



Campaign Name:
Report Date:
Report Date Range:

Campaign Report - summary

Delivery Details		Recipients			Undeliverables/Opt-Outs			
Scheduled Delivery	Last Email Out	Recipients	Actual	Total Read	Bounces	Soft	Hard	Opt-Outs

Campaign Report - by list

List	Recipients			Undeliverables/Opt-Outs			
List name	Subscribers	Delivered	Read	Bounces	Soft	Hard	Opt-outs
main list							
Totals							

Campaign Report - by tracked links (HTML)

Link	Advertiser	Delivered	Views	Total Clicks	Click-through %
http://www.link.com					
http://www.link.com					
http://www.link.com					

Campaign Report - by forwarded emails (by list)

List name	Subscribers	Forwarded
main list		