ClubRunner

How do I view my email stats? - Robin's Version

Robin N. - 2024-08-28 - Communication

ClubRunner offers an email tracking service that permits you to view vital statistics about each and every one of the emails you sent through your club page. You can see how many messages were successfully delivered, how many bounced, and even how many of your emails have been opened.

1. To access your email statistics, you must go to the homepage and login. Then, click on **Member Area** on the top right.

2. Along the top of the screen, you will see several tabs. Click on the **Communication** tab.

3. Now, click on **Email Services.**

4. You are now on the **Club Communication** screen, where you can compose a new email, or view and manage all the emails you have sent. Click the **Drop-down Arrow** on a given email.

5. Click on **Stats** context menu link for the email.

Club Communication

To modify or resend a message to the same recipients, click the Resend option. Use the Copy option to copy the email with the selected recipients.

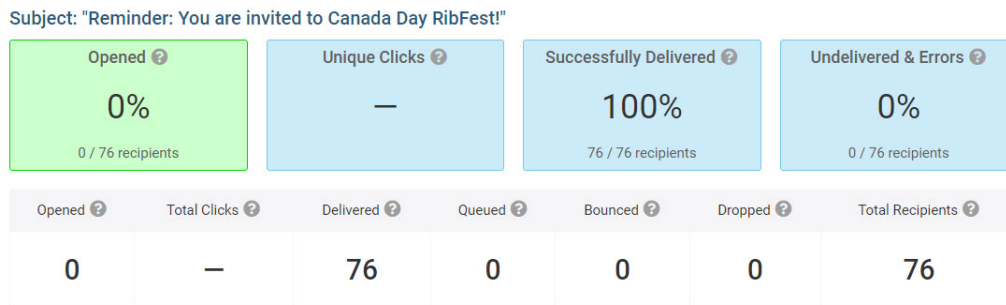| Show All Emails | Show My Emails Only | Recent Active Emails ⌄ | ⊕ Compose new message |

Filter records: 🔍 [   ]

	Status ⌄	Subject ⌄	Owner ⌄	Actions
☐	Sent on May 26, 2023 at 10:08 PM	Subject	Aaron Aaronson	▾
☐	Sent on May 23, 2023 at 10:22 AM	Great News! (Copy to test link tracking for CR communication emails)		
☐	Sent on May 23, 2023 at 9:35 AM	Great News!		
☐	Sent on Apr 29, 2023 at 6:00 AM	Hello Presidents		

Actions menu:
- 🔍 View
- 📈 Stats
- ⟳ Resend
- ⟳ Resend to Undelivered Recipients
- ⧉ Make a Copy
- 🗑 Delete

↳ [Check All] [Remove Selected]

Showing all 4 records

6. The Statistics screen presents information about the recipients of your email. At the top, it gives you a synopsis of the percentage of recipients that have opened the email, percentage of recipients who successfully received the message and percentage of recipients that did not receive the message.

Subject: "Reminder: You are invited to Canada Day RibFest!"

Opened ❔	Unique Clicks ❔	Successfully Delivered ❔	Undelivered & Errors ❔
0%	—	100%	0%
0 / 76 recipients		76 / 76 recipients	0 / 76 recipients

Opened ❔	Total Clicks ❔	Delivered ❔	Queued ❔	Bounced ❔	Dropped ❔	Total Recipients ❔
0	—	76	0	0	0	76

7. Below this, you can view more detailed breakdowns of the larger numbers. Each field provides a different detail.

Opened ❔	Delivered ❔	Queued ❔	Bounced ❔	Dropped ❔	Total Recipients ❔
0	21	0	0	0	21

- **Opened**: This is the minimum number of messages that have been opened. Note that this may not reflect all opens, as it depends on whether the recipient's email client downloaded images within the email.

- **Unique Clicks:** This The total number of different links clicked across all recipients, with each recipient's multiple clicks on the same link counted only once.

- **Delivered**: This is the total number of messages that have been successfully delivered to the recipients.

- **Queued:** This is number of messages that are ready to be sent, but have not yet gone out. Messages may be queued to improve deliverability.

- **Bounced:** This shows the number of emails that could not be delivered, because an error message was received.

- **Dropped:** This is the number of messages blocked by the system due to recipients being on the blocked list.

- **Total Recipients:** This is the total number of email recipients.

8. In the bottom field, you can view the recipients of the emails sent from your account, and the date they were sent.

Filter records:

Status ▾	To ▾	Date ▾
● Sent	Raffaello Bleacher <Raffaello.Bleacher@sink.sendgrid.net>	Oct 02, 2020 4:38 PM
● Sent	Vera Barbosa <Xaviera.Barbosa@sink.sendgrid.net>	Oct 02, 2020 4:38 PM
● Sent	Ericka Arpe <Ericka.Arpe@sink.sendgrid.net>	Oct 02, 2020 4:38 PM

9. You can use the **Search** field to find emails to a specific recipient.

Filter records:

Status ▾	To ▾	Date ▾
● Sent	Raffaello Bleacher <Raffaello.Bleacher@sink.sendgrid.net>	Oct 02, 2020 4:38 PM
● Sent	Vera Barbosa <Xaviera.Barbosa@sink.sendgrid.net>	Oct 02, 2020 4:38 PM
● Sent	Ericka Arpe <Ericka.Arpe@sink.sendgrid.net>	Oct 02, 2020 4:38 PM

10. There are several different **Statuses** that an email address could have:

- **Sent** - The email was sent to the recipient. The email could have been opened, but not reported as opened due to anti virus blocking the notice of it being opened.

- **Opened** - The email was opened. This could be false; the anti-virus could have opened it to check the email and the recipient never opened it. Or the anti-virus or email client could have blocked the message coming back to us saying the email was opened. To learn more about email tracking please read the article about email tracking.

- **Dropped** - The email was not sent because the email is on the blocked list.

- **Bounced** - The email was not received because an error was returned by their email service. E.g., email address does not exist.

- **Blocked** - The email was not received because their email service blocked the email.

- **Spam** - The recipient reported this as spam. They will no longer receive future emails sent from ClubRunner.

- **Unknown** - The recipient was sent the email, but the system does not know if the recipient received it or not.

To learn how to review and remove emails from the blocked list please read the article called How do I remove emails from the blocked email list?

Email Link Tracking

You can find the Link Tracking field in the email statistics. Once you open the email, there is a new tab called "Link Tracking". Link tracking shows the number of unique clicks and total clicks the email receives.

Recipients Link Tracking

Url▾	Unique Clicks▾	Total Clicks▾
https://portal.clubrunner.ca/17649/donations	0	0

- **Unique Clicks -** This The total number of different links clicked across all recipients, with each recipient's multiple clicks on the same link counted only once.

- **Total Clicks -** The overall number of times the recipient clicked on any link within the email, including multiple clicks on the same link.

How to opt in and out of Email Link Tracking

Email link tracking is now live for all clubs. Depending on the country your Rotary Club is located in, you may have to choose to opt into the Email Link Tracking. If you're interested in using this feature and it's not active in your club, please fill out this form.

If your club would like to remove this feature, please contact the ClubRunner Support team here.