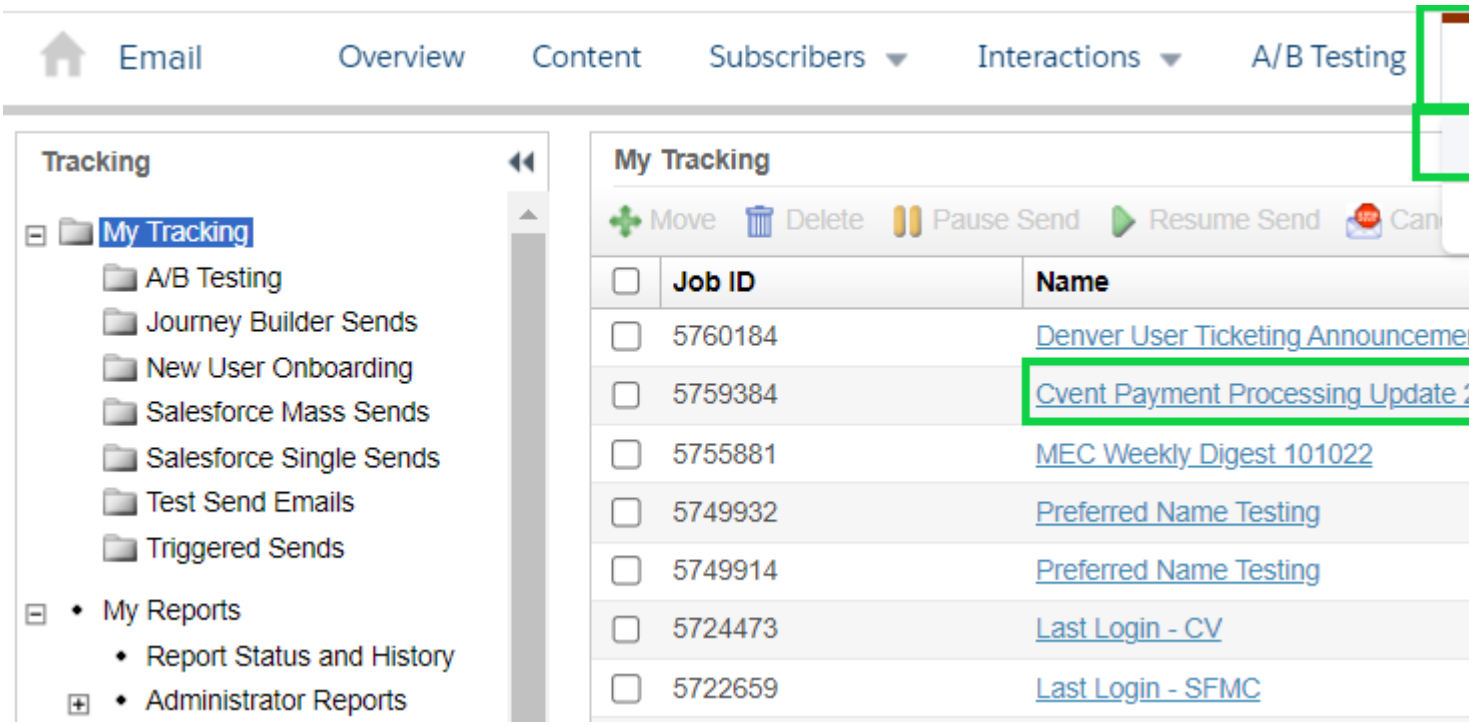
Published on *University of Colorado* (https://www.cu.edu)

Tracking in Marketing Cloud [1]

October 20, 2023 by Melanie Jones [2]

Checkout Marketing Cloud Tracking to find real-time data on all your email sends. You'll find an overview of engagement along with click activity in Marketing Cloud or export this information to a PDF or Excel file to share.

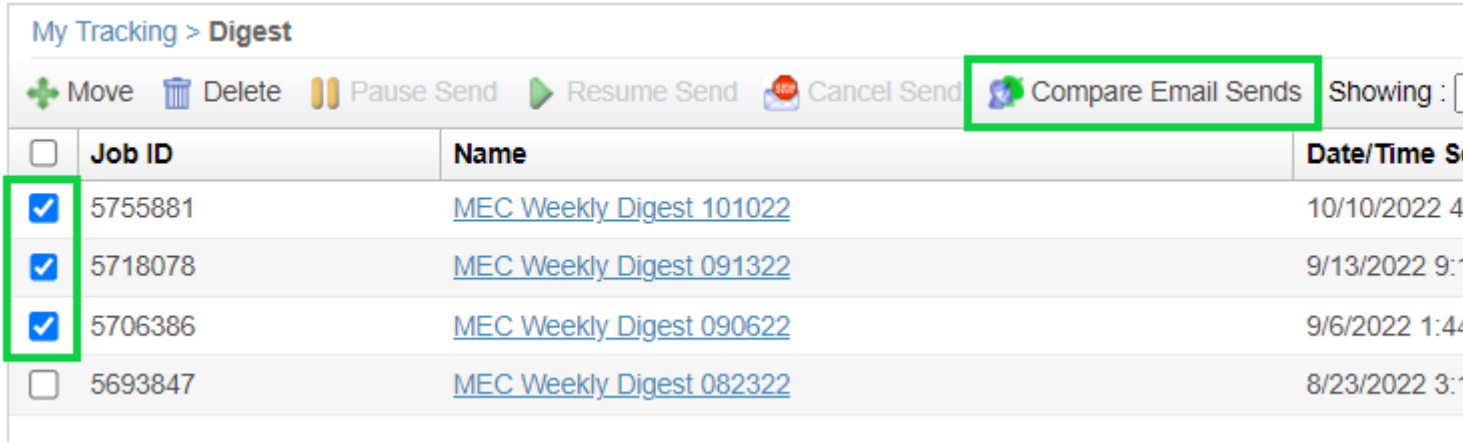
- From **Email Studio** hover **Tracking** in the top navigation and select **Sends** in the dropdown
- **Select the name** of a send to view and/or export detailed analytics



Tracking Folders [3] found in the panel on the left (image above) can help keep teams organized.

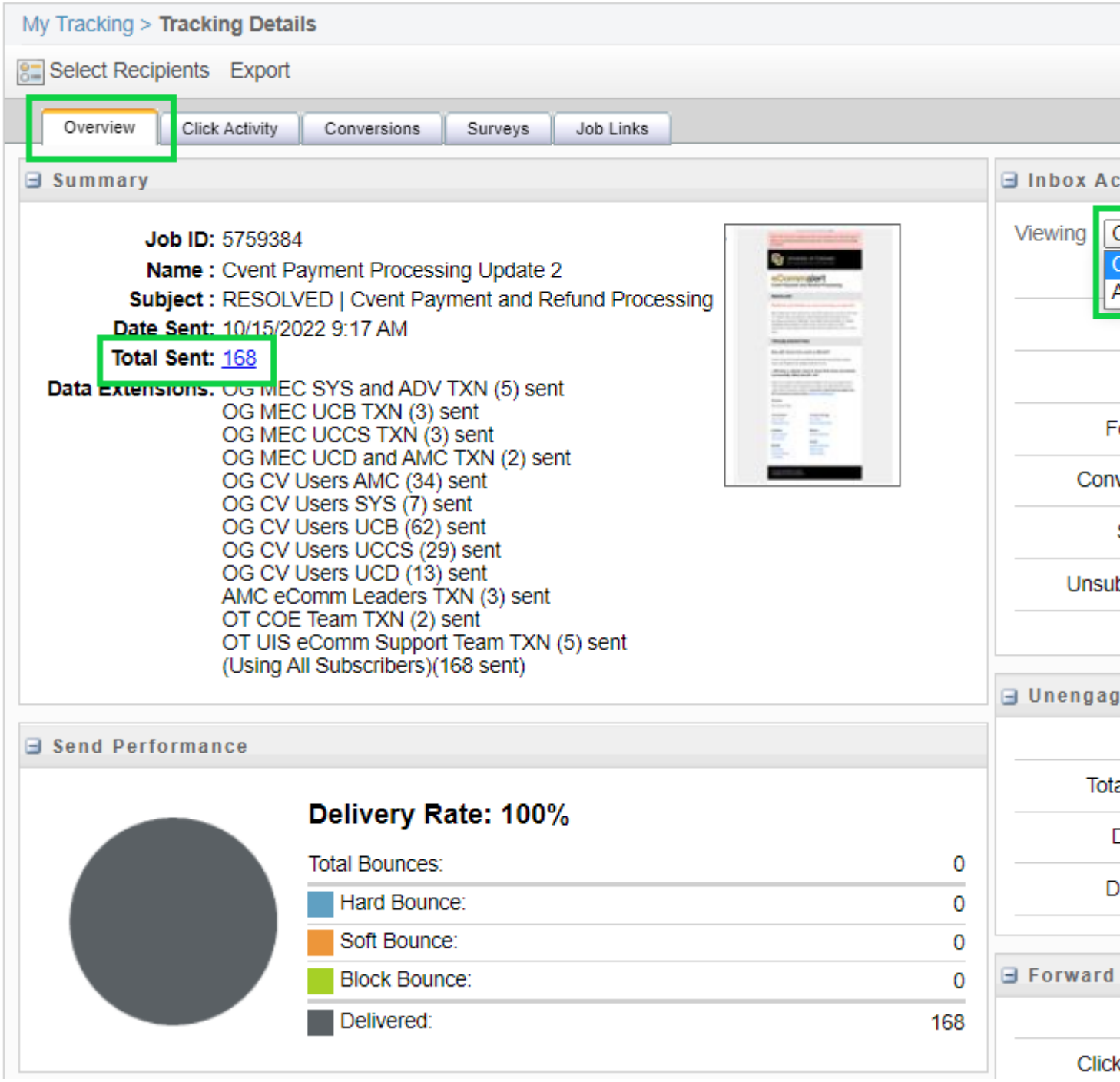
Compare Email Sends

- You can click **Compare Email Sends** after checking the box next to numerous sends



- Overview
- Click Activity
- Job Links
- Conversions & Surveys

- You will be taken to the **Overview** tab. Users typically look at the following details:
    - **Summary**
        - Total Sent
    - **Inbox Activity**
        - Current Activity vs. Activity Over Time
        - Total Opens
        - Unique Opens
    - **Delivery Rate**
        - Delivery rates usually exceed 98%. If it drops below, contact your eComm specialist.



Tracking for Individual Data Extensions

- Above the Overview tab is a option to **Select Recipients**. Click it.
    - The Data Extensions you sent to will display, each checked by default.
- **Uncheck/check the Data Extensions** you want to view analyticcs for.
- Click the **Apply** button and the filtered data will populate below
    - You can naviagate to the Click Activity tab with the filter applied.

Email Overview Content Subscribers Interactic

My Tracking > 06 Focus on Faculty > **Tracking Details**

Select Recipients Export

Select the recipients to view :

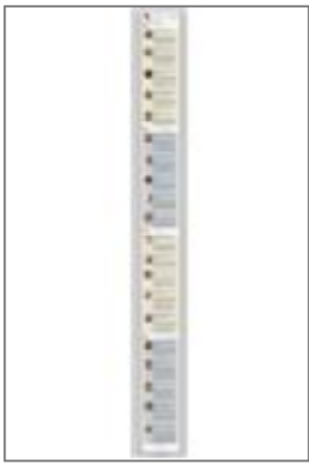
- [x] OG FoF UCD SUB Pres Announ
- [x] OG FoF UCCS SUB Pres Announ
- [x] OG FoF UCB SUB Pres Announ
- [x] OG FoF SYS SUB Pres Announ
- [x] OG FoF NOEMP SUB Pres Announ

Apply

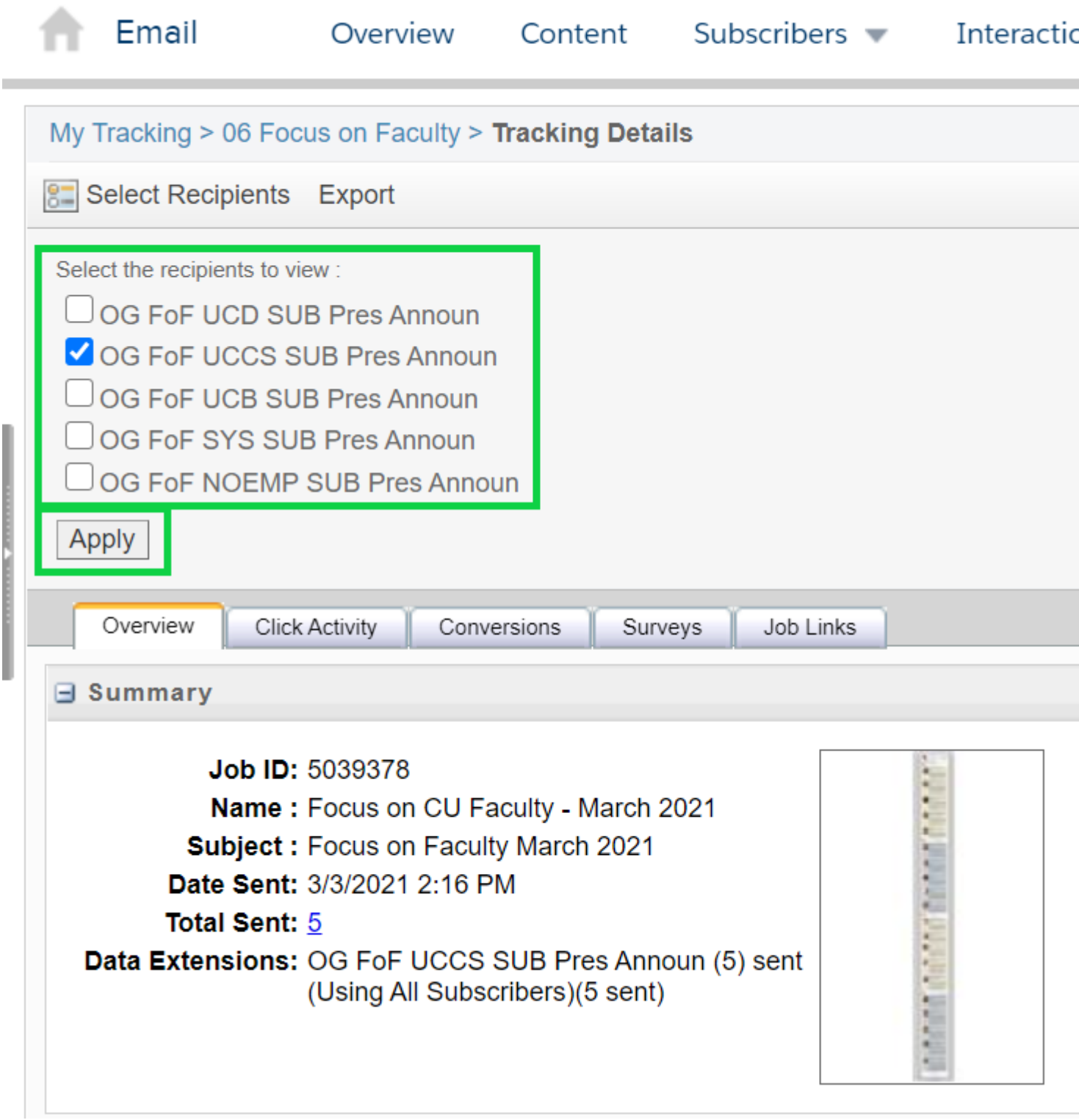
Overview | Click Activity | Conversions | Surveys | Job Links

Summary

Job ID: 5039378
Name : Focus on CU Faculty - March 2021
Subject : Focus on Faculty March 2021
Date Sent: 3/3/2021 2:16 PM
Total Sent: 79
Data Extensions: OG FoF UCD SUB Pres Announ (15) sent
OG FoF UCCS SUB Pres Announ (5) sent
OG FoF UCB SUB Pres Announ (11) sent
OG FoF SYS SUB Pres Announ (24) sent
OG FoF NOEMP SUB Pres Announ (24) sent
(Using All Subscribers)(79 sent)



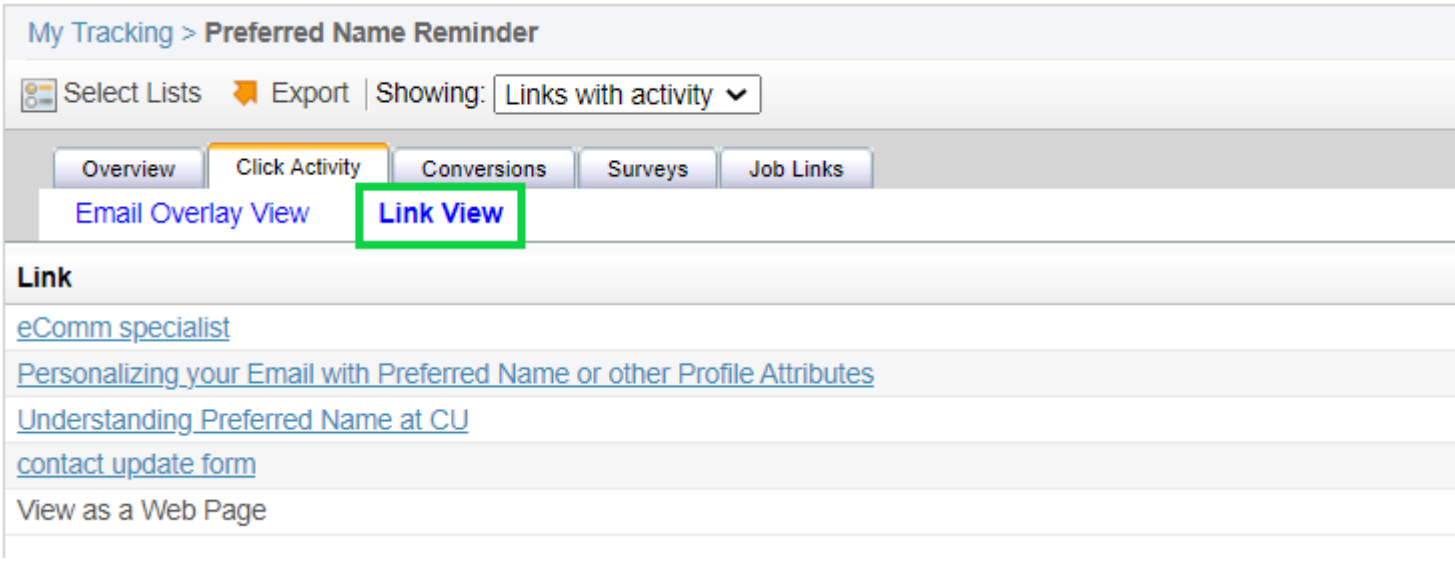
- *In the example below, you can see **I selected the UCCS Data Extension only, then clicked the Apply button** and the data below updated accordingly. Now I can compare how the UCCS audience compared to the average.*



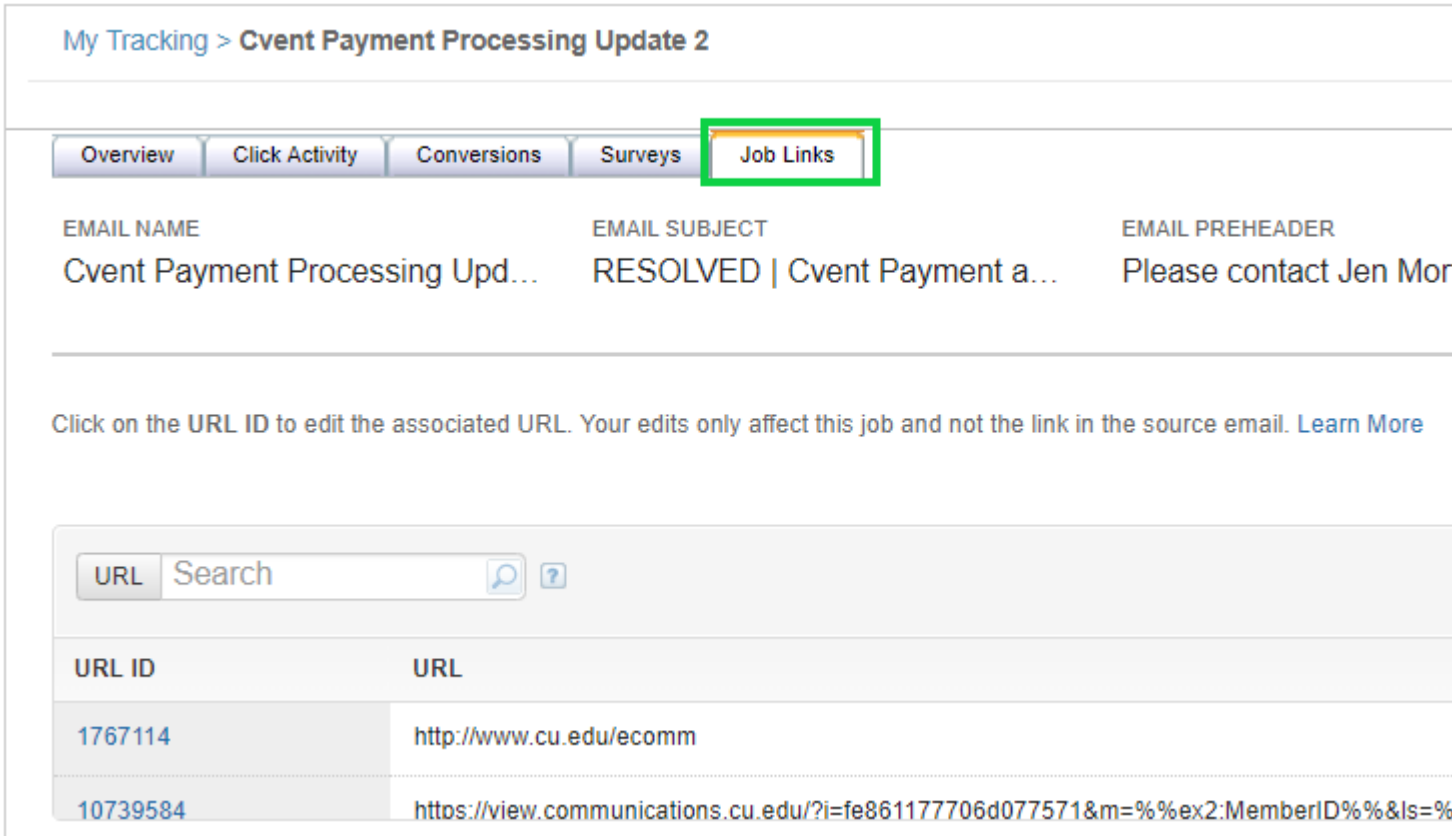
- Select the **Click Activity** tab
- The **Email Overlay View** will show by deafult. Here you can see the email that was sent with unique open rates overlayed on it. Click on the unique open rate number for further details, including the click-through rate and total clicks.



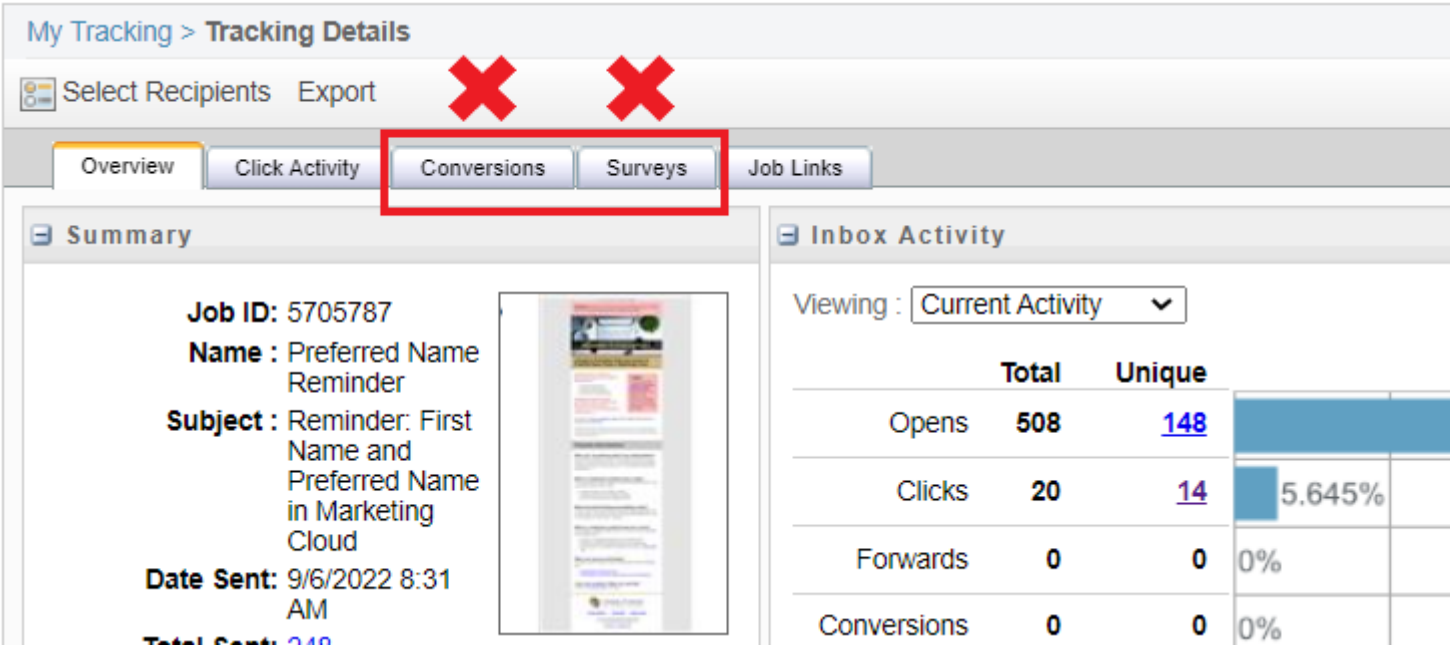
- Select the **Link View** to see the click activity as a table



- Select the **Job Links** tab. Here you can replace a broken or incorrect link in an email that's already been delivered [4].



eComm does not currently leverage Conversions or Surveys.



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-

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