



Sharpen up your email strategies with Zoho Campaigns' reports



Table of contents

01 Why reports matter

02 Report summary:

A quick look at campaign performance

07 Advanced reports:

Digging deeper into the numbers

12 Location-based reports:

Who opens, where, and how

14 Best practices:

Getting the most out of your reports

16 Wrapping it up



Why reports matter

When you send out an email campaign, the real question is, "Did it work?" The Reports section in Zoho Campaigns will give a well-informed answer to that question.

Email campaign reports show how people engage with your emails—whether they open them, click on links, or ignore them altogether. Tracking these metrics matters because it tells you what your audience likes and what they don't.

In this ebook, we'll walk you through Zoho Campaigns' Report section. You'll learn how to read campaign reports, understand recipients' behaviors, and use these insights to send engaging emails.



Did you know?

In Zoho Campaigns, all report metrics are influenced by the Bot Filter feature, which can be enabled or disabled under Settings > General > Bot Filter. If this option is enabled, bot-triggered activities like automated opens or link scans from email security systems will be filtered out; only real recipient activities will be tracked. If it's disabled, these bot activities will appear in your metrics. Keep this in mind while reviewing email reports to understand what each number actually means.



Report summary: A quick look at campaign performance

The Report Summary is a quick snapshot that highlights the most important actions recipients take. A quick glance of this section will tell you if the email campaign really worked or not. Let's take a look at what these metrics are:

Sent: The total number of emails you sent in a particular campaign.

Delivered: The number of sent emails that actually landed in recipients' inboxes. If this number is much lower than the number of sent emails, this indicates that you should check the quality of your contact list.

Opened: The number of recipients who opened your email.

Here you'll also see:

Open rate: The percentage of delivered emails that were opened.

Reliable opens: The number of contacts—identified as humans—who opened your email. Each recipient is counted only once, regardless of how many times they've opened the email.

Total opens: The total number of times your email was opened, including multiple opens by the same person.

Bot opens: The number of opens triggered by bots and other automated systems rather than human recipients. This count is tracked only if the bot filter option is disabled.

Apple MPP opens: The number of email opens recorded due to [Apple's Mail Privacy Protection](#).

Unopened: The number of recipients who didn't open your email at all. This helps you gauge audience interest and fine-tune your future email strategies.

Clicked: The number of times links in the email were clicked. This section also includes:

Click rate: The percentage of delivered emails that got at least one click.

Total clicks: The total number of times links were clicked (including multiple clicks by the same person).

Click-through rate (CTR): The percentage of recipients who clicked a link in the email out of the total number of recipients who opened it.

Link click maps: These show exactly where recipients clicked inside the email. Instead of just numbers, you'll see the email layout with click percentages displayed on each link, button, or image.

Reliable clicks: The number of individual recipients who have clicked a link in the email campaign. Each recipient is counted only once, regardless of how many times they click the link.

Bot clicks: The number of times recognized bots and other automated systems have clicked a link in your email campaign. You'll be able to view this only if the bot filter option is disabled.

Reply stats: This section details which recipients replied to your email; also includes the following information:

Reply rate: The percentage of recipients who replied.

Unique replies: The number of individual recipients who sent a reply to your email out of the total number of recipients to whom the email was delivered. Individual recipients' replies will be marked only once, no matter the

number of times they reply. This metric is tracked only if the reply tracking option is enabled while configuring the email campaign.

Auto-replies: The number of automated email responses generated by your recipients' email systems—for example, out-of-office emails, vacation emails, and so on. These are tracked regardless of whether the reply tracking option is enabled.

Unsubscribes: The number of recipients who decided they no longer want to receive your emails. Though unsubscribes are a normal part of email marketing, a sudden rise means it's time to revisit your email content or frequency.

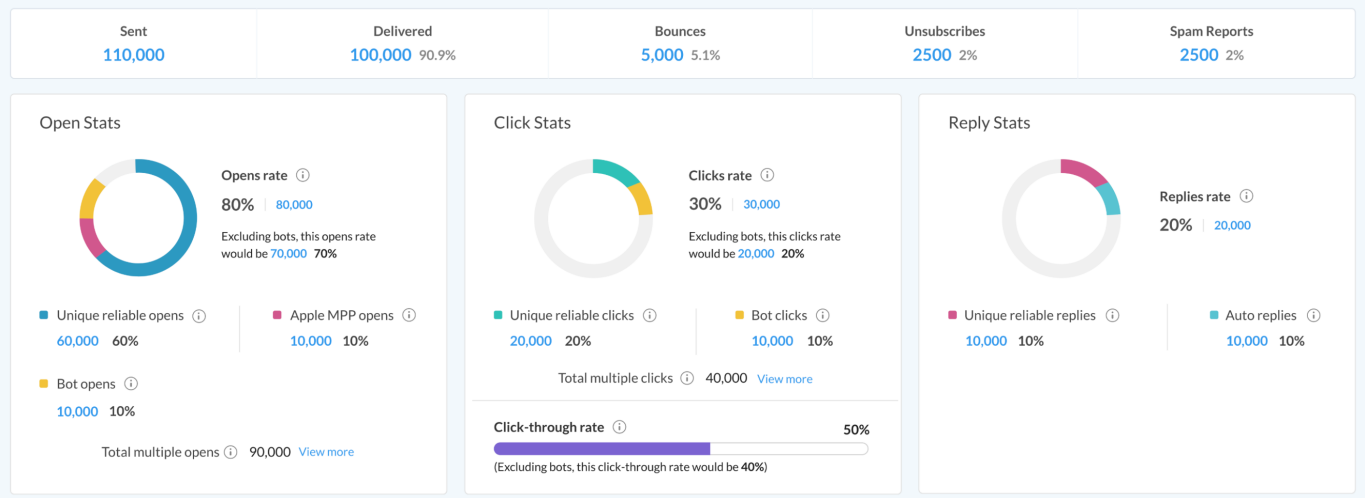
Marked spam: The number of recipients who've reported your email as spam. This is an important signal to monitor, as high spam complaints can hurt your sender reputation.

Forwards: The number of times recipients forwarded your email to someone else. A forward implies that recipients found the content valuable enough to share.

Bounces: The number of times an email wasn't delivered to the recipient's inbox. There are two types of bounces: hard bounces, which are bounces due to permanent failures, like when the email address doesn't exist or is invalid; and soft

bounces, which reflect temporary issues, such as when the recipient's inbox is full or the server is down.

Tracked links: If you've enabled link tracking for specific links while setting up the email campaign content, by hovering over the link you can view how many contacts clicked on it and how many times.





Advanced reports: Digging deeper into the numbers

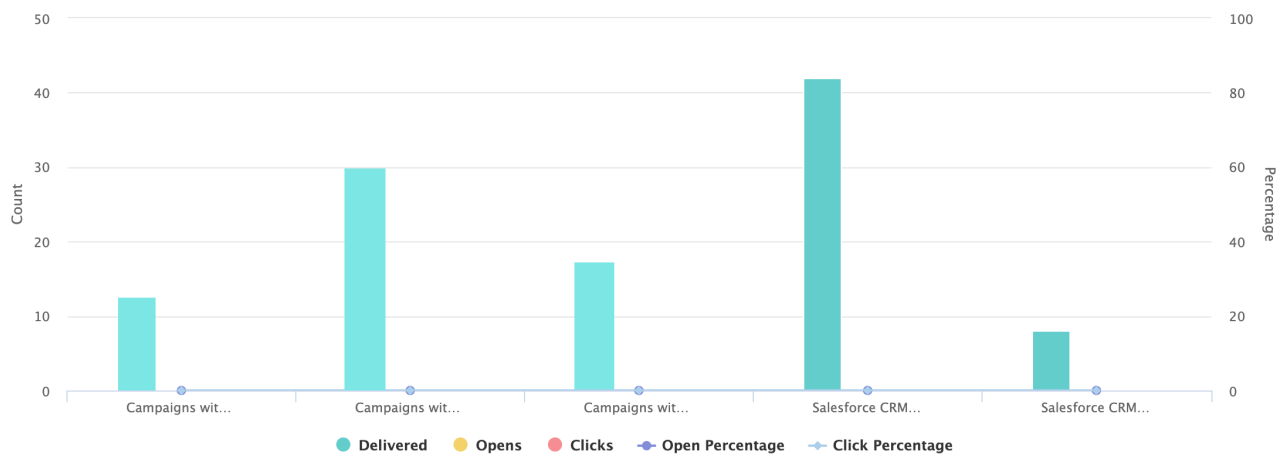
The Report Summary tells you how an individual campaign performed, but what if you need a bigger picture? That's where advanced reports come in. They help you dig deeper into how multiple campaigns and recipient lists have performed over time. This way, you can spot patterns, compare results, and make smarter decisions while planning future campaigns. Advanced campaigns can be divided into the following categories:

Campaign-based reports: These metrics show how your campaigns perform over different periods:

Top five: Your five best-performing campaigns, ranked by the engagement they received in terms of opens or clicks.

Last five: A quick rundown of the last five campaigns you've sent; useful for seeing if your latest email marketing strategies are working or not.

Real-time Data

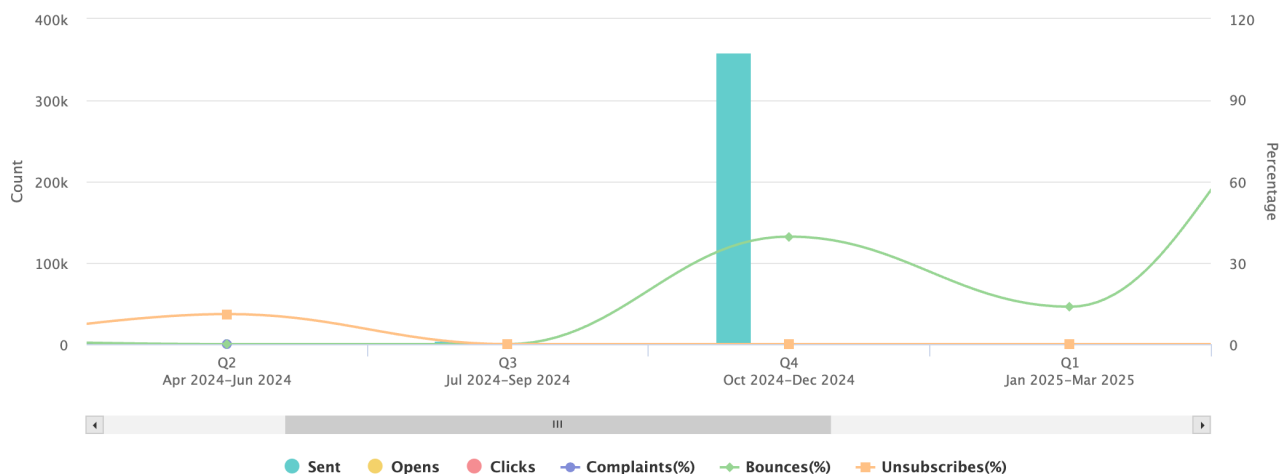


Last 30 days: A monthly recap that helps you understand how campaigns performed over the past month; perfect for spotting short-term trends.

Yearly report: A year-long overview of campaigns that you can use to track growth, occasional spikes, or even dips you may want to fix.

Comparison: Compares campaigns across different time frames (yearly and quarterly) to help you understand improvements or drops in their performance.

Quarterly comparison from 2024 to 2025 [Change Comparison](#)





Did you know?

You can filter campaign-based reports based on: Open

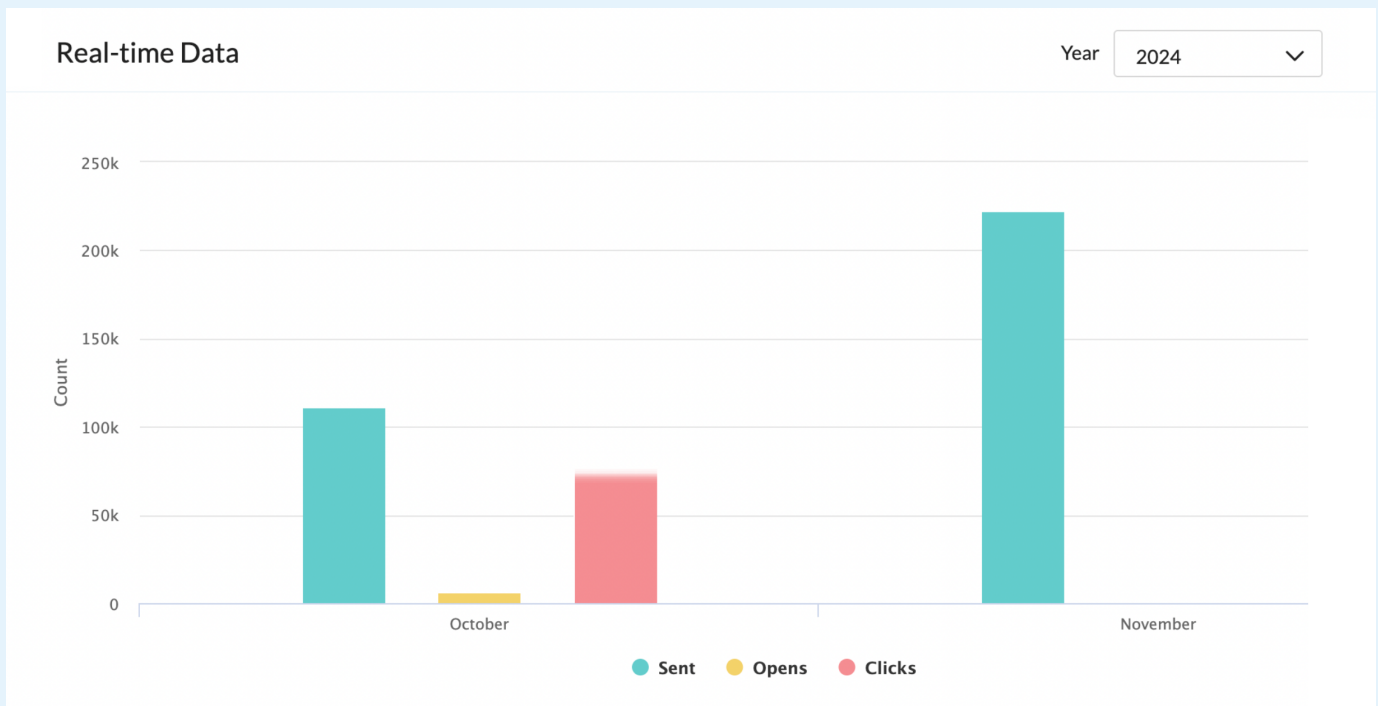
- percentage
- Open count
- Click percentage
- Click count
- Clicked URLs

These filters help you understand what's really driving engagement. You can apply these filters to the same campaign to see what worked and what didn't. For instance, a campaign might not have been opened by many people, but those who did open it might've clicked on the links inside. On the other hand, there might be a campaign with plenty of opens but very few clicks. This usually means the subject line grabbed attention, but the email content didn't fully deliver.

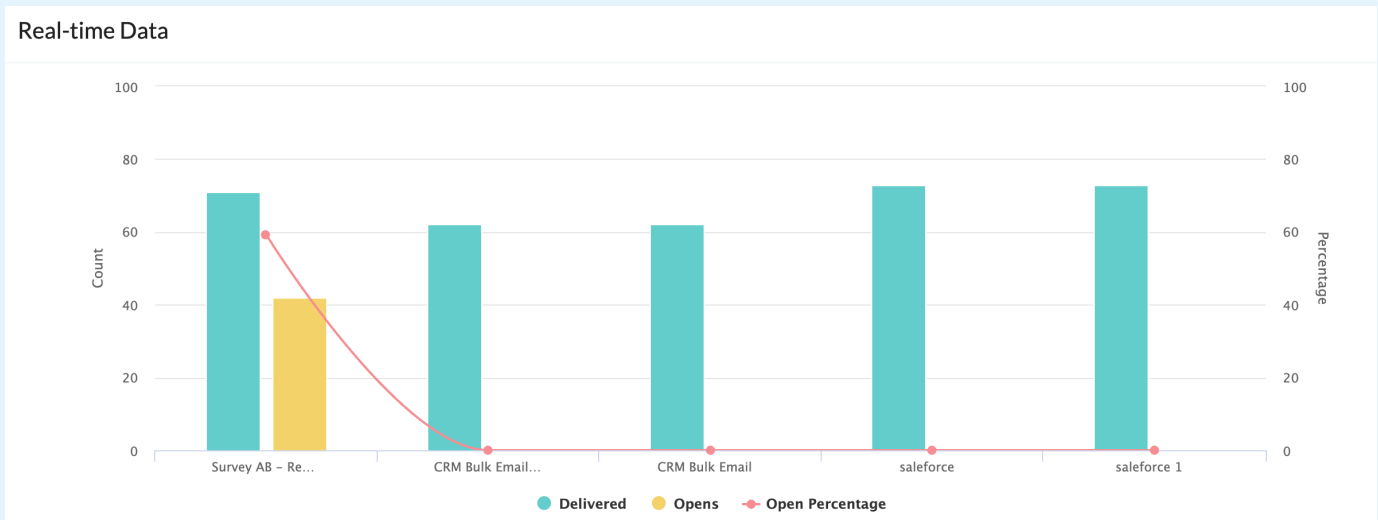
List-based reports: Whereas campaign-based reports analyze how each email did, list-based reports shift the focus to the recipients, showing how different lists of contacts are responding to your campaigns. This way, you can learn about contacts' behaviors in your lists over time. List-based reports

Top five: The most active lists; i.e., the ones that engage the most with your emails. These recipients look forward to your emails, so it's worth paying extra attention to their needs and tailoring your content to keep them excited.

Yearly report: A year-long overview of how each list has been performing. This is a great way to understand long-term engagement by specific lists of contacts.



Comparison: Compares which lists have been more responsive and which ones have started to slow down over a quarterly or yearly basis.



Did you know?

To make our analysis sharper, Zoho Campaigns offers the following filters for list-based reports:

Opened: Lists of contacts who have opened emails.

Never opened: Lists of contacts who've never opened emails; suggests when it's time to clean up lists.

Not opened recently: Lists of recipients who used to engage but have gone quiet. In this case, a re-engagement campaign could help regain their attention.

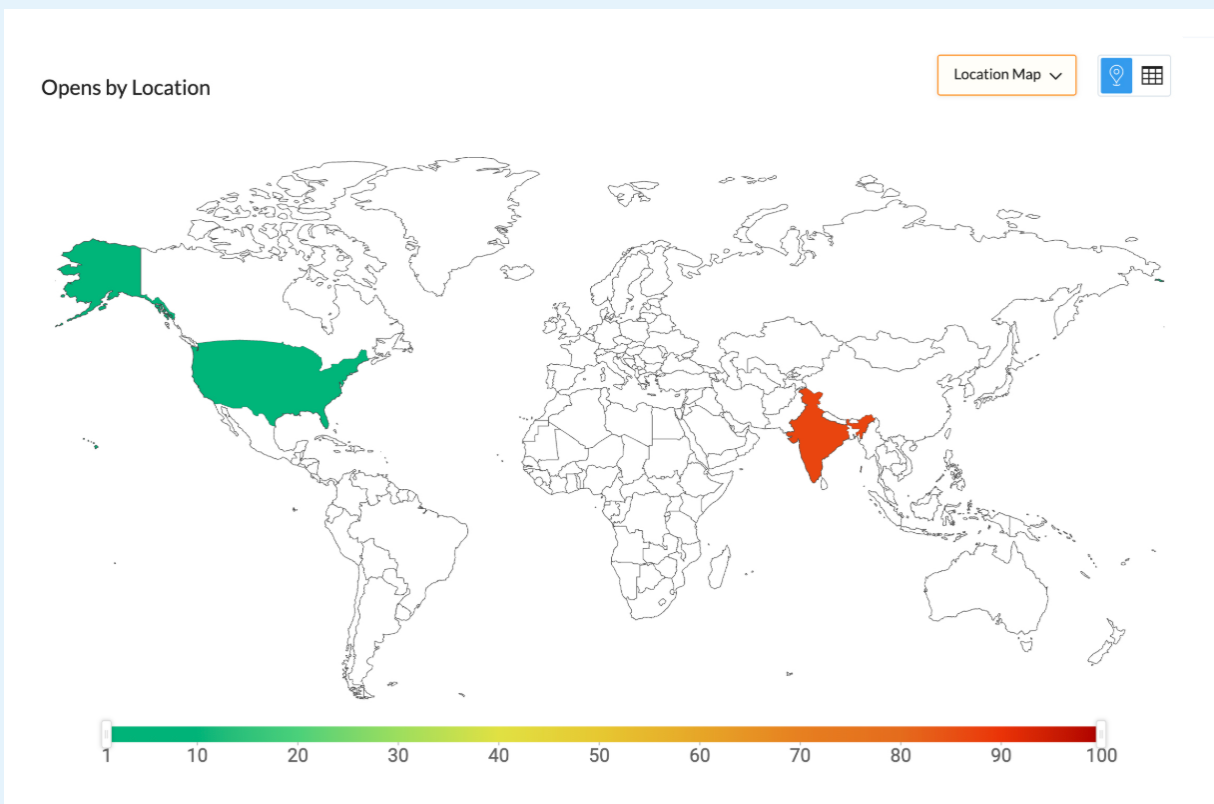
Never received campaign: Lists of recipients who you haven't targeted yet. These could be fresh opportunities waiting to be tapped.



Location-based reports: Who opens, where, and how

Our audience isn't all in one place, and they don't all use the same devices. Location and device-based reports help you understand this diversity.

Opens by location: This report shows where our active recipients live. We can then tailor campaigns by region. For example, suppose a big part of your audience is in the US, another chunk is in Europe, and some are in Asia. If you send one email at the same time for everyone, at least one group will probably be asleep when it lands in their inbox—and most of them will probably ignore it.



Device insights or user agent stats: This section breaks down which devices (mobile, desktop, tablet) are used most to open the emails. This helps ensure you design emails that look great on all devices. Let's say 70% of your readers open your emails on mobile devices. That means it's ideal to design emails with shorter subject lines and layouts that look great on small screens. On the other hand, if more recipients open on desktops, you can include more detailed visuals like charts or longer product descriptions since bigger screens can display more information.



Did you know?

Zoho Campaigns lets you share reports with your teammates easily by exporting them as PDFs. For an extra layer of security, you can enable password protection for downloaded reports under *Settings > Campaign Policy > Export Policy*.



Best practices: Getting the most out of your reports

Define clear goals: Before diving into reports, set your goal for each specific campaign. When you set clear goals, it becomes much easier to know which reporting metrics matter most and to align them with your bigger marketing objectives.

Monitor all key metrics consistently: Don't just look at reports once in a while; make it a habit. After every campaign, check your opens, clicks, bounces, and unsubscribes. Over time, you can start spotting patterns. Maybe certain subject lines always get better opens, or maybe clicks decline when emails are too long. These trends help shape strategy for the next campaign.

Act on insights: Reports are only useful if you do something with them. See a campaign with great engagement? Borrow elements from it, like its subject line, layout, or call-to-action (CTA) style for future emails. Conversely, if you notice campaigns with high unsubscribes, clean up your contact list; or if you have campaigns with no engagement at all, revisit the campaign content.

Segment your audience: Not all recipients are the same, and campaign reports provide proof of that. Use the data from reports to categorize contacts into groups based on their interests, behaviors, and even demographics. Then send targeted emails that actually feel relevant to each group.

Optimize for devices and locations: Recipients could be opening emails from anywhere—phones, laptops, tablets, desktops, and across different parts of the world. Ensure that your emails look great no matter where or how they're opened. And don't forget to schedule your campaigns at the right times so that recipients in different regions get them when they're most likely to engage.

Test and experiment: Try out different combinations of subject lines, layouts, or even sending times with A/B testing. You might discover that short and crisp subject lines work better, or that sending on certain days of the week brings in more engagement. Small experiments add up to big improvements over time.

Maintain a healthy contact list: The quality of your contact list often shapes how well your emails perform. Keep it clean by regularly removing invalid, bounced, or completely disengaged contacts. For recipients who haven't opened in a while, consider sending a re-engagement campaign. Sometimes, a little “we miss you” nudge can bring them back.



Wrapping it up

Reports aren't just numbers on a screen; they're indicators of how your audience engages with your emails. With Zoho Campaigns' reports, marketers can track what's working, what's not, and where they can fine-tune things for better results.

Whether it's spotting the best campaigns, understanding how different lists respond, learning when and where emails get opened, or cleaning up contact lists, every insight takes us one step closer to smarter email marketing.

Don't just look at the data; act on it. Test, experiment, and keep adjusting your strategy based on what you learn. Over time, those small tweaks will lead you to big wins. So study the reports, understand the stats, and use them to build campaigns that your audience will truly love.



Zoho
Campaigns

support@zohocampaigns.com

[Talk to our team](#)

[Learn with our help docs](#)

[Explore Zoho Campaigns](#)

[Join Zoho Campaigns Community](#)