

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







The screenshot displays the Marketing Cloud Tracking interface. The top navigation bar includes 'Email', 'Overview', 'Content', 'Subscribers', 'Interactions', and 'A/B Testing'. The left sidebar shows a 'Tracking' panel with a tree view containing 'My Tracking' (with sub-items: A/B Testing, Journey Builder Sends, New User Onboarding, Salesforce Mass Sends, Salesforce Single Sends, Test Send Emails, Triggered Sends), 'My Reports' (with sub-items: Report Status and History, Administrator Reports), and 'My Tracking' (highlighted). The main content area, titled 'My Tracking', shows a table with columns 'Job ID' and 'Name'. The table lists several email sends, with the second row, '5759384 Cvent Payment Processing Update 2', highlighted with a green box. Above the table are action buttons: Move, Delete, Pause Send, Resume Send, and Cancel.

Job ID	Name
5760184	Denver User Ticketing Announceme
5759384	Cvent Payment Processing Update 2
5755881	MEC Weekly Digest 101022
5749932	Preferred Name Testing
5749914	Preferred Name Testing
5724473	Last Login - CV
5722659	Last Login - SFMC

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

My Tracking > Digest			
 Move  Delete  Pause Send  Resume Send  Cancel Send  Compare Email Sends Showing : []			
<input type="checkbox"/>	Job ID	Name	Date/Time S
<input checked="" type="checkbox"/>	5755881	MEC Weekly Digest 101022	10/10/2022 4
<input checked="" type="checkbox"/>	5718078	MEC Weekly Digest 091322	9/13/2022 9
<input checked="" type="checkbox"/>	5706386	MEC Weekly Digest 090622	9/6/2022 1:4
<input type="checkbox"/>	5693847	MEC Weekly Digest 082322	8/23/2022 3:

- 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.

My Tracking > Tracking Details


Select Recipients Export

Overview Click Activity Conversions Surveys Job Links

Summary


Job ID: 5759384
Name : Cvent Payment Processing Update 2
Subject : RESOLVED | Cvent Payment and Refund Processing
Date Sent: 10/15/2022 9:17 AM
Total Sent: [168](#)

Data Extensions: OG MEC SYS and ADV TXN (5) sent
OG MEC UCB TXN (3) sent
OG MEC UCCS TXN (3) sent
OG MEC UCD and AMC TXN (2) sent
OG CV Users AMC (34) sent
OG CV Users SYS (7) sent
OG CV Users UCB (62) sent
OG CV Users UCCS (29) sent
OG CV Users UCD (13) sent
AMC eComm Leaders TXN (3) sent
OT COE Team TXN (2) sent
OT UIS eComm Support Team TXN (5) sent
(Using All Subscribers)(168 sent)



Send Performance

Delivery Rate: 100%



Total Bounces:	0
Hard Bounce:	0
Soft Bounce:	0
Block Bounce:	0
Delivered:	168

Inbox Ac

Viewing

Unengag

Forward

Click

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 analytics for.
- Click the **Apply** button and the filtered data will populate below
 - You can navigate to the Click Activity tab with the filter applied.



[My Tracking](#) > [06 Focus on Faculty](#) > **Tracking Details**



Select Recipients

Export

Select the recipients to view :

- ☒ OG FoF UCD SUB Pres Announ
- ☒ OG FoF UCCS SUB Pres Announ
- ☒ OG FoF UCB SUB Pres Announ
- ☒ OG FoF SYS SUB Pres Announ
- ☒ 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](#)

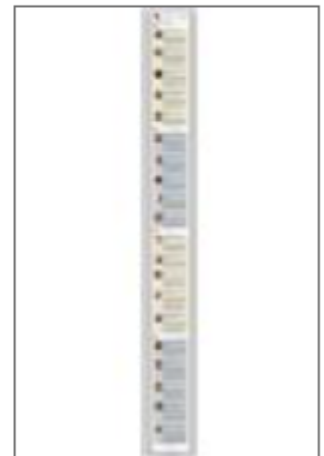
Data Extensions: OG FoF UCD SUB Pres Announ (15) sent
OG FoF UCCS SUB Pres Announ (5) sent
OG FoF UCB SUB Pres Announ (11) sent
OG FoF SYS SUB Pres Announ (24) sent
OG FoF NOEMP SUB Pres Announ (24) sent
(Using All Subscribers)(79 sent)

- 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.

[My Tracking](#) > [06 Focus on Faculty](#) > **Tracking Details**[Select Recipients](#) [Export](#)

Select the recipients to view :

- ☐ OG FoF UCD SUB Pres Announ
- ☒ OG FoF UCCS SUB Pres Announ
- ☐ OG FoF UCB SUB Pres Announ
- ☐ OG FoF SYS SUB Pres Announ
- ☐ 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:** [5](#)**Data Extensions:** OG FoF UCCS SUB Pres Announ (5) sent
(Using All Subscribers)(5 sent)

- Select the **Click Activity** tab
- The **Email Overlay View** will show by default. 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.

My Tracking > Preferred Name Reminder

Select Lists

Export

Overview

Click Activity

Conversions

Surveys

Job Links

Email Overlay View

Link View

Change to First Name Preferred Name Field

Beginning on Sept. 12*, **three new personalization fields will be added to Marketing Cloud:**

- Student Preferred Name
- Employee Preferred Name
- Alumni_Donor Preferred Name

Additionally, **the current First Name personalization field will become First Name. We recommend you discontinue use of the current field or before Sept. 12.**

Work with your preferred name.

**While the new personalization fields are being added to Marketing Cloud, please continue to use the fields before Sept. 12.*

"eComm spec

<https://www.cu.edu/eComm>

3.2%

Click Through

45%

Percentage of total

Actual total clicks

44.4%

Percentage of unique

Actual unique clicks

Frequently Asked Questions

When can I use preferred name?

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

My Tracking > Preferred Name Reminder

Select Lists Export Showing: Links with activity ▼

Overview Click Activity Conversions Surveys Job Links

Email Overlay View **Link View**

Link

[eComm specialist](#)

[Personalizing your Email with Preferred Name or other Profile Attributes](#)

[Understanding Preferred Name at CU](#)

[contact update form](#)

View as a Web Page

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

My Tracking > Cvent Payment Processing Update 2

Overview Click Activity Conversions Surveys **Job Links**

EMAIL NAME	EMAIL SUBJECT	EMAIL PREHEADER
Cvent Payment Processing Upd...	RESOLVED Cvent Payment a...	Please contact Jen Mor

Click on the URL ID to edit the associated URL. Your edits only affect this job and not the link in the source email. [Learn More](#)

URL Search 🔍 ?

URL ID	URL
1767114	http://www.cu.edu/ecommm
10739584	https://view.communications.cu.edu/?i=fe861177706d077571&m=%ex2:MemberID%&ls=%

eComm does not currently leverage Conversions or Surveys.

My Tracking > Tracking Details

Select Recipients Export X X

Overview Click Activity **Conversions** Surveys Job Links

Summary


Job ID: 5705787

Name : Preferred Name Reminder

Subject : Reminder: First Name and Preferred Name in Marketing Cloud

Date Sent: 9/6/2022 8:31 AM

Total Sent: 240



Inbox Activity

Viewing : Current Activity ▼

	Total	Unique	
Opens	508	148	
Clicks	20	14	5.645%
Forwards	0	0	0%
Conversions	0	0	0%

Related Content

-

Display Title:

Tracking in Marketing Cloud

Send email when Published:

No

Source URL:<https://www.cu.edu/blog/integrated-online-services/tracking-marketing-cloud>

Links

[1] <https://www.cu.edu/blog/integrated-online-services/tracking-marketing-cloud>

[2] <https://www.cu.edu/blog/integrated-online-services/author/39> [3] <https://www.cu.edu/blog/ecommerce-wiki/folders-marketing-cloud>

[4] <https://www.cu.edu/blog/ecommerce-wiki/marketing-cloud-update-broken-link-after-send>