UNDERSTANDING REPORTS
A MAILCHIMP GUIDE

Hello.

You've imported your list, created a beautiful campaign, tested it, revised it, and sent it to your loyal subscribers. Now it's time to sit back, relax, and watch your reports come in. MailChimp has a [ton of reports](), and this guide will show you how to track opens and clicks, what the stats mean and how to use them, and how to get advanced with reports, integrations and plugins.

If you have any questions that aren't addressed here, feel free to contact our [support staff]().

Track Opens and Clicks

If you want opens and clicks to show up in your reports, make sure you're tracking them. Log in to MailChimp and click **Create Campaign**. Select the campaign type and choose your list, then you'll see the **Campaign Info** and tracking section in the **Setup** step of the campaign builder. On the left side, you'll fill in your usual campaign information. The box to the right asks you what you want to track within the campaign you're creating. We check the opens and HTML clicks boxes for you by default, but if you want to track plain-text clicks or add Google Analytics tracking (more on that later), you'll need to check the appropriate box. Clicks are automatically tracked for users on free plans.

What is Click Tracking?

Curious about how click tracking works? Here's a little technical information: Say you put a link in your campaign that points to your website, and you want to track how many times it was clicked. MailChimp will save your link in its database and replace it with our own redirect link. The redirect link routes people to our server first (where we track the click), and then quickly sends them to your intended destination. It happens instantaneously, so the entire experience is seamless and invisible to your subscribers. But redirect links do have certain implications.

What redirects mean for you and your emails

When you code a link in your HTML email like this...

```
<a href="http://www.mywebsite.com/mypage.html">Visit my
website</a>
```

...and then you select **Track clicks** in MailChimp, we'll automatically alter the URL in your link with a MailChimp redirect. Your code will end up looking something like this:

```
<a href="http://www.mcsv.net/cgi-bin/redir?
id=xyz345">Visit my website</a>
```

Some email programs display warnings when they see tracked links in your email. They do it because scammers often send emails designed to look like they came from a trusted source (like your local bank), but when you click their link inside, you're redirected to a site designed to steal your password. Because of these phishing scams, some email programs don't like any redirect scripts. They're usually not a problem, as long as you avoid links where the description is the URL. This kind of HTML code will set off phishing warnings in some email programs:

```
Please visit <a href="http://www.our-
website.com">http://www.our-website.com</a>
```

Because email programs see this when tracking redirect links are used:

```
Please visit <a href="http://www.mcsv.net/cgi-bin/redir?
id=xyz345">http://www.our-website.com</a>
```

In the example above, the description of the link (what the human eye sees) says that the link will take you to "our-website.com." However, your email program sees that it's really taking you to "mcsv.net." This looks suspicious to them, so they pop up a warning.

Coding links like this will NOT set off alarms:

```
Please visit <a href="http://www.our-website.com">our
website</a>
```

In this example, whenever we add redirect tracking links, there's no mismatch between the actual URL of the link and the description. In your HTML email, you don't have to worry about the URL being changed, because your recipients will only see the "Visit my website" part of the link, while the redirect code stays behind the scenes. But in your plain-text alternative emails, you can't hide the URL behind the code.

Tracked links in plain-text emails

When you track a link in an HTML email, nobody sees the redirect link behind the scenes. They just see "Click here."

In your plain-text alternative email, you can't hide your link code. You can't make text like "Visit our website" clickable like you can in HTML email. When you want to point people to your website from a plain-text email, it'll have to look like:

```
To go to our website, visit this URL in your browser:
http://www.mywebsite.com.
```

If you were to activate click tracking in a plain-text email, it would look like this:

```
To go to our website, visit this URL in your browser: <a
href="http://www.mcsv.net/cgi-bin/redir?
id=xyz345">http://www.mywebsite.com</a>
```

Some of your recipients would be suspicious about that "mcsv.net" redirect URL, so they wouldn't click. That's why a lot of our users choose not to track clicks in their plain-text emails. We give you the option to turn it off.

What is Open Tracking?

When you check the box to track opens in MailChimp, we place a tiny, invisible graphic at the bottom of your HTML email. Each time your HTML email is displayed in a recipient's inbox, that unique graphic for your campaign gets downloaded from our server, which we track as an open.

HTML email only

First of all, image tracking only works in the HTML version of your email. That's because you obviously can't place any graphics into plain-text messages (that's why they're called "plain," after all). So you're not going to be able to measure opens from the people who viewed the plain-text version of your email (actually, there is a way to sort of track opens in your plain-text emails—if MailChimp tracks a click from plain-text, we also register that as an open).

Turn on images

A lot of email applications block images from being automatically displayed in HTML email. When an HTML email is initially loaded, you'll see placeholders where all the images should be. Users have to click a button to turn on images. This is a privacy measure that's becoming standard in most email programs. They do it because some spammers could theoretically use image tracking for evil by tracking whether or not your email account was alive (and then send you more spam). With these privacy measures in place, it gets extremely difficult for email marketers to accurately measure their open rates. Unfortunately, you'll just have to take your open stats with a grain of salt.

Now you know how to track clicks and opens, and you know what exactly we're doing when you tell us to track your clicks and opens. Next, we'll go over how to view your reports.

View Your Reports

To view your MailChimp campaign reports, just log in to MailChimp and click **Reports** on the lefthand navigation. You'll see a list of campaigns you've sent. Click on the name of a campaign to see its report.

You'll go to a screen that looks something like this—it's your Report Overview (we'll break down the stats a little later):

We also show you your **Top Locations**:

Top locations

USA	2,696	56.6%
United Kingdom	815	17.1%
Canada	178	3.7%
Australia	170	3.6%
Germany	96	2.0%

View more

That's the info you have to work with. Next we'll break down the details of all those handy charts and graphs.

Advanced Reports

In addition to our free reports, we offer advanced reports, integrations, and plugins that can help you learn even more about how your campaigns are performing and who's reading them.

Subscriber Activity Reports

If you want to know even more about individual customers and how they're responding to your email campaigns, then check out our free **Subscriber Activity** Reports.

They tell you exactly who opened your email (as opposed to how many people), and what those people clicked. You can see real-time reports for each recipient's activities, when they opened and when they came back for more. You can even generate a list of who didn't open—this is good information if you want to send that group a modified campaign. And to make it all even easier, you can download Subscriber Activity Reports as a Microsoft Excel spreadsheet and pass it along to your sales team for follow-up.

Use the **Subscriber Activity** pull-down menu to choose a specific stat.

To download the report, click **Export to Excel** in the **View Report** pull-down menu.

Reports

Kitties go in cat trees!

Overview   Subscriber activity ▾   Social stats   E-commerce   Advanced

Click performance

Subscriber activity by email…

URL		Total Clicks		Unique Clicks	
https://secure3.convio.net/warl/site/Donation2?df_id=2601&2601.donation=landing&JServSessionIdr004=…		4	36%	2	40%
http://playground.epicsports.com/prod/38607/armarkat-large-classic-cat-trees-b7301.html		4	36%	2	40%
http://animal.discovery.com/tv-shows/puppy-bowl/games-and-more/puppy-cam.htm		3	27%	1	20%
http://animal.discovery.com/tv-shows/puppy-bowl		0	0%	0	0%

Click map

Use this area to offer a short preview of your email's content.   View this email in your browser

Kitten Cam!

It's 2013 and the cute continues! Things just can't get any cuter, can they? Oh, yes. Yes, they can. Watch the new P 27.3% nor of the big game: F 0% catch round-the-clock cuteness on P 0%

We at Animal Planet decided everyone could use a huge dose of cute to brighten up the day. We've partnered with our friends at the W 8.1% l Rescue League to bring you daily kitten cuteness by way of this undeniably adorable live cam. So, kiss

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Compare campaigns (BARF reports)

MailChimp's Big Ass Report Files are giant, downloadable reports that contain all your stats for every campaign you've ever sent. They're slightly intimidating at first, but we think it's pretty darn cool that you can download all this data in one Excel spreadsheet, and manipulate it however you see fit.

In your **Reports** tab, click the download button above the top righthand corner of your campaigns list.

Go to any campaign's report page and click the share icon on the upper righthand side of the page (next to the download and print icons).

Advanced   Inbox Inspector

/ered: 6/11/13 6:41PM

k rate   0

Google Analytics integration

Our **Analytics 360** integration mashes your Google Analytics stats with your MailChimp reports, so you can instantly see ROI for the campaign (if eCommerce tracking is enabled), conversion rates, revenue generated, average value per visitor, ecommerce transactions and goals completed.

Check one box, and MailChimp will add tracking code to your email

campaign links, which enables you to get all this good information. The summary will appear as part of your Google Analytics reports, or MailChimp can pull the relevant data from Google Analytics and insert it back into your campaign reports—that way, you can instantly see summaries of specific campaigns, right inside the MailChimp application.

To activate the integration, go to **Account > Integrations > Google**, and click **Authorize connection**. Make sure you have your Google Analytics account set up on your website, and that it's tracking conversions.

When you're setting up your campaign in Step 2 of the Campaign Builder, check the box that says **Add Google Analytics tracking to all URLs**.

After you send your campaign, you'll be able to see analytics from your campaigns in Google Analytics and in your MailChimp account under **Reports > Site Analytics 360**.


Ecommerce360 plugin

The MailChimp e-commerce tracking plugin helps you measure the ROI of your email campaigns. When you sync MailChimp's API with your e-commerce shopping cart, you can find out when people click from your email campaigns, visit your website, and purchase something. The plugin collects the details of the order (order number, total amount, tax, shipping, product category, product name and ID, quantity of each item, cost of each item). It doesn't collect any of your customers' private data. We aggregate all that information for you and display it in your MailChimp report.

The plugin is a free add-on, and it works well with the Google Analytics integration. To install the plugin, you have to install the appropriate plugin on your own site. Then, activate the add-on in your MailChimp account by clicking **Account** > **Add-ons**.

Mobile Reports and More

MailChimp's mobile web app allows you to access your full reports, even when you're on the go. Find out how your campaigns are performing from home, the car (not while driving though!), the waiting room, wherever you are. Supported operating systems include iOS (iPhone, iPod Touch), Android, webOS 2.0, BlackBerry 6 and Palm Pre 2.0.

If you're looking for a native app to install on your mobile device, visit MailChimp's mobile feature page for more information.
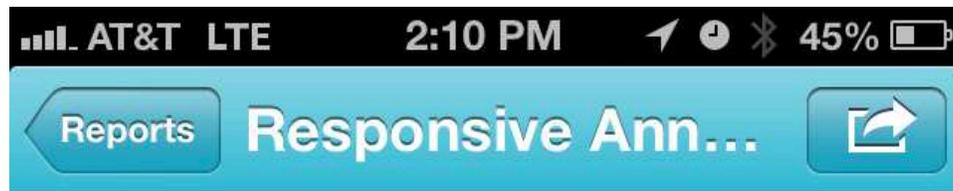
Last clicked May 18, 2013, 7:52 PM

Last opened May 29, 2013, 12:54 PM

Bounced   **22** ❯

Unsubscribed   **6** ❯

Complaints   **0** ❯

Opens by Location

Chatter   Reports   Lists   Account

Chimp Chatter

Chimp Chatter is a friendly feed of useful updates about your campaigns, all from within your MailChimp dashboard. It lets you know when people subscribe, unsubscribe, update their preferences, like a campaign or comment on a campaign. And the best part is, we'll even show you their faces—because we think email marketing should be a little more human.

You don't have to do anything special to access Chimp Chatter—it'll be waiting for you every time you log in to MailChimp.

Chimp Chatter

Preferences

May 14 12:00

2 new subscribers to "Double Double Records"

Nice! Guess people like what you're saying. Here are a few: michelle@doubledoublerec.com maria@doubledoublerec.com.

May 9 09:00

3 unsubscribed from Double Double Records

Bummer. These things happen for a number of reasons, but you might want to check out MailChimp's tips for keeping a healthy list. Here are a few of the addresses that unsubscribed: rj2504719@newyork.ac.uk stephanie.didactic@gmail.com pirateboots@gwail.com.

May 9 07:35

1 unsubscribed from Double Double Records

Bummer. These things happen for a number of reasons, but you might want to check out MailChimp's tips for keeping a healthy list. Here's the address that unsubscribed: folath.dad@gwail.com.

May 9 07:35

1 profile updates

People are still engaged with what you're saying - that's good, right? Here are a few: Mattt@thebiped.com.

You can set your own Chimp Chatter preferences, so you only see news you're interested in.

Thanks for taking the time to learn about MailChimp's reporting features. We hope you'll take full advantage of all the reports and integrations we have to offer. If you have more questions about your reports, feel free to contact our support team at mailchimp.com/support.