

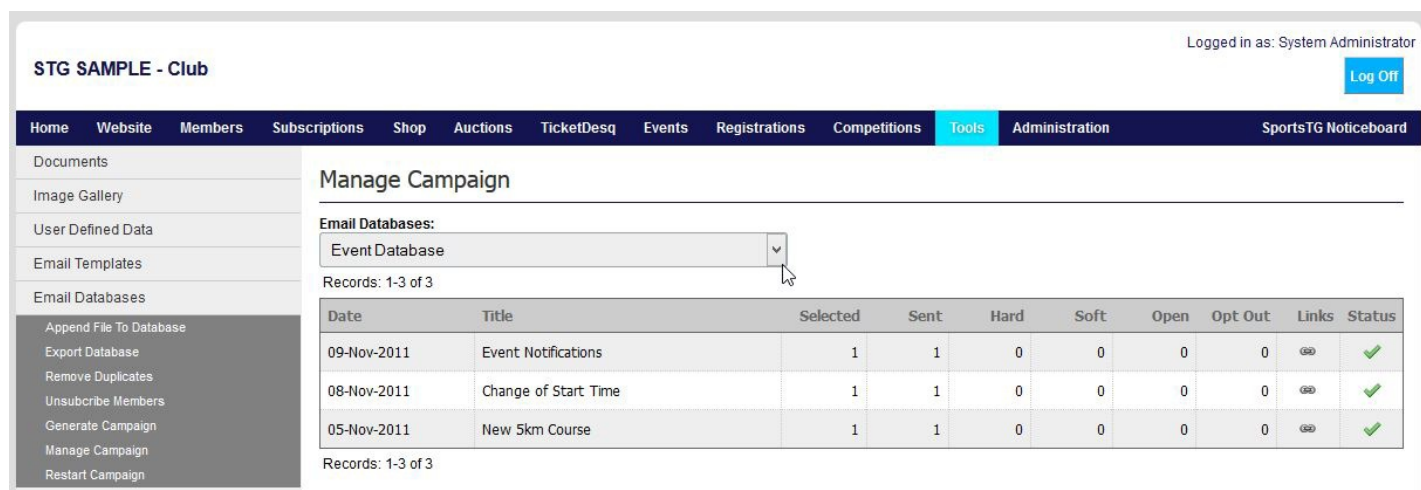
Managing Email Database Campaigns

Last Modified on 29/08/2016 4:44 pm AEST

Quick Steps: Tools > Email Databases > Manage Campaign > Select Email Database

The ability to view statistics from your campaigns using your email databases can be viewed by following these steps;

1. Go to Tools, then select Email Databases
2. From the expanded left hand menu, select Manage Campaign
3. Under the heading Email Databases, select the database, to view the statistics of the email campaigns sent to that email database.



STG SAMPLE - Club Logged in as: System Administrator [Log Off](#)

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Email Databases

- Append File To Database
- Export Database
- Remove Duplicates
- Unsubscribe Members
- Generate Campaign
- Manage Campaign
- Restart Campaign

Manage Campaign

Email Databases:
Event Database

Records: 1-3 of 3

Date	Title	Selected	Sent	Hard	Soft	Open	Opt Out	Links	Status
09-Nov-2011	Event Notifications	1	1	0	0	0	0	∞	✓
08-Nov-2011	Change of Start Time	1	1	0	0	0	0	∞	✓
05-Nov-2011	New 5km Course	1	1	0	0	0	0	∞	✓

Records: 1-3 of 3

Selected - this shows how many recipients were selected to receive this email campaign

Sent - how many emails were sent

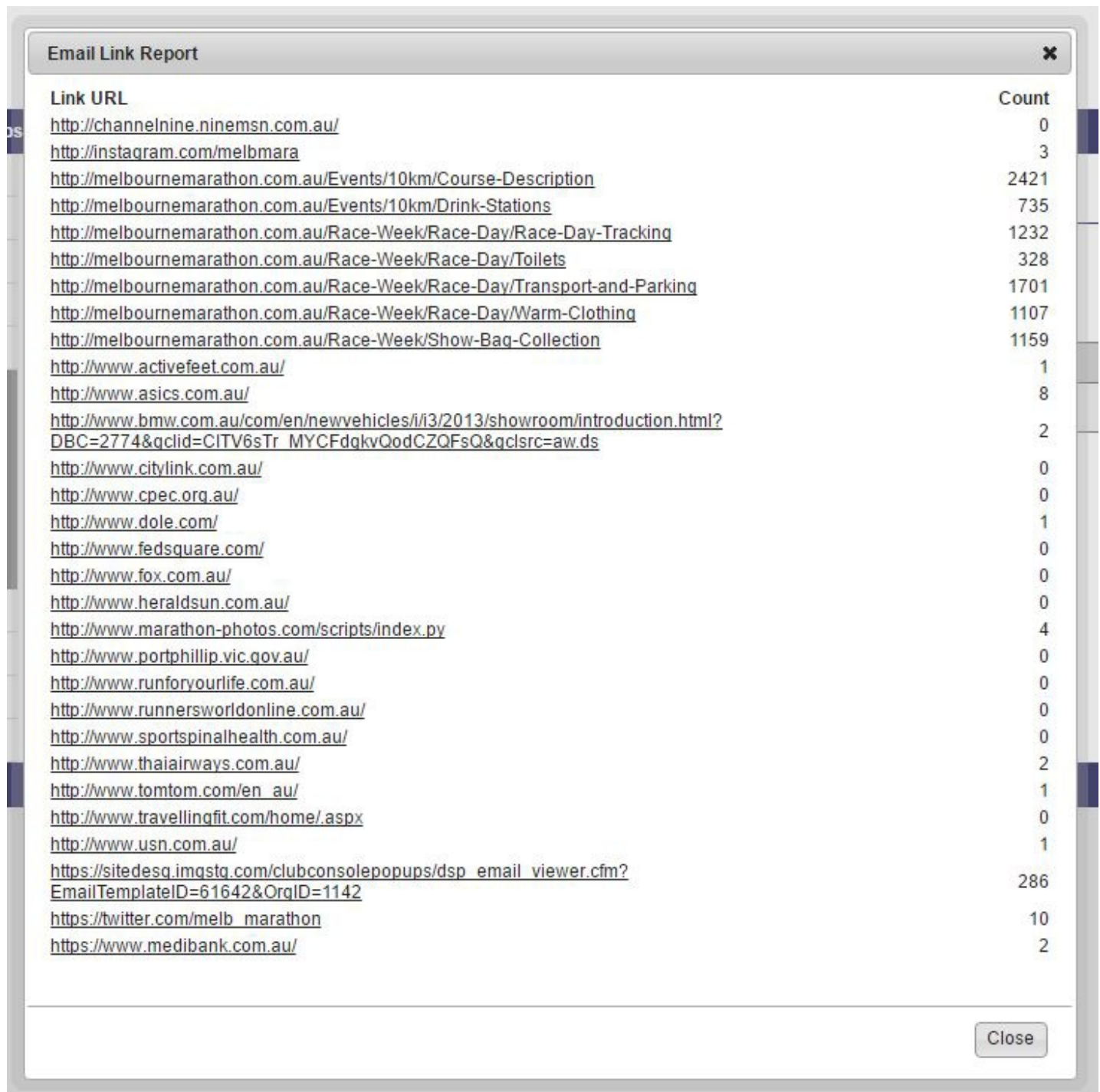
Hard - the amount of emails that hard bounced. A hard bounce is an e-mail message that has been returned to the sender because the recipient's address is invalid. A hard bounce might occur because the domain name doesn't exist or because the recipient is unknown.

Soft - the amount of emails that soft bounced. A soft bounce is an e-mail message that gets as far as the recipient's mail server but is bounced back undelivered before it gets to the intended recipient. A soft bounce might occur because the recipient's inbox is full or an out-of-office message returned.

Open - how many recipients opened the email.

Opt-Out - how many recipients opted out of receiving future emails

Links - shows a list of links that were within the email content, and how many recipients clicked on each



The screenshot shows a window titled "Email Link Report" with a close button (X) in the top right corner. The window contains a table with two columns: "Link URL" and "Count". The table lists various links and their corresponding click counts. A "Close" button is located at the bottom right of the window.

Link URL	Count
http://channelnine.ninemsn.com.au/	0
http://instagram.com/melbmarathon	3
http://melbournemarathon.com.au/Events/10km/Course-Description	2421
http://melbournemarathon.com.au/Events/10km/Drink-Stations	735
http://melbournemarathon.com.au/Race-Week/Race-Day/Race-Day-Tracking	1232
http://melbournemarathon.com.au/Race-Week/Race-Day/Toilets	328
http://melbournemarathon.com.au/Race-Week/Race-Day/Transport-and-Parking	1701
http://melbournemarathon.com.au/Race-Week/Race-Day/Warm-Clothing	1107
http://melbournemarathon.com.au/Race-Week/Show-Bag-Collection	1159
http://www.activefeet.com.au/	1
http://www.asics.com.au/	8
http://www.bmw.com.au/com/en/newvehicles/i/i3/2013/showroom/introduction.html?DBC=2774&qclid=CITV6sTr_MYCFdqkvQodCZQFsQ&qclsrc=aw.ds	2
http://www.citylink.com.au/	0
http://www.cpec.org.au/	0
http://www.dole.com/	1
http://www.fedsquare.com/	0
http://www.fox.com.au/	0
http://www.heraldsun.com.au/	0
http://www.marathon-photos.com/scripts/index.py	4
http://www.portphillip.vic.gov.au/	0
http://www.runforyourlife.com.au/	0
http://www.runnersworldonline.com.au/	0
http://www.sportspinalhealth.com.au/	0
http://www.thaiairways.com.au/	2
http://www.tomtom.com/en_au/	1
http://www.travellingfit.com/home/.aspx	0
http://www.usn.com.au/	1
https://sitedesq.imgstg.com/clubconsolepopups/dsp_email_viewer.cfm?EmailTemplateID=61642&OrgID=1142	286
https://twitter.com/melb_marathon	10
https://www.medibank.com.au/	2

Status - whether the email campaign has completed sending (green tick) or still in progress (red octagon)

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