



## Screenshots of Features and Reports

## List Management View



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Help

Lists > Broadcast > View

Broadcast Lists

Filter

Result Pages: 1 2 3 4 [Next>>]View All

Select All	Name	ID	Valids	Commands
<input type="checkbox"/>	04.15.10 Forbes Mag Swap Seed List	6325	15	<div><div>✓</div><div>Display list entries for viewing and editing</div><div>Edit the list master info</div><div>Import to this list</div><div>Export from this list</div><div>Search the list</div><div>Count list contents</div><div>Delete this list</div><div>Remote Subscriptions</div><div>View imports/exports</div><div>View 'List-Over-Time' Report</div></div>
<input type="checkbox"/>	3rd Party Marketing List	2149	548,716	
<input type="checkbox"/>	Advisor iConference Registrants	3000	6,808	
<input type="checkbox"/>	Advisor Snail Mail	2999	1,803	
<input type="checkbox"/>	Art Watch	2103	85,906	
<input type="checkbox"/>	Best of the Web	2105	130,069	
<input type="checkbox"/>	BFP Publishing Seed List [Proof List]	2204	6	
<input type="checkbox"/>	Canvas Media Test & Seed List	4460	12	
<input type="checkbox"/>	CFP Board ID List	3276	862	
<input type="checkbox"/>	Dec 2009 Registrants - Upload 03.19.10	6071	2,626	
<input type="checkbox"/>	Dec iConference Names - Morning Addition	5301	110	
<input type="checkbox"/>	Dec iConference PREREGISTRANTS	4908	1,088	
<input type="checkbox"/>	December iConference Registered List	5254	10,304	
<input type="checkbox"/>	December iConference Schwab List	4937	337	
<input type="checkbox"/>	December iConference TD List	4935	626	

- Easily Edit, Copy, Delete, Create and Import Data

## Create Lists



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Lists > Broadcast > **Create**

### Create Broadcast List

List name:

Brand:

Max Temp Bounces:

Define this as a Proof List: ☐ (Proof lists limited to 40 addresses)

- Maximum number of fields: 25
- Maximum length of data in a field: 128 characters

Field 1 name (First):

Field 2 name (Last):

Field 3 name (Custom 1):

Field 4 name (Custom 2):

Field 5 name (Custom 3):

Field 6 name (Custom 4):

Field 7 name (Custom 5):

Field 8 name (Company):

Field 9 name (Phone):

Field 10 name (Fax):

Field 11 name (Source):

Field 12 name (Street):

Field 13 name (City):

Field 14 name (State):

Field 15 name (Zip):

Field 16 name (Title):

[Add field](#) [Remove field](#)

- Fully Customizable Database Schema
- Set your own Bounce Strategy
- Easily Add and Remove Fields
- Merge fields for personalization

## Suppression List Handling



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Lists > Suppression > [View](#)

### Your Suppression Lists

#### Database Suppression Lists

Name	ID	Required	Options
<a href="#">Blue Moon</a> Opt Outs	2110	J	<input type="text"/>
<a href="#">Newsletter Marketing</a>	2156		<input type="text"/>

#### File Suppression Lists

Name	ID	Required	Options
04.20.09 Forbes Mag Suppress	2623		<input type="text"/>
12.04.09 Forbes Mag Suppress	5242		<input type="text"/>
7.27.09 Mag Suppression List	3471		<input type="text"/>
Advisor 09 Suppressions	3060		<input type="text"/>
All Sends Mandatory Opt Out	3454		<input type="text"/>
BT ETF Actives	4350		<input type="text"/>
Canada Report Actives	6187		<input type="text"/>
Chartist Actives	3856		<input type="text"/>

- Create Global Suppression Lists

- Create File Suppression Lists for campaign-specific suppressions



## Email Address Search

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List Entry > [Email Address Search](#)

### Email Address Search

Email Address

**Note:**

- Wildcards can be specified with asterisks (e.g., **"\*john\*"** returns john@yahoo.com and sjohn@).
- Wildcard searching will be slower than regular searching.  
(Wildcard search will be faster if you do *someh\** rather than *a\** or *\*someh\**).

- Search all lists for a single email address

- Globally opt-out users



## Message Track



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Message track > [Edit](#)

### View/Edit Message Track

Track name:  Conversion Series April

Created: 2009-04-09

Active: Yes

Lists and  
Clusters:

List Name	Cluster	Command
<input type="text"/> Conversion Series April 09	forbes-news	<a href="#">Remove</a>
<input type="text"/>	<input type="text"/>	<a href="#">Add</a>

Messages:

Name	Day	Time	Command
<input type="text"/> Conversion Series Email 1	3	8:00 AM	<a href="#">Delete</a>
<input type="text"/> Conversion Series Email 2	6	8:00 AM	<a href="#">Delete</a>
<input type="text"/> Conversion Series Email 3	10	8:00 AM	<a href="#">Delete</a>
<input type="text"/> Conversion Series Email 4	14	8:00 AM	<a href="#">Delete</a>
<input type="text"/> Conversion Series Email 5	18	8:00 AM	<a href="#">Delete</a>
<input type="text"/> Conversion Series Email 6	22	8:00 AM	<a href="#">Delete</a>
<input type="text"/> Conversion Series Email 7	27	8:00 AM	<a href="#">Delete</a>
<input type="text"/> Conversion Series Email 8	34	8:00 AM	<a href="#">Delete</a>
<input type="text"/> Conversion Series Email 9	38	8:00 AM	<a href="#">Delete</a>
<input type="text"/> Conversion Series Email 10	42	8:00 AM	<a href="#">Delete</a>

Click [here](#) to add a message to this track

[De-Activate This Message Track](#)

- Create Welcome Series campaigns
- Create Drip Campaigns
- Complete reporting available



## Preference Center & Sign-up Form Admin

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[Lists](#) > [Subscriptions](#) > [New Subscription](#) > [Landing page](#)

### Preference Center Subscription

Subscription Name:

Shadow Gateway:

#### Landing Page

New

Name	Host	Landing Page (ID)	Option
Subscription form	<input checked="" type="radio"/> Yes <input type="radio"/> No	Preference Center Main HTML Page (7627)	Preference Center Main HTML
Subscription success	<input checked="" type="radio"/> Yes <input type="radio"/> No	Successful Changes to Subscription (7629)	Successful Changes to Subscription
Subscription failure	<input checked="" type="radio"/> Yes <input type="radio"/> No	Failed Changes to Subscription (7630)	Failed Changes to Subscription
Cancellation/opt-out page	<input checked="" type="radio"/> Yes <input type="radio"/> No	Successful Changes to Subscription (7629)	Successful Changes to Subscription
Edit subscription form	<input checked="" type="radio"/> Yes <input type="radio"/> No	Preference Center Main HTML Page (7627)	Preference Center Main HTML
Edit subscription success	<input checked="" type="radio"/> Yes <input type="radio"/> No	Successful Changes to Subscription (7629)	Successful Changes to Subscription

Next



## Preference Center Example - Forbes

**Forbes**  
com

**NEWSLETTERS**  
INVESTMENT ADVICE FROM THE NAME YOU TRUST

### Forbes Newsletters Communication Preference Center:

Please check the boxes of the free Forbes e-mail newsletters you wish to receive and click "Update My Communication Preferences":

#### Forbes Free E-mail Newsletters

- |  |   |  |
|--|---|--|
| <input checked="" type="checkbox"/> Investment Gurus     | <input checked="" type="checkbox"/> Stock of the Week | <input checked="" type="checkbox"/> Option's Report              |
| <input checked="" type="checkbox"/> Best of the Web      | <input type="checkbox"/> Nanotech Insider             | <input checked="" type="checkbox"/> Wireless Insider             |
| <input checked="" type="checkbox"/> Gilder Friday Letter | <input type="checkbox"/> Forbes Art Watch             | <input checked="" type="checkbox"/> Mutual Fund And ETF Insights |

#### Preferences:

If you would like to modify your communication preferences, please do so below by unchecking the relevant boxes and clicking "Update My Communication Preferences":

- ☒ Please send me messages and information via email about my subscription and products published by Forbes Newsletters.
- ☐ Please send me messages and information via email regarding products and services from carefully selected companies that Forbes thinks may be of value to me.

#### Unsubscribe:

- ☐ Remove me from all Forbes Newsletter communications.

[Update My Communication Preferences](#)

Your privacy is important to us. To learn more about Forbes privacy practices please [click here](#), or email us directly at [privacyadmin@forbes.com](mailto:privacyadmin@forbes.com).

- Create various subscription forms, sign-up boxes and preference centers





# Email Creation

## Email Folder View



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Email Message > View

### Email Messages

Create New Folder Edit Current Folder

Email Messages Home

01 Monday: News

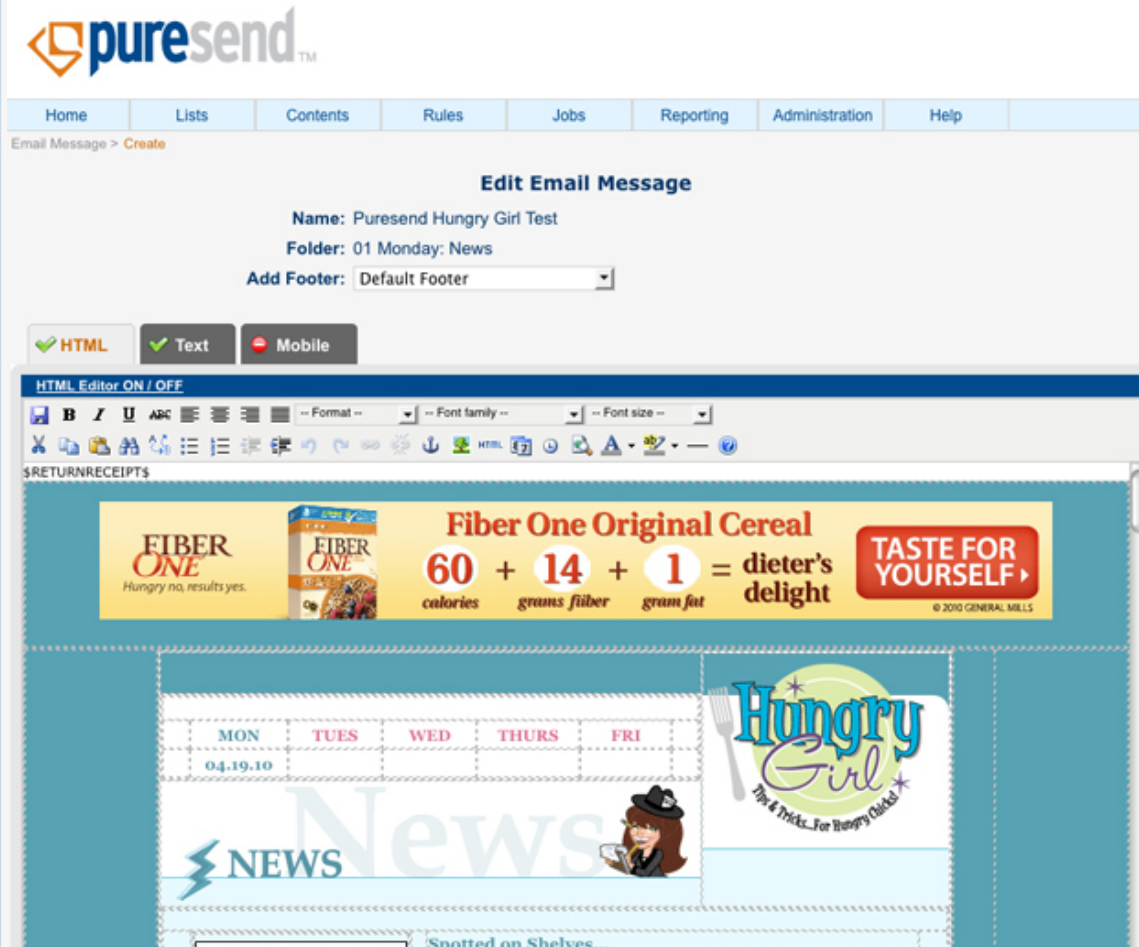
Filter

Select All	Name	ID	Commands
<input type="checkbox"/>	2010.04.26 Win HG Items, Pet News, A Money-Saving Swap, and MORE!	30034	
<input type="checkbox"/>	2010.04.19 Snack & Sauce Finds, BOGO Smoothies, HG on Stage, and MORE!	29698	
<input type="checkbox"/>	2010.04.12 Mini-Mania, A Costco Find, Ice Cream Cups, and MORE from HG!	29360	
<input type="checkbox"/>	2010.04.05 Shifty Serving Sizes, Big Calorie-Posting News, Cheesy Chips, and MOR	28965	
<input type="checkbox"/>	2010.03.29 Light Buns Are Back, New HG Video & Product Finds, Plus More!	28585	
<input type="checkbox"/>	HG Event Alert, Calorie-Posting News, Baked Fries, Pizza Snacks, and MORE!	28258	
<input type="checkbox"/>	2010.03.15 Secret Food Finds, Sodium News, and Beverage Buzz from HG!	27863	
<input type="checkbox"/>	2010.03.08 Recall Alert, HG's Crazy-Good Food Finds, Fast-Food News, and MORE!	27466	
<input type="checkbox"/>	2010.03.01 GINORMOUS HG News, Food Finds Galore, WW Updates & MORE!	27117	

[ Delete Selected | Move Selected ]

- Easily Create, Copy and edit campaigns in the Email Messages View

## Email Creation



The screenshot shows the PureSend email creation interface. At the top is the PureSend logo and a navigation bar with links: Home, Lists, Contents, Rules, Jobs, Reporting, Administration, and Help. Below the navigation bar is a breadcrumb trail: Email Message > Create. The main section is titled "Edit Email Message". It contains fields for "Name: Puresend Hungry Girl Test", "Folder: 01 Monday: News", and "Add Footer: Default Footer" (with a dropdown arrow). Below these fields are three buttons: "HTML" (checked), "Text", and "Mobile". A toggle switch for "HTML Editor ON / OFF" is also present. The main content area shows a preview of an email template. The template includes a header for "Fiber One Original Cereal" with a nutritional breakdown: 60 calories, 14 grams fiber, and 1 gram fat, equated to "dieter's delight". It also features a "TASTE FOR YOURSELF" button. Below the header is a calendar-like section with days of the week (MON, TUES, WED, THURS, FRI) and a date "04.19.10". The footer includes a "NEWS" section with a lightning bolt icon and a "Hungry Girl" logo with the tagline "The 4 Tricks... For Hungry Dieters".

- Copy/Paste your HTML

- Use our WYSIWYG editor

- Send TEXT format emails and MOBILE format emails



## Create Message By URL



Home Lists Contents Rules Jobs Reporting

Email Message > Create by URL

### Create Email Message by URL

Name:

Add Footer: Default Footer

Save message in folder:

Email Messages Home  
01 Monday: News  
02 Tuesday: Chew the Right T  
03 Wednesday: Ask Hungry G  
04 Thursday: Weekly Weigh-In  
05 Friday: Girls Bite Out

☒ HTML

☐ Text

☐ Mobile

URL:

- ☒ Add return receipt
- ☒ Add click-thru tracking
  - ☒ Hide (mask) URLs in click-thru tracking
- ☐ Add "Click To View" Link
- ☐ Add "Click To View Mobile Version" Link

► Notes

Continue

- Screen-scrape URL's to create your HTML, TEXT and MOBILE emails
- Schedule your email so that the latest URL is the most updated creative



# Event Triggers

## Auto-responders

[Home](#)[Lists](#)[Contents](#)[Rules](#)[Jobs](#)[Reporting](#)[Administration](#)[Rules > View Rule Sets > Create New Rule](#)

### Create new Rule for: Open & Click Tracking

#### Send Email to List Entry

Event: 

Folders

Email confirmation:

Confirmation Messages in folder: 'Confirmation Messages Home'

From address:

(Format: "Some")

[Add Rule](#)

The subject of the email sent will be the name of the selected Confirmation Message.

- Easily setup Auto-responder emails

- Auto-responders can be triggered by "events" such as clicks, opens, referrals etc...



## Add Subscribers to Lists Based on Actions



Home

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Reporting

Rules > View Rule Sets > [Create New Rule](#)

### Create new Rule for: Open & Click Tracking

#### Move or Copy (Append) Record to New List

Event: Clickthru

Move or copy: Copy (Never moved/copied to the same list)

Target list: Master List

[Add Rule](#)

- Create “Hot Lists” and Targeted lists by adding subscribers who click or open to an existing or new list

- Great for determining who your most active subscribers are



## Creates Records in Database Based on Actions



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A

Rules > View Rule Sets > [Create New Rule](#)

### Create new Rule for: Open & Click Tracking

#### Set Event's Entry Field to Date (YYYYMMDD)

This rule allows the object of the event to have a field set to the date in YYYYMMDD format. This rule each event matching its type, so, for example, if a user opens an email each day for five days, it will t was opened.

Event:

Set which field:  to YYYYMMDD

[Add Set Date Rule](#)

- Automatically track "Last Activity" Date for all users in your list

- Query & Target Mail users based on the recency of their activity





# Campaign Deployment



## Campaign Creation



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Jobs > Create

### Create Job

**Note:** This creation screen was pre-populated with the information from Job ID 35266, "2010.04.29 Side Dish: from HG 1-2-3, Plus YOUR ", which is being used as a template.

#### Job Information

Name: Puresend Test - 2010.04.29 Side Dish: Excl

Jobs Home  
Testing

Save job in folder:

Don't Start Before: 4/29/10 11:01 AM

(In the form "mm/dd/yy hh:mm am/pm". USA Eastern time zone.)

Send Job At Scheduled Time: ☒ (If not checked, job will be paused and will send only after the user starts it)

#### Recipient Information

Broadcast Lists:

Master List  
Special Mailing

(Multi-select)

- Easily schedule your deployments for present or future dates

- Select Multiple Mailing lists



## Campaign Creation Part 2

Skip The First:  mailable records *(blank to skip none)*  
Use At Most:  mailable records *(blank to use all)*  
Search Criteria: [Click here](#) to send only to a subset of recipients in the specified lists.  
[Remove](#) Email  ends with  aol.com  
AH  Custom 1  equals =  Female  
[Add](#) [Remove](#)

### Suppression Information

Suppression List(s):  Lean Cuisine Skinny Cow Nestle Suppres  
(Optional, multi-select)

### Job Settings

Apply Rule Set:  Open & Click Tracking  (Optional)  
From/Reply-To Format:  System unsubscribe address in "Repl"

### Delivery Information

☒ Use selected cluster(s)  hungrygirl  (Multi-select)  
Job Limit: 7500 Job Time Limit: 10 minutes  
Gateway Limit: 7500 Gateway Time Limit: 10 minutes

- Set specific amount of subscribers to send to

- Easily target sub-sets of your larger lists using criteria such as gender, location or any data you have available for each address

- Select Multiple suppression lists

- Pick and choose which IP's you want to send from



## Campaign Creation Part 3

### Email Information

Message:

Folders

- 01 Monday: News
- 02 Tuesday: Chew the Right T
- 03 Wednesday: Ask Hungry G
- 04 Thursday: Weekly Weigh-In
- 05 Friday: Girls Bite Out
- 06 Side Dish: Guilt Free Groce

Email Messages in folder: '06 Side Dish: Guilt Free Grocery'

2010.04.29 Side Dish: Exclusive Recipe from HG 1-2-

From: Hungry Girl (Personal Name)

<hungrygirl@hungry-girl.com> (Email Address)

Subject: Side Dish: Exclusive Recipe from HG 1-2-3, Plus YOUR Reviews!

Click To Continue

Save Draft

- Easily select the creative you would like to use

- Mail as any one of your domains on a per campaign basis

- Use Personalization in the subject lines



## A/B Testing (“Puretest”)



Home Lists Contents Rules Jobs Reporting Administration Help

### Puretest Job Creation

Create a Puretest job using 2 segments [Next Step](#)

After submitting this form, you will be taken to a job creation page with the appropriate number of segments displayed.

#### Puretest Segment #1 Information

Segment Name:  (required)

Folders

Email Messages in folder: 'Email Messages Home'

Message:   
01 Monday: News  
02 Tuesday: Chew the Right T  
03 Wednesday: Ask Hungry G  
04 Thursday: Weekly Weigh-It  
05 Friday: Girls Bite Out

[none]

From:  (Personal Name)

<  > (Email Address)

Subject:

#### Puretest Segment #2 Information

Segment Name:  (required)

Folders

Email Messages in folder: 'Email Messages Home'

Message:   
01 Monday: News  
02 Tuesday: Chew the Right T  
03 Wednesday: Ask Hungry G  
04 Thursday: Weekly Weigh-It  
05 Friday: Girls Bite Out

[none]

From:  (Personal Name)

<  > (Email Address)

Subject:

[Click To Continue](#)

[Save Draft](#)

- Use A/B split testing to compare subject lines, creatives, friendly-from addresses and more

- Create up to 8 split tests

- Get reporting for all tests and send the winning campaign



# Reporting

## Extensive Deliverability Reporting



Home Lists Contents Rules Jobs Reporting Administration Help

Reports > Single Job Report

### Single Job Report

Folders

Jobs Home  
Testing

Jobs in folder: 'Jobs Home'

2010.04.29 Side Dish: Exclusive Recipe from HG 1-2-

#### 2. Report Type:

##### Standard Report

Unable to deliver  
Permanent bounced emails  
Temporary bounced emails  
Blocked bounces  
Other bounces  
Confirmed opens  
Forwarded replies  
Subscriptions (opt in/out)  
Feedbackloop complaints  
Clickthrus  
Clickthru details

View Email  
View Download  
View Download  
View Download  
View Download  
View Download  
View Download  
View Download  
View Download  
View Download  
View Download

##### Domain Level Report



##### Search Criteria Report

##### Message Overlay Report

- View multiple delivery reports
- 100% of the data we capture is available for exporting through various means for consumption

## Standard Report

### Delivery Status

<b>Queued items:</b>	898,313		<a href="#">View</a>	<a href="#">Download</a>
Successfully distributed:	898,313	100.00%	<a href="#">View</a>	<a href="#">Download</a>
Unable to deliver:	0	0.00%	<a href="#">View</a>	<a href="#">Download</a>
Permanent bounced emails:	341	0.04%	<a href="#">View</a>	<a href="#">Download</a>
Temporary bounced emails:	288	0.03%	<a href="#">View</a>	<a href="#">Download</a>
Blocked emails:	4,275	0.48%	<a href="#">View</a>	<a href="#">Download</a>
Other bounces:	5,951	0.66%	<a href="#">View</a>	<a href="#">Download</a>
<b>Bounced/Blocked emails:</b>	10,813	1.21%		
<b>Delivered emails:</b>	887,499	98.79%	<a href="#">View</a>	<a href="#">Download</a>
<b>Total opens:</b>	348,898	39.40%		<a href="#">View</a> <a href="#">Download</a>
<b>Individuals who opened:</b>	231,349	26.07%		
Forwarded replies:	383		<a href="#">View</a>	<a href="#">Download</a>
Forwarded size:	819,267			

### Subscription Information

Unsubscribed (opt-out):	330	0.04%	<a href="#">View</a>	<a href="#">Download</a>
Feedback loop complaints:	148	0.02%	<a href="#">View</a>	
Referrals:	0		<a href="#">View</a>	
Subscriptions:	0		<a href="#">View</a>	
Format changed:	0		<a href="#">View</a>	

### Clickthrus

			<a href="#">Clicks</a>	<a href="#">Details</a>
Total clickthrus:	68,852	7.87%	<a href="#">View</a>	
Individuals who clicked:	43,767	4.93%		
Distinct clickthrus:	64,763	7.30%		
Special clickthrus:	0	0.00%	<a href="#">View</a>	
Browser Types:	52,815			

- Download all deliverability reports



## Aggregate Job Report



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Reports > [Multiple Job Report](#)

### Aggregate Job Report

Job Selection Criteria: [Add](#) [Remove](#)  
 Scheduled date  is after (inclusive)  03/27/2013 12:00

<input checked="" type="checkbox"/>	Job Id	Job Name	Scheduled	Completed
<input checked="" type="checkbox"/>	40280	914434	03/29/13 08:00 AM	----
<input checked="" type="checkbox"/>	40278	913942	03/28/13 05:00 PM	----
<input checked="" type="checkbox"/>	40277	913940	03/28/13 02:00 PM	----
<input checked="" type="checkbox"/>	40276	913941	03/28/13 11:00 AM	03/28/13 12:02 PM
<input checked="" type="checkbox"/>	40274	913939	03/28/13 08:00 AM	03/28/13 09:02 AM
<input checked="" type="checkbox"/>	40272	913661	03/27/13 06:45 PM	03/27/13 07:31 PM
<input checked="" type="checkbox"/>	40271	913659	03/27/13 03:45 PM	03/27/13 04:31 PM
<input checked="" type="checkbox"/>	40270	913660	03/27/13 12:45 PM	03/27/13 01:47 PM
<input checked="" type="checkbox"/>	40269	913658	03/27/13 09:50 AM	03/27/13 10:52 AM

Format ☒ HTML ☐ CSV ☐ XML  
 Email

## Job Comparison Report

Home	Lists	Contents	Rules	Jobs	Reporting	Administration	Help																																																		
Reports > Multiple Job Report																																																									
<b>Job Comparison Report</b>																																																									
Job Selection Criteria:		Scheduled date <input type="text" value="03/27/2013 12:00"/> is after <input type="text" value="03/27/2013 12:00"/>																																																							
		<a href="#">Add</a> <a href="#">Remove</a> <a href="#">Select Jobs</a>																																																							
<table border="1"> <thead> <tr> <th><input checked="" type="checkbox"/></th> <th>Job Id</th> <th>Job Name</th> <th>Scheduled</th> <th>Completed</th> </tr> </thead> <tbody> <tr><td><input checked="" type="checkbox"/></td><td>40280</td><td>914434</td><td>03/29/13 08:00 AM</td><td>----</td></tr> <tr><td><input checked="" type="checkbox"/></td><td>40278</td><td>913942</td><td>03/28/13 05:00 PM</td><td>----</td></tr> <tr><td><input checked="" type="checkbox"/></td><td>40277</td><td>913940</td><td>03/28/13 02:00 PM</td><td>----</td></tr> <tr><td><input checked="" type="checkbox"/></td><td>40276</td><td>913941</td><td>03/28/13 11:00 AM</td><td>03/28/13 12:02 PM</td></tr> <tr><td><input checked="" type="checkbox"/></td><td>40274</td><td>913939</td><td>03/28/13 08:00 AM</td><td>03/28/13 09:02 AM</td></tr> <tr><td><input checked="" type="checkbox"/></td><td>40272</td><td>913661</td><td>03/27/13 06:45 PM</td><td>03/27/13 07:31 PM</td></tr> <tr><td><input checked="" type="checkbox"/></td><td>40271</td><td>913659</td><td>03/27/13 03:45 PM</td><td>03/27/13 04:31 PM</td></tr> <tr><td><input checked="" type="checkbox"/></td><td>40270</td><td>913660</td><td>03/27/13 12:45 PM</td><td>03/27/13 01:47 PM</td></tr> <tr><td><input checked="" type="checkbox"/></td><td>40269</td><td>913658</td><td>03/27/13 09:50 AM</td><td>03/27/13 10:52 AM</td></tr> </tbody> </table>								<input checked="" type="checkbox"/>	Job Id	Job Name	Scheduled	Completed	<input checked="" type="checkbox"/>	40280	914434	03/29/13 08:00 AM	----	<input checked="" type="checkbox"/>	40278	913942	03/28/13 05:00 PM	----	<input checked="" type="checkbox"/>	40277	913940	03/28/13 02:00 PM	----	<input checked="" type="checkbox"/>	40276	913941	03/28/13 11:00 AM	03/28/13 12:02 PM	<input checked="" type="checkbox"/>	40274	913939	03/28/13 08:00 AM	03/28/13 09:02 AM	<input checked="" type="checkbox"/>	40272	913661	03/27/13 06:45 PM	03/27/13 07:31 PM	<input checked="" type="checkbox"/>	40271	913659	03/27/13 03:45 PM	03/27/13 04:31 PM	<input checked="" type="checkbox"/>	40270	913660	03/27/13 12:45 PM	03/27/13 01:47 PM	<input checked="" type="checkbox"/>	40269	913658	03/27/13 09:50 AM	03/27/13 10:52 AM
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<input checked="" type="checkbox"/>	40271	913659	03/27/13 03:45 PM	03/27/13 04:31 PM																																																					
<input checked="" type="checkbox"/>	40270	913660	03/27/13 12:45 PM	03/27/13 01:47 PM																																																					
<input checked="" type="checkbox"/>	40269	913658	03/27/13 09:50 AM	03/27/13 10:52 AM																																																					
<table border="1"> <tbody> <tr> <td rowspan="6">Report Metrics:</td> <td><input checked="" type="checkbox"/> queued</td> <td><input type="checkbox"/> bounced - temporary</td> <td><input type="checkbox"/> clickthrus - total</td> <td><input type="checkbox"/> message size</td> </tr> <tr> <td><input type="checkbox"/> failed</td> <td><input type="checkbox"/> bounced - blocked</td> <td><input type="checkbox"/> clickthrus - individual</td> <td><input type="checkbox"/> processing time</td> </tr> <tr> <td><input checked="" type="checkbox"/> delivered</td> <td><input type="checkbox"/> bounced - other</td> <td><input checked="" type="checkbox"/> clickthrus - distinct</td> <td><input type="checkbox"/> resubscribed</td> </tr> <tr> <td><input type="checkbox"/> sent</td> <td><input checked="" type="checkbox"/> unsubscribed</td> <td><input type="checkbox"/> clickthrus - special</td> <td><input type="checkbox"/> referrals sent</td> </tr> <tr> <td><input type="checkbox"/> bounced - all</td> <td><input checked="" type="checkbox"/> confirmed opens</td> <td><input type="checkbox"/> rule sent emails</td> <td><input type="checkbox"/> referrals subscribed</td> </tr> <tr> <td><input type="checkbox"/> bounced - permanent</td> <td><input checked="" type="checkbox"/> feedback complaints</td> <td><input type="checkbox"/> rule email size</td> <td><input type="checkbox"/> email format changed</td> </tr> <tr> <td colspan="5">Report Elements: <input checked="" type="radio"/> Both data table and chart <input type="radio"/> Chart only <input type="radio"/> Data table only</td> </tr> <tr> <td colspan="5">Format: <input checked="" type="radio"/> HTML <input type="radio"/> CSV <input type="radio"/> XML</td> </tr> <tr> <td colspan="5">Email: <input type="text"/></td> </tr> <tr> <td colspan="5" style="text-align: right;"><a href="#">Generate Report</a></td> </tr> </tbody> </table>								Report Metrics:	<input checked="" type="checkbox"/> queued	<input type="checkbox"/> bounced - temporary	<input type="checkbox"/> clickthrus - total	<input type="checkbox"/> message size	<input type="checkbox"/> failed	<input type="checkbox"/> bounced - blocked	<input type="checkbox"/> clickthrus - individual	<input type="checkbox"/> processing time	<input checked="" type="checkbox"/> delivered	<input type="checkbox"/> bounced - other	<input checked="" type="checkbox"/> clickthrus - distinct	<input type="checkbox"/> resubscribed	<input type="checkbox"/> sent	<input checked="" type="checkbox"/> unsubscribed	<input type="checkbox"/> clickthrus - special	<input type="checkbox"/> referrals sent	<input type="checkbox"/> bounced - all	<input checked="" type="checkbox"/> confirmed opens	<input type="checkbox"/> rule sent emails	<input type="checkbox"/> referrals subscribed	<input type="checkbox"/> bounced - permanent	<input checked="" type="checkbox"/> feedback complaints	<input type="checkbox"/> rule email size	<input type="checkbox"/> email format changed	Report Elements: <input checked="" type="radio"/> Both data table and chart <input type="radio"/> Chart only <input type="radio"/> Data table only					Format: <input checked="" type="radio"/> HTML <input type="radio"/> CSV <input type="radio"/> XML					Email: <input type="text"/>					<a href="#">Generate Report</a>									
Report Metrics:	<input checked="" type="checkbox"/> queued	<input type="checkbox"/> bounced - temporary	<input type="checkbox"/> clickthrus - total	<input type="checkbox"/> message size																																																					
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<a href="#">Generate Report</a>																																																									

## Domain Level Report

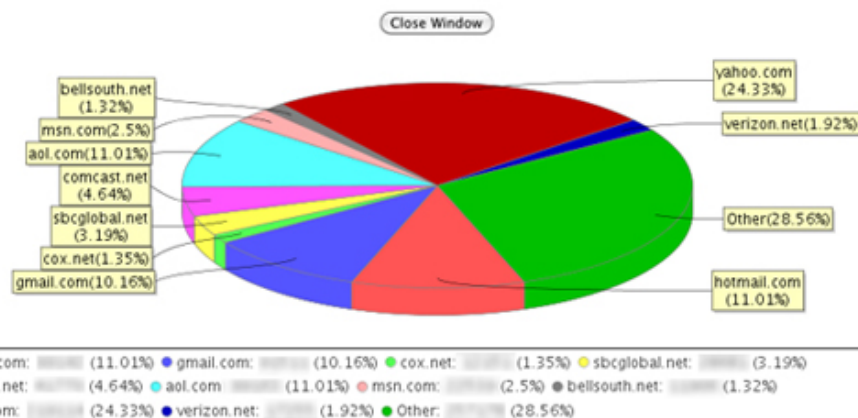
Job Name: 2010.04.29 Side Dish: Exclusive Recipe from HG 1-2-3, Plus YOUR (ID : 35266)

Message: 2010.04.29 Side Dish: Exclusive Recipe from HG 1-2-3, Plus YOUR Reviews!

Scheduled Date: 4/29/10 6:01 AM

End Date: 4/29/10 10:00 AM

Name	Queued	Failed		Attempted	Delivered		Bounces					Opens		Opt-outs		FBL		Clicks						
	count	(%)	count		(%)	perm	temp	block	other	total	count	(%)	count	(%)	count	(%)	count	(%)	ind	distinct	special	total		
yahoo.com	276,176	0.3%	276,176	0.3%	276,176	0.3%	0	0	0	0	276,176	276,176	0.3%	78	0.03%	17	0.01%	638	0.02%	0	788	0.3%		
aol.com	88,162	0.1%	88,162	0.1%	88,162	0.1%	0	0	1	0	88,163	88,163	0.1%	1,719	0.02%	28	0.03%	119	0.13%	380	380	0	880	0.4%
hotmail.com	88,162	0.1%	88,162	0.1%	88,162	0.1%	0	0	0	0	88,162	88,162	0.1%	9,608	0.11%	101	0.12%	7	0.01%	288	288	0	880	0.3%
gmail.com	88,171	0.1%	88,171	0.1%	88,171	0.1%	1	0	0	0	88,172	88,172	0.1%	11,880	0.13%	48	0.05%	0	0%	468	473	0	880	0.3%
comcast.net	88,170	0.1%	88,170	0.1%	88,170	0.1%	1	0	1	0	88,172	88,172	0.1%	9,080	0.1%	18	0.02%	4	0.01%	181	186	0	287	0.3%
sbcglobal.net	28,081	0.1%	28,081	0.1%	28,079	0.1%	0	0	0	0	88,169	88,169	0.1%	3,112	0.03%	12	0.04%	9	0.03%	97	106	0	100	0.4%
msn.com	22,088	0.1%	22,088	0.1%	22,088	0.1%	0	0	0	0	88,168	88,168	0.1%	2,080	0.02%	8	0.04%	0	0.02%	81	82	0	87	0.3%
verizon.net	17,288	0.1%	17,288	0.1%	17,288	0.1%	2	0	2	0	88,168	88,168	0.1%	2,073	0.03%	4	0.02%	0	0%	78	84	0	112	0.3%
cox.net	12,161	0.1%	12,161	0.1%	12,160	0.1%	0	0	1	0	88,168	88,168	0.1%	1,483	0.02%	2	0.02%	0	0%	88	88	0	88	0.3%
bellsouth.net	11,888	0.1%	11,888	0.1%	11,888	0.1%	0	1	0	0	88,168	88,168	0.1%	1,488	0.03%	2	0.02%	0	0%	88	71	0	88	0.3%
Other	287,178	0.3%	287,178	0.3%	287,161	0.3%	88	178	2,188	6,177	88,178	88,178	0.3%	118	0.03%	0	0%	2,881	2,878	0	3,888	1.3%		
Total	888,176	0.3%	888,176	0.3%	888,168	0.3%	88	178	2,188	6,177	888,176	888,176	0.3%	118	0.03%	88	0.03%	4,881	4,881	0	5,888	0.3%		



• See how you are performing at all of the Major ISP's

## Click Overlay Reporting

### Message Overlay Report

Name: 2010.04.29 Side Dish: Exclusive Recipe from HG 1-2-3, Plus YOUR Reviews! (35266)

HTML

[View in new window](#)

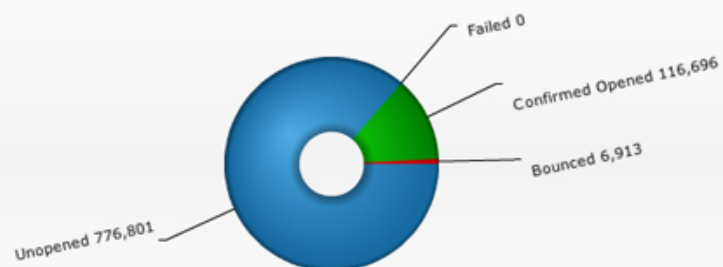


- Overlay Reporting gives you the best visual reporting to see how each of your links performed against each other

## Open/Click Report

[Home](#)[Lists](#)[Contents](#)[Rules](#)[Jobs](#)[Reporting](#)[Administration](#)[Help](#)Reports > Single Job Report > **Delivery**

### Delivery Chart



■ Unopened 776,801 ■ Failed 0 ■ Confirmed Opened 116,696 ■ Bounced 6,913

**Note:** Click segment to highlight

- Great Visual Reporting that can be easily exported and printed for you to share in meetings



# PureTest Report

## Puretest Report

Name: 1919\_P3\_20101216\_B001noYHAOXCi200-300K\_FDATTMTH\_1500 (ID : 50061)

Segment Type: Distributed segments

# of Segments: 4

Scheduled Date: 12/16/10 8:30 PM

End Date: 12/17/10 1:59 PM

Segment	Subject	Message ID	Message Title	From Address	Queued
1	Free Samsung Mythic Package from AT&T	40853	20101213_JSS_ATTMTMTH-20101213_ATTMTMTH-T	AT&T <att@jetsetspecial.com>	24892
2	Online Only: Free Samsung Mythic Packag	40853	20101213_JSS_ATTMTMTH-20101213_ATTMTMTH-T	AT&T <att@jetsetspecial.com>	24895
3	Free Shipping for the Samsung Mythic Package	40853	20101213_JSS_ATTMTMTH-20101213_ATTMTMTH-T	AT&T <att@jetsetspecial.com>	25083
4	AT&T Online Only Holiday Offer: Free Samsung Mythic Package	40853	20101213_JSS_ATTMTMTH-20101213_ATTMTMTH-T	AT&T <att@jetsetspecial.com>	25130

Segment	Queued	Failed		Attempted	Delivered		Bounces						Retry	Retry-history	Opens		Opt-outs		FBL		Clicks				
		count	(%)		count	(%)	perm	temp	block	other	total	count			(%)	count	(%)	count	(%)	ind	distinct	special	total		
Free Shipping for the Samsung Mythic Package	25,083	0	0%	25,083	24,707	98.5%	0	26	186	164	376	1.5%	0	5,934	55	0.22%	0	0%	0	0%	1	1	0	1	0%
AT&T Online Only Holiday Offer: Free Samsung Mythic Package	25,130	0	0%	25,130	24,760	98.53%	0	31	196	143	370	1.47%	0	6,171	44	0.18%	0	0%	0	0%	2	2	0	2	0.01%
Free Samsung Mythic Package from AT&T	24,892	0	0%	24,892	24,554	98.64%	0	21	187	130	338	1.36%	0	5,893	57	0.23%	0	0%	0	0%	3	3	0	3	0.01%
Online Only: Free Samsung Mythic Package	24,895	0	0%	24,895	24,524	98.51%	0	27	186	158	371	1.49%	0	6,019	47	0.19%	0	0%	0	0%	6	7	0	9	0.04%
Total	100,000	3	0%	99,997	58,592	58.59%	13,114	4,164	8,202	15,925	41,405	41.41%	0	24,017	1,153	1.97%	143	0.24%	1	0%	55	62	0	76	0.13%

Close Window

