

Standard Report: Email Campaign Statistics

If you have used an Email Campaign to distribute your survey, you have the option to include **Email Statistics** in your report using the Insert Tool.

The Email Statistics report element is composed of two items: Statistics Table and Email Status Pie Chart.

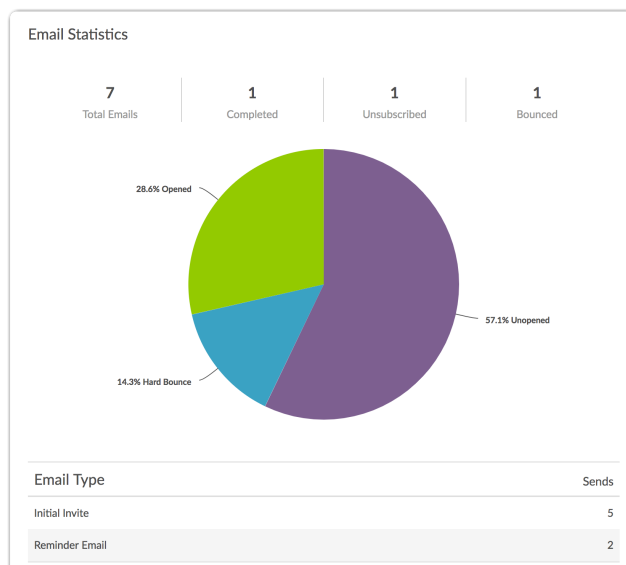
The **Statistics Table** element includes the following items:

- **Total Emails** - number of total emails sent from campaigns associated with the survey. This includes Initial Invites, Reminders, and Thank-You messages; you can see the break down of the message types below the pie chart.
- **Completed** - number of Completed responses submitted via email campaigns associated with the survey. Learn more about response status.
- **Unsubscribed** - number of contacts that have unsubscribed from email campaigns associated with the survey.
- **Bounced** - number of bounced emails associated with email campaigns sent from the survey.

The **Email Status Pie Chart** includes the following items:

- **Opened** - total number of completes and partials in email campaign.
- **Unopened** - percentage of responses that have yet to be opened by recipients.
- **Soft Bounce** - percentage of emails with a status of soft bounce.
- **Hard Bounce** - percentage of emails with a status of hard bounce - returned by the recipient's mail server as *permanently undeliverable*.

Below the pie chart, you will see a further breakdown of sends for each individual message in your campaign: Initial Invite, Reminder Email, and Thank You message.



Should you want to see progress for individual email campaign contacts, we recommend accessing the link to [Export Contacts with Send Status](#) available within your Email Campaign on either the [Contacts](#) step or the [Delivery Statistics](#) step.