Home > Time Between Send and Engagement

Time Between Send and Engagement [1]



December 13, 2019 by jennifer.mortensen [2]

Wondering how much time elapses between your email send and constituents' actions? Use the Time Between Send and Engagement report in Marketing Cloud to help assess the need for reminders or additional touch points. The Time Between Send and Engagement report shows how long it takes your subscribers to open and click-through all email sends over the past 30 days.

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 Time Between Send and Engagement Report

To launch your report, locate the report name Time Between Send and Engagement and click the **Create** button.



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: Time Between Send and Engagement

Available fields (89) for:		 Layout 	
Email		X-Axis 📦	
Find:	View \sim	Event Lag 🗸 🗸	🗙 🥒 Send Date includes pr
 Measures 		Drop Level Here	
Bounce Rate		Series 📦	
Bounces		Drop Level Here	110,000
Bounces - Hard		Measures A	100.000
Bounces - Soft		Opens v	100,000
Bounces - Technical		Clicks	90,000
Click Rate		Drop Measure Here	80,000
Clicks			70 000
Complaints		Multi-Chart 😒	-
Deliveries		Drop Level Here	60,000
Delivery Rate			50,000
Did not click			40.000
🖶 Open Rate			40,000
- Opens		D	30,000
🖶 Sends		 Properties 	20,000
Share Recipients		Data Labels:	10.000
Share Subscribers		None 🚩	10,000
Shares			0
🖕 Survey Rate 🖶 Survey Responses		Chart Options	A hours a hours
Total Goals Met			on No en
URL Click Rate			

Since the data automatically represented contains all data from your business unit, it might be more information than you need. Luckily, 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 Time Between Send and Engagement report to measure time between receipt and action for CU Connections.

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

In this case, the default layout in the Time Between Send and Engagement Report works well for our needs, so no changes are needed.

- X-Axis: Event Lag
- Measures: Opens and Clicks

_	Lavour	t
•	Layou	L

X-Axis 📦	
Event Lag	~
Drop Level Here	
Series 😡	
Drop Level Here	
Measures 🖶	
Opens	\sim
Clicks	\sim
Drop Measure Here	
Multi-Chart 😂	
Drop Level Here	
 Properties 	
Data Labeler	
None V	
Chart 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. The default report filter includes a send date equal to the previous 30 days. For our example, we will leave that filter criteria as is, but you can change it in your own report if desired.

To add our additional filters, drag **Email Subject** 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** connections.

Filter on Email Subject	2
 Select from a list (<u>Includes</u>, <u>Excludes</u>) Match a specific string (<u>Contains</u>, <u>Doesn't Contain</u>) 	
Email Subject Contains 💠 connections	
[+] <u>Add another value</u>	
Parameter Name	
OK Cance	el

Click **OK** when you are finished.

We also want to exclude any test sends from our results, so we'll again drag **Email Subject** from **Available Fields** to **Filters** and set the logic to does not contain test. Click **OK** when you are finished.

Since this example assesses the time between a recipient's receipt of an email message and action taken (open/click), we may want to edit the lag time measured. To do this, drag **Event** Lag from Available Fields to Filters. Choose Select from a list and then choose the time values you want to measure for your send.

Choose values from list:	iins, <u>Doesn't Contain</u>)	Currently Included \$:	
Find			
0-4 hours		✓ 0-4 hours	
4-8 hours		 12-16 hours 	
8-12 hours	>	 16-20 hours 	
12-16 hours		 20-24 hours 	
16-20 hours		4-8 hours	
20-24 hours		 8-12 hours 	
24-28 hours			
28-32 hours	>>		
32-36 hours			
36-40 hours	*		
40-44 hours			
44-48 hours			
Showing all 19 values		6 values selected	
Pa	rameter Name		

Click **OK** when you are finished.

Your report will automatically refresh, and your final filter logic results will contain criteria for Send Date, Email Subject, and Event Lag.



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.

This report tells us that most readers engage with CU Connections within 4-8 hours of the send.

Display Title:

Time Between Send and Engagement Send email when Published: Yes \ge

Source URL: https://www.cu.edu/blog/ecomm-wiki/time-between-send-and-engagement

Links

[1] https://www.cu.edu/blog/ecomm-wiki/time-between-send-and-engagement [2] https://www.cu.edu/blog/ecomm-wiki/author/13789 [3] https://www.cu.edu/blog/ecomm-wiki/discoverreports-marketing-cloud