Monitor the performance of your email campaigns

Monitoring Campaign Results

So you've sent a campaign Now it's time for the magic to happen!

You can view the results of your campaign in real-time. When someone opens an email, clicks a link, unsubscribes, etc you will know about it.. in seconds!

Here's how to monitor your campaign and what all those numbers mean...

Step 1: Before you begin, you must make sure you are logged in to the MAILVIO control panel.

Step 2: Once logged in to the MAILVIO control panel, click the CAMPAIGNS link towards the top of the page.

Step 3: From the Campaigns page, you can see all of the campaigns you have previously sent. Click on the three dots found at on the right side of the campaign you are interested in.

Step 4: You are now on the overview page of your campaign. This page shows the main statistics about your campaign, and updates in real-time so no need to keep refreshing your page.

- Opens:
  The number of subscribers that have opened your mails

- Clicks:
  The number of subscribers that have clicked one of the links in your email (if there are any)

- Unsubscribes:
  The number of people who have unsubscribed via the unsubscribes links injected into your email template. Unsubscribers are removed from your group.

- Hard Bounces:
  The number of emails that have been hard bounced. This happens when the mail server we tried sending to have reported the email address as not existing anymore. Hard bounces are automatically removed from your subscribers.

Your results show unusually high Clicks and Opens

Sometimes you might find that your campaign shows lots of clicks or opens, sometimes from the same person or company.

This is often caused by email monitoring systems that sit between the inbox and incoming emails and check the email for malicious links and content.

These systems effectively open every email, and click every link.

Our system monitors for opens and clicks from the same IP address and if we detect an unusually high amount of a short time period we mark the results as carried out by a bot and hide them from reports.

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Your Email Campaigns

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