



KEY CLIENT REPORTING MODULE

Concep Campaigner's Key Client Reporting Module creates reports focused on a single key client's interaction with your entire firm's email marketing activity



View reports by key client

View exactly what your key clients are receiving and which account they are receiving it from

180 recipients at the key client were sent a campaign within the specified date range

How many campaigns have your accounts been sending? The newsletter account sent 2 campaigns during the given period

Which of your accounts have been sending out these campaigns?

8 of the 20 emails sent by the newsletter account were viewed by recipients at your key client

A total of 20 emails were sent in 2 campaigns by the newsletter account to this key client

The International account sent out 1 campaign to 156 recipients. Of the 115 total views there were 14 link clicks

Key Client	Unique Recipients	Date Sent	Account(s)	Campaign(s)	Emails Sent	Bounced	Unique View	Repeat View	Links Clicked
Key Client 1	180	xx/xx	Marketing	1 (8%)	3	0 (0%)	1 (33%)	0	0
		xx/xx	Events	1 (8%)	14	2 (14%)	2 (17%)	28	2
		xx/xx	Newsletter	2 (17%)	20	0 (0%)	8 (40%)	29	0
		xx/xx	Market Update	1 (8%)	13	0 (0%)	1 (8%)	0	0
		xx/xx	Stocks Update	1 (8%)	18	2 (11%)	5 (31%)	1	0
		xx/xx	International	1 (8%)	156	2 (1%)	50 (32%)	115	14
		xx/xx	Accounting	4 (33%)	18	0 (0%)	5 (28%)	113	2
		xx/xx	Holiday Card	1 (8%)	1	0 (0%)	0 (0%)	0	0
Key Client Totals				12	243	6	72	286	18



View reports by individual campaigns

View how each and every campaign is received by your key clients! Which campaigns and subject lines have the highest open rates?

The report is broken down by each campaign that has been sent to the key client

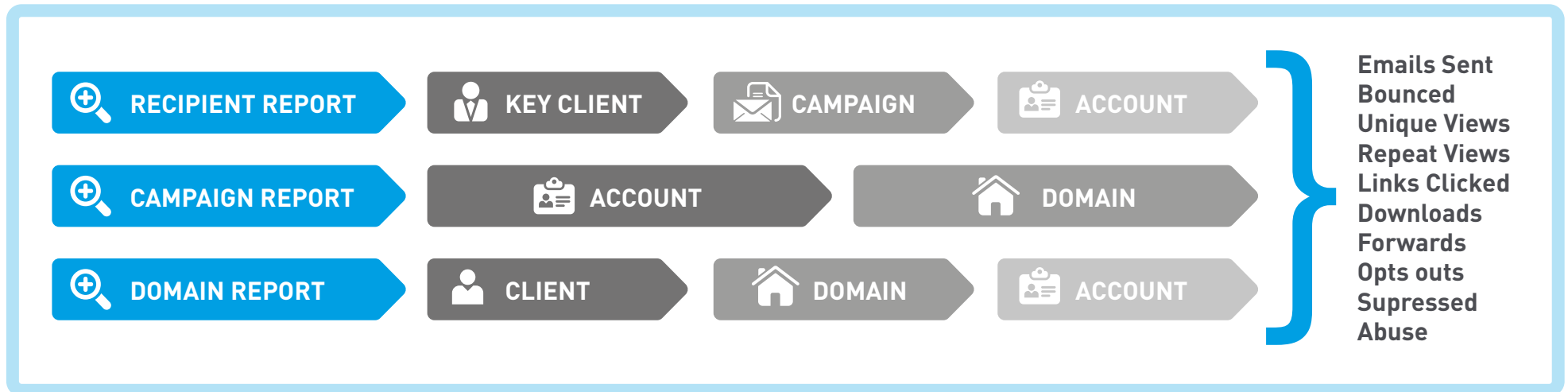
This is the user account that the campaign has been sent from

156 emails were sent in the Example Bulletin Campaign, which was sent by your marketing account

Of the 156 email sent in the Example Bulletin Campaign, 50 were viewed by recipients at the key client

Campaign	Date/Time	Account	Emails Sent	Bounced	Unique View	Repeat View	Links Clicked
Example Bulletin	xx/xx	Marketing	156	2 (1%)	50 (32%)	115	14
RSPV Example	xx/xx	Events	18	2 (11%)	5 (31%)	1	0
Hot Off The Press - Example Issue 1	xx/xx	Newsletter	14	2 (14%)	2 (17%)	28	2
International Tax Update - Example	xx/xx	Market Update	13	0 (0%)	1 (8%)	0	0
Campaign Totals			201	6 (2%)	58 (29%)	144	16

Key client report breakdown – How your Key Client Report can be broken down



Glossary of terms

Key Client: This is the client you have selected to run your report on. You can include any number of key clients in a report

Domain: This is where the email was delivered to. A key client may have a number of different recipients at a number of different domains, i.e. example.com, example.co.uk, example.org

Account: This identifies the user account that the campaign was sent from

Sent: The total number of recipients to which the campaign was sent

Bounced: Emails bounce when they do not reach recipients. Bounces can happen for a number of different reasons such as a full recipient mailbox or non existent email adress.

Unique Views: Number of recipients who opened and viewed the campaign

Repeat Views: Number of recipients who opened the campaign two or more times



If you have any further questions please contact us at enquiries@concep.com