

How to...  
**REPORTS**



## How NewZapp Reports can help your Email Marketing

NewZapp's Reporting system allows you to see your campaign results in real time. Not just the opens and clicks but also Twitter and Facebook shares and clicks on those shared links, as they happen.

This guide shows you how each one of the reporting tools will help you with your email marketing campaigns and management.



### Included in this guide ....



#### Hotspot

See in an instant which link is the most popular, and who is active 'Right Now' [more...](#)



#### Device

See if your contacts are using mobile or desktop, and with which email reader! [more...](#)



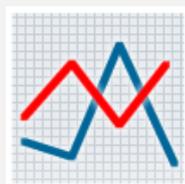
#### Data

Every stat about your campaign that you'd ever need to know [more...](#)



#### Social

Is your email trending on Twitter? If it is, see who's talking about it [more...](#)



#### Graph

With Real Time graphs, zoom to any point of any day on your campaign [more...](#)



#### Analytics

Wire your NewZapp and Google accounts together for maximum ROI tracking. [more...](#)

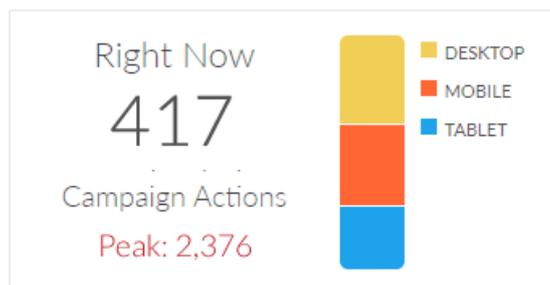


#### Print

Want to show everyone the fruits of your labour? Create a fully branded PDF report and look like an office hero! [more...](#)

## Hotspot: Real-time reporting

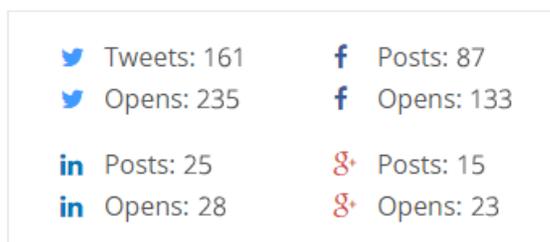
Once your campaign has been sent, you can view all of the actions taking place in **real time**. All you need to do is load the report and leave it open on the main “Hotspot” tab.



The 3 information boxes at the top show campaign data which will refresh whenever there are any campaign actions. You can also see the **types of device** being used i.e. are contacts viewing your email on a **Desktop, Mobile or Tablet** device?



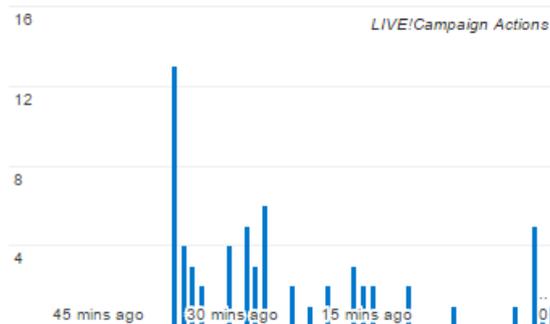
The **Peak values** for Opens and Clicks are kept for as long as the campaign is active. *Note that Peak values for Social data are not currently shown, only the most recent real-time Actions.*



The **Actions** table shows the 5 most recent Actions (Opens or Clicks within the last 45 mins), along with the email address of who clicked plus the date and time of each Action.

Action	Date/Time	Email Address
Open	16/03/2015 - 14:31	xxxx_xxx@xxx.xxxx.com
Open	16/03/2015 - 14:31	xxx_x@xxxxxxxx.xxx.co.uk
Open	16/03/2015 - 14:27	XxxxXxxx@xxx.xxxxxxxx.org

The bar chart gives another indicator of real time campaign Actions over the last 45 minutes.



Finally, the **URL table** keeps a more permanent track of Actions on specific links in your email; position in the email, how many people clicked on it, how many times each link was clicked, and exactly who did the clicking.

#	URL	Clicked	Clicks	Who
1	www.newzapp.com	67	93	Who
2	www.newzapp.com/em...	31	55	Who
3	www.newzapp.com/em...	11	28	Who
4	www.newzapp.com/onl...	131	285	Who

### How can this help me?

By monitoring all of this data you can work out the best times and days for sending your email campaigns as well as the kind of device (Desktop, Mobile or Tablet) you should be targeting.

## Hotspot: Graphical view

Using our Hotspot email view you can easily see which links were more popular than others.

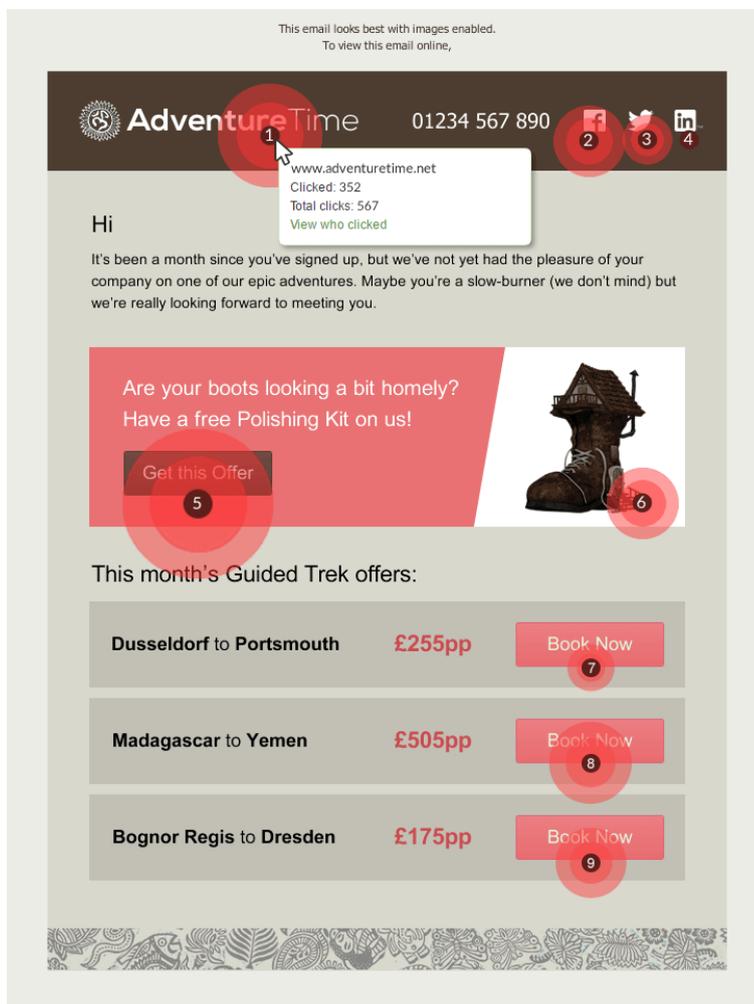
You will be able to see at a glance:

- Which links on your email have been clicked
- Where the 'hottest' hotspots are on your email
- The number of clicks received on each link
- Which contacts clicked them

### How can this help me?

Attach the same link to text, an image or a button and see which gains the most clicks.

This gives you an invaluable insight into your contacts' preferences.



## Data

The Data tab gives you access to all the raw statistics of your email marketing campaigns and an invaluable insight into your contact's preferences.

The top part of this screen summaries the key data - total number of emails sent in your campaign, and the number (and percentage) of emails opened, clicked, bounced and failed.

Underneath this summary is a data table containing an A-Z of every contact you sent to, with details on number of opens, first open, clicks & time of first click made by each contact.

You will also find other tools to make the most of your data:

- Clickable headings on your data table to sort results
- Filter tools to narrow your results or search
- A 'Group' tool to add or remove selected contacts from new or existing Groups
- Exporting of data

### How can this help me?

Within a few clicks you can segment your data, according to contacts' actions, for targeted emails.

e.g. Try re-sending a campaign one week later to anyone who has not yet opened or clicked - and with a different subject line to catch their attention!

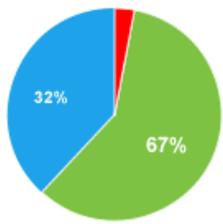
LIVE! Hotspot Data Graph Device Social Analytics Print

Campaign Summary

# 10,253

Emails Sent

Opened	6,869	(67%)
Clicked	3,075	(30%)
Bounced	117	(1%)
Failed	1	(%)



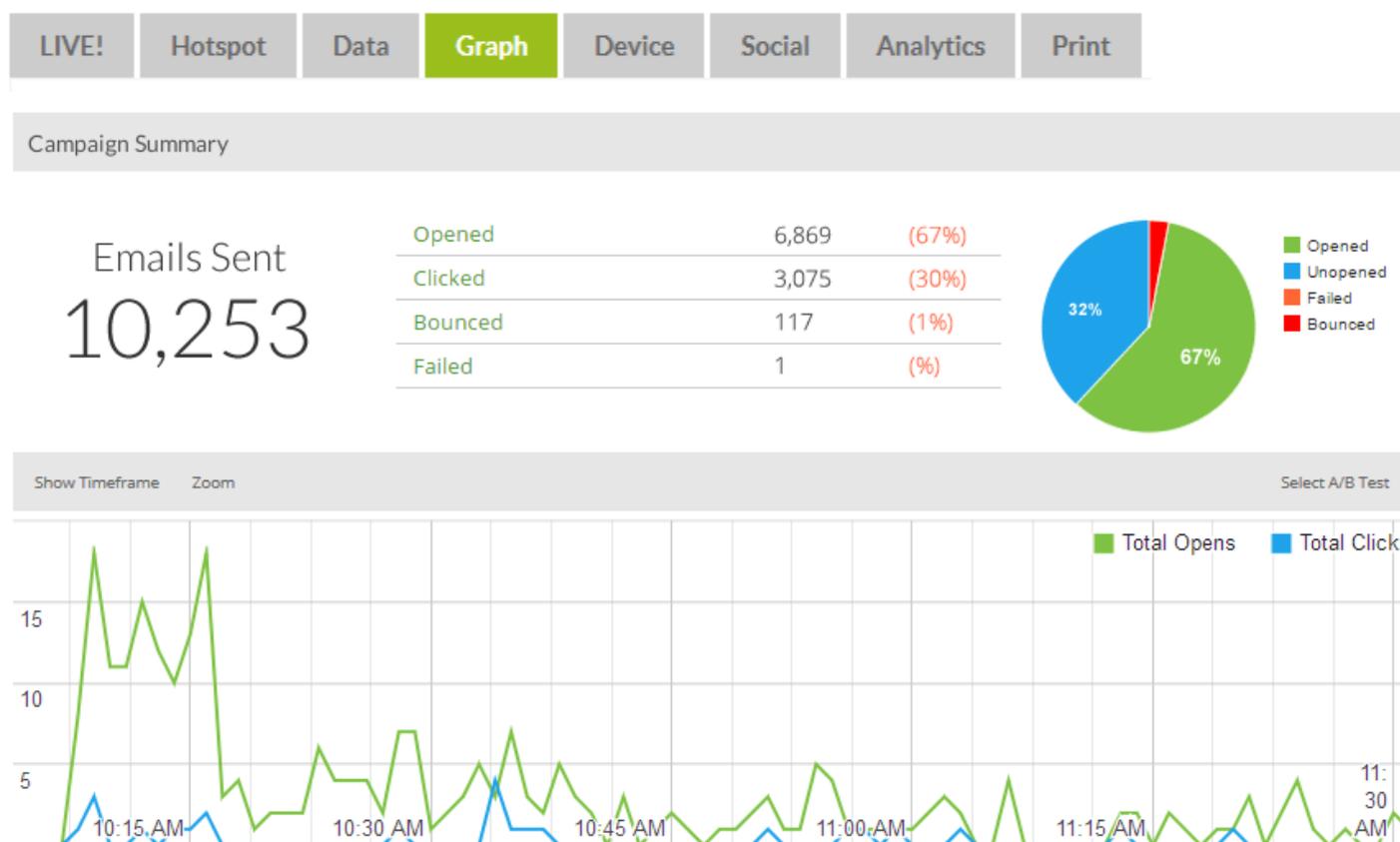
<input type="checkbox"/>	Email Address	# Opens	First Open	# Clicks	First Click
<input type="checkbox"/>	xxxx.xxx@xxx.xxxx.com	64	16/03/2015 - 14.04	13	16/03/2015 - 14.06
<input type="checkbox"/>	xxx_x@xxxxxxxx.xxxx.co.uk	51	16/03/2015 - 13.51	4	16/03/2015 - 14.09
<input type="checkbox"/>	xxxxxxx@xxx.xxxxxxx.org	42	16/03/2015 - 14.15	10	16/03/2015 - 14.16
<input type="checkbox"/>	xxxx@xxx.xxxx.co.uk	38	16/03/2015 - 13.51	14	16/03/2015 - 13.51
<input type="checkbox"/>	xx_xxxxxxx@xxx.xxxx.com	38	16/03/2015 - 14.19	2	16/03/2015 - 14.19
<input type="checkbox"/>	xxxx.xxx@xxx.xxxx.com	34	16/03/2015 - 13.51	9	16/03/2015 - 14.29
<input type="checkbox"/>	xxx_x@xxxxxxxx.xxxx.co.uk	31	16/03/2015 - 20.05	11	16/03/2015 - 20.06
<input type="checkbox"/>	xxxxxxx@xxx.xxxxxxx.org	29	16/03/2015 - 13.59	7	16/03/2015 - 14.00

View [Open/Click Rates]
Customise Group Export Unsubscribe

## Graph

By using the Graph tab in NewZapp Reports you can view the amount of opens by time and date up until the present time. This will allow you to look for any spikes in opens or clicks and see when majority of these occur over the last hour, day or week.

You can also use the slider to manually narrow down the time frame to your own requirements and run a comparison between the selected and other campaigns.



### How can this help me?

Knowing when to send your email campaigns can be as important as what you send.

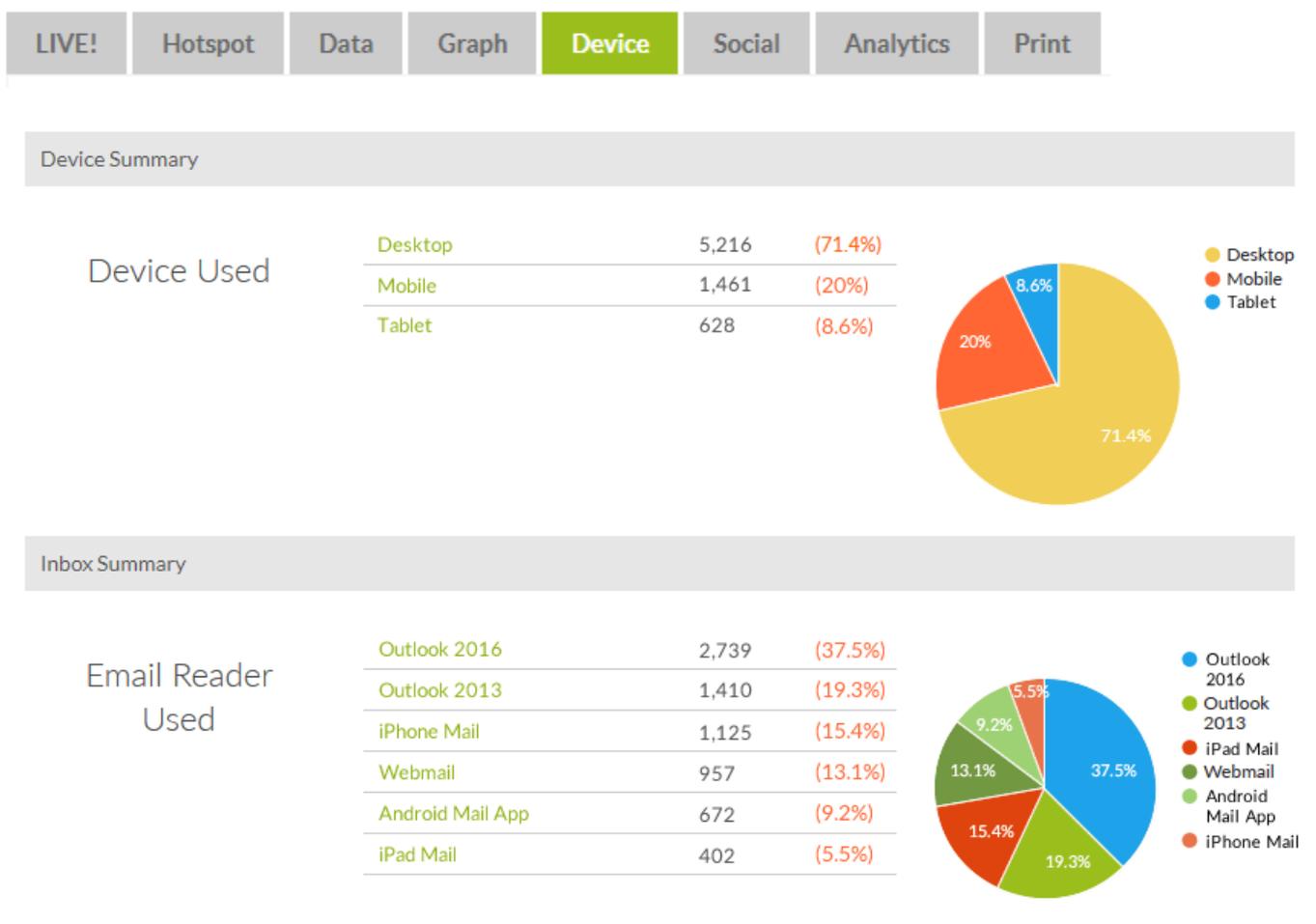
The Graph shows you the exact point when your campaign was performing at its best, which is invaluable for the planning of future successful campaigns.

Use the sliders to focus on a period of time, then zoom to the moment your email was getting opened & clicked the most.

## Device

The Device tab tracks two vital aspects of your email campaigns:

1. **Device summary** – Breaks down in number and percentage terms, which devices are being used to open your emails. E.g. Desktop, Mobile or Tablet.
2. **Inbox Summary** – Shows you which email readers your contacts are using on those devices, to open your emails. E.g. Mail for iPhone, Outlook 2010, Google Mail, and others.



## Social

The Social tab shows the activity of your email campaign on **Twitter, Facebook, LinkedIn and Google+**. As well as summaries of the number of Shares and Opens via **social media** your email campaign receives, there is an **Activity Overview** panel which gives the email address of each sharer and the number of Opens directly resulting from their posting of your email.

LIVE!	Hotspot	Data	Graph	Device	Social	Analytics	Print
Twitter Summary							
		Tweets	6	(100%)	Total Activity <b>206</b>		
		Opens	200	(0%)			
Facebook Summary							
		Shares	49	(100%)	Total Activity <b>151</b>		
		Opens	102	(50%)			
LinkedIn Summary							
		Shares	5	(0%)	Total Activity <b>59</b>		
		Opens	54	(0%)			
Google+ Summary							
		Shares	22	(0%)	Total Activity <b>56</b>		
		Opens	34	(0%)			
Activity Overview							
	LINKEDIN POST 03/11/2015 14:36:56		TWITTER POST 03/11/2015 14:36:27				
	JANE@XXXXXXXXXXXXXXXXXXXXX.ORG		WYATT@XXXXXXXXXXXXXXXXXXXXX.BIZ				
	12 OPENS		GOOGLE POST 03/11/2015 14:36:10				
	FACEBOOK POST 03/11/2015 14:36:42		MICK.BUTTS@XXXXXXXXXXXXXXXXXXXXX.NET				

### How can this help me?

Knowing which of your email campaigns creates the most 'buzz' is a great way to gauge their effectiveness. When you send content that your contacts feel is of interest to the people they

interact with, every 'share' increases your viewing figures! Consider the strategies that you already use for improving open rates, such as sending an email during or after work hours.

## Analytics

If you use Google Analytics, then this feature is a must have!

Integration is as simple as adding your Google Analytics campaign name to the Properties panel of your NewZapp email campaign, before you send out to your contacts.

The Analytics tab will then report back to you with an in-depth look at website traffic which occurred as a direct result of your email.

No need to wade through the complexities of Google Analytics reporting, NewZapp extracts the information related to your campaign in clear and concise style, with a summary of:

- Number of website visits
- How many people viewed more than 1 page
- Goal starts
- And goal completions



### Analytics Funnel Visualisation

Goal Completions  
**8**

Visits	198	(100%)
Viewed > 1 Page	98	(49%)
Goal Starts	16	(8%)
Goal Completions	8	(4%)



#### How can this help me?

If links on your email campaigns drive traffic to your website, then seeing how contacts are interacting when they arrive, as a result of your email marketing, is crucial to your overall marketing strategy and future planning.

If your account does not have this feature, [contact us](#) for more information.

## Print

The Print feature provides a quick and simple means to create a customised report of your email campaign – no more cutting and pasting of stats and screen grabs!

Start by adding your own cover image / logo and then all you need to do is select the items you wish to include in your report.

LIVE!	Hotspot	Data	Graph	Device	Social	Analytics	<b>Print</b>
<b>Hotspot</b> <input checked="" type="checkbox"/> Email View with Hotspots <input checked="" type="checkbox"/> Link Summary Table				<b>Graph</b> <input checked="" type="checkbox"/> Graph of Total Opens/Total Clicks			
<b>Social</b> <input checked="" type="checkbox"/> Twitter & Facebook Summary				<b>Data</b> <input checked="" type="checkbox"/> Data for Top <input type="text" value="10"/> Contacts			
<b>Device</b> <input checked="" type="checkbox"/> Device & Inbox Summary				<b>Analytics</b> <input checked="" type="checkbox"/> Analytics Summary & Chart			



### How can this help me?

Print enables you to create branded, data rich material in a portable PDF format - ready to circulate to colleagues or share with managers or clients at your next meeting.

For more information on getting the most from your NewZapp account, visit our [Knowledge Base](#) or contact us on [support@newzapp.co.uk](mailto:support@newzapp.co.uk).