

Email Stats

For the amount of time administrators spend composing and sending emails, as well as encouraging others to send emails, it is useful to know how well these email are received, whether they are being read, and how they compare to other email campaigns. For all this and more, Rallybound presents administrators with email stats which report on sent emails and auto responders. Additionally, administrators can check on the email success of individual fundraisers.

Admin Emails

For every email blast sent through the Admin, stats appear on the sent email, in the Admin, under Email > Sent Admin Emails (on the [campaign entity only](#)). Stats include:

- Total emails sent
- Number of invalid email addresses
- Number of successful deliveries
- Total opens
- Unique opens
- Open percentage
- Total link clicks: Number of times in total all links were clicked
- Unique link clicks: Number of people in total clicked one or more links
- Link list: A list of links included in the email, along with total and unique click amounts for each link

Auto Responders

For each auto responder email, stats appear on the sent email, in the Admin, under Email > Sent Auto Responders (on the [campaign entity only](#)). Stats include:

- Delivered: whether email was delivered
- Total opens
- Link list: A list of links included in the email, along with total and unique click amounts for each link

Individual Fundraisers

Email stats are also displayed on every fundraiser, and can be viewed on the relevant registrant record in the Admin, under People > Registrants (on the [campaign entity only](#)). Stats include:

- Contact count: Number of contacts the fundraiser has entered/uploaded
- Email batches sent: Amount of times the fundraiser sent out an email (or blast)
- Total emails sent
- Suppressed count: Number of email addresses added to the suppression list (due to being invalid, or the recipient opting out or marking as spam, etc.)
- Successful deliveries
- Total opens
- Unique opens
- Open percentage
- Total link clicks: Number of times in total all links were clicked
- Unique link clicks: Number of people in total clicked one or more links
- Link list: A list of links included in the email, along with total and unique click amounts for each link