sent to an individual. For example, if we look at Sally Smith's contact (fictitious contact) in Salesforce, we can see the following details:

- Email name
- If clicked within email
- Number of clicks
- Date sent
- Date bounced
- Date Opened
- From Address (eg; [officeofthepresident@cu.edu](#) ^[3])
- Number of clicks

What IERs Are Not?

IERs are NOT aggregate information about an email send. For example (this is fictitious), the CU at the Zoo email was sent to 30,000 people, has a 20% open rate and 2% unsubscribe rate.

Why we Need IERs

This information has not only added to CU's enterprise vision of creating a holistic 360-degree view of our constituents, but it also supports analysis that is used to create actionable and strategic future communications.

For example, CU Boulder University Communications is interested to know which faculty members in each campus school/college are opening CU Boulder Today. And, the CU Boulder Alumni Association uses IERs to target future communications to only those who opened but didn't click on the email's "call to action" link. IER data is only way to accomplish the aforementioned use cases.

Access to this granular information not only provides opportunities for CU to more strategically engage constituents, but it also can reduce the number of email sends, which ultimately saves money. Using the CU Boulder Alumni Association example, a send to those who opened the

email, results in far fewer email sends (saving money!) than what communicators have done previously, which is often resending to the original recipient list.

Why Can't We Do this in Marketing Cloud?

It's simple. Data necessary to create granular and actionable reports is not available in Marketing Cloud. Using the CU Boulder University Communications use case, a report that pulls in faculty members is not possible because employment data (eg; faculty) does not exist in Marketing Cloud. Furthermore, the robust reporting technology is also not currently available in Marketing Cloud. There ARE a variety of reports available in Marketing Cloud, but many of them are unable to be used because we house the majority of our data in Salesforce.

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- [Why are there duplicate contact records?](#) [7]
- [How do I merge two or more contacts?](#) [7]
- [How do I add a contact to a Salesforce campaign?](#) [8]
- [How do I add contacts to Salesforce?](#) [9]
- [How can I match new contacts against existing contacts to avoid creating duplicates?](#) [10]
- [How will I know if a contact received my email?](#) [1]
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[1] <https://www.cu.edu/blog/ecommerce/wiki/salesforce-individual-email-results-iers>

[2] <https://www.cu.edu/blog/ecommerce/wiki/author/74>

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[6] <https://www.cu.edu/blog/ecommerce/wiki/updating-contact-information-salesforce>

[7] <https://www.cu.edu/blog/ecommerce/wiki/duplicate-contact-records-and-merges>

[8] <https://www.cu.edu/blog/ecommerce/wiki/create-salesforce-campaign-and-add-campaign-members>

[9] <https://www.cu.edu/blog/ecommerce/wiki/adding-and-matching-contacts-apsona>

[10] <https://www.cu.edu/blog/ecommerce/wiki/using-salesforce-apsona>

[11] <https://www.cu.edu/blog/ecommerce/wiki/salesforce-contacts-marketing-cloud-subscribers>

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