

# Standard Report: SMS Statistics

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

The SMS Statistics report element is composed of two items: **Statistics Table** and a **Message Status Pie Chart**.

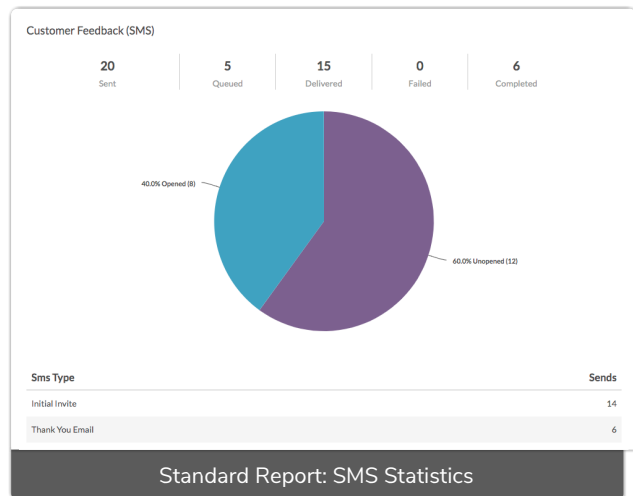
The **Statistics Table** element includes the following items:

- **Sent** - number of total SMS messages 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.
- **Queued** - number of messages awaiting delivery to the intended recipients
- **Delivered** - number of messages successfully delivered to intended recipients
- **Failed** - number of messages that could not be delivered
- **Completed** - number of respondents that successfully completed surveys via their links

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

- **Opened** - percentage of messages where recipients clicked on the survey link by recipients.
- **Unopened** - percentage of messages where recipients have yet to click on the survey link.

Below the pie chart, you will see a further breakdown of sends for each individual message in your campaign: Initial Invite, Reminder, 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 SMS Campaign on either the **Contacts** step or the **Delivery Statistics** step.

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