Understanding Automation analytics

In this guide, we will walk you through the steps to view the analytics and stats for your email automations. By following these steps, you can easily assess the performance of your email campaigns and make informed decisions to optimize your automation strategies.

Step 1: Log in to your Mailvio account.

Step 2: Navigate to the Campaigns section of your account.

Step 3: If you have numerous campaigns and automations, it is advisable to search for the specific automation you want to analyze. To do this, click on the Automations tab.

Step 4: Locate the desired automation and click on it to access its details and stats.

Step 5: Within the automation, you will see a summary of the stats related to the automation. For example, you may see the number of contacts processed. To view individual email stats, click on any of the emails within the automation.

Step 6: From the email overview, you can observe the number of emails processed, opened, and clicked. If you would like to explore further details, click on the View or View Advanced Details button provided.

Step 7: Clicking the View Advanced Details button will redirect you to a new page where you can find a breakdown of various stats related to the automation. On this page, you can also access the heat map and other tabs with additional information.

Step 8: If you wish to go back to the automation overview, simply click on the Automation link.

By following these steps, you can have a quick view of the stats for each automation and assess the performance of your email campaigns.

If you notice any hard bounces or soft bounces, make sure to address them accordingly.

That's it! You have learned how to view and analyze the analytics and stats for your email automations. If you have further questions, please reach out to us here.

Unique solution ID: #1017
Author: Mailvio Support
Last update: 2026-10-13 01:47

© 2026 Mailvio <support@mailvio.com> | 2026-11-28 04:05
URL: https://support.mailvio.com/content/4/18/en/understanding-automation-analytics.html