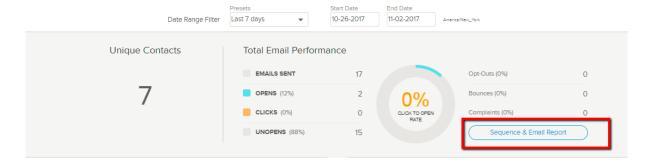
Campaign Full Sequence And Email Summary Report



This article applies to:

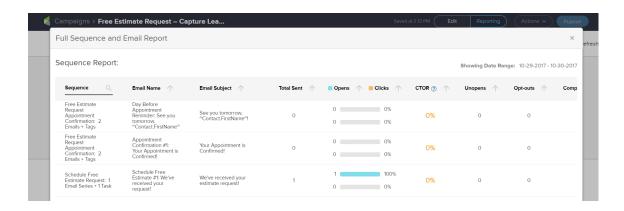
Max Classic has the ability for you to view campaign email statistics, at a glance, from within the campaign builder's reporting tab.

- 1. Navigate to Marketing > Campaign Builder and click on the name of a campaign that contains emails
- 2. Click on the 'Reporting' tab, from within the campaign builder, and select a preset or custom date range to report on
- 3. Click on the Sequence & Email Report button, located at the bottom right of the Total Email Performance stats



1. Clicking the Sequence & Email Report button will display a summary report for all sequences that contain email(s). All Sequences containing an email will be listed and a report that shows the open and

click % for each email.



- 2. Opt-out, Un-open counts and other useful metrics are available
- 4. (Optional) Click the Email Performance numbers to navigate to the corresponding marketing report for more in-depth reporting