

## Automated Email Analytic Reports

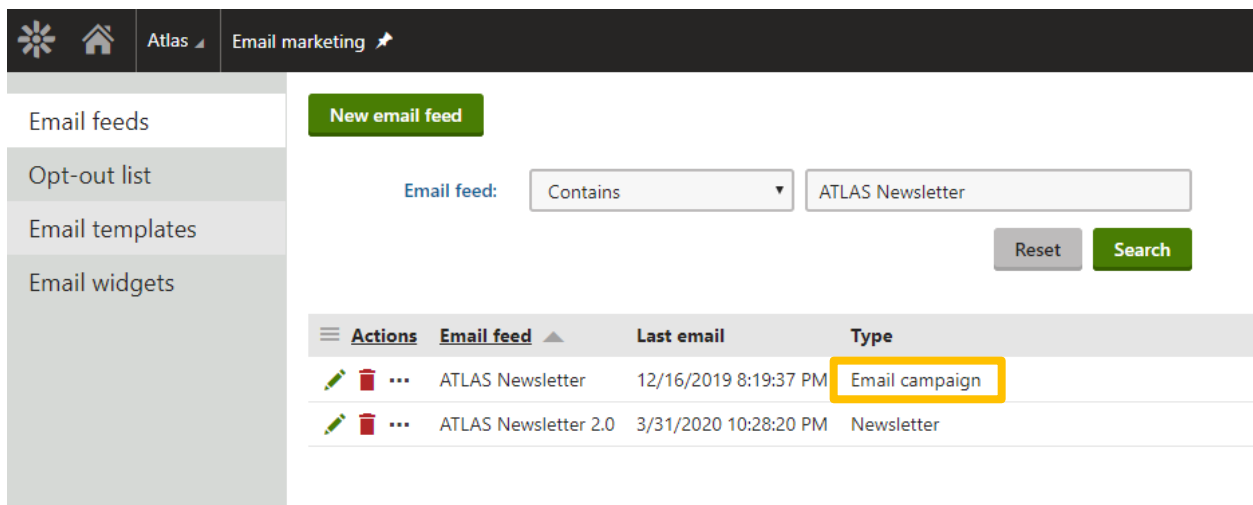
What is an Automated Email Analytic Report?

An Automated Email Analytic Report is an emailed report that is automatically sent every morning for three days after an email campaign was sent, providing immediate analytics on that email campaign. This is a great way to gather data and information from an email campaign to understand how to follow up after an email is sent. Analytics provide recipients direct data, so you know who clicked, opened and who to follow up with.





Automated Email Analytic Reports are established under “Contact Groups” of your site. Once a contact group is established, a report will be provided for every email that is sent as an email campaign.

### Setting Up Automated Email Analytics:

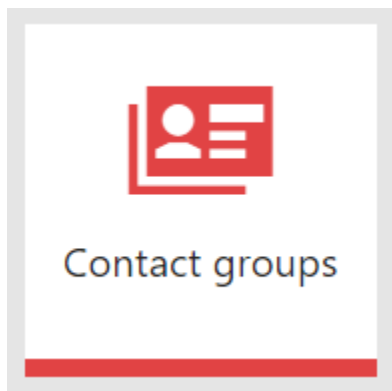
1: Ensure that your email type is set up as an “Email Campaign”. Newsletters are not setup to received automated reports.



The screenshot shows the Atlas Email marketing interface. The top navigation bar includes the Atlas logo, a home icon, and the text "Atlas" and "Email marketing". The left sidebar contains a menu with "Email feeds", "Opt-out list", "Email templates", and "Email widgets". The main content area features a "New email feed" button and a search form. The search form has an "Email feed:" label, a dropdown menu set to "Contains", and a text input field containing "ATLAS Newsletter". There are "Reset" and "Search" buttons. Below the search form is a table with the following data:

Actions	Email feed	Last email	Type
  ...	ATLAS Newsletter	12/16/2019 8:19:37 PM	Email campaign
  ...	ATLAS Newsletter 2.0	3/31/2020 10:28:20 PM	Newsletter

2: After confirming the email type, go to the “Contact Groups” application.



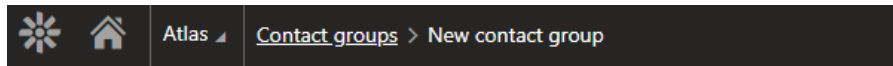
3: Click the “New Contact Group” button at the top left.



New contact group

☰ Actions Name ▲

4: Name the new contact group “WU Automated Campaign Report”. *It is important that you use this exact name word for word for your contact group.*



Save

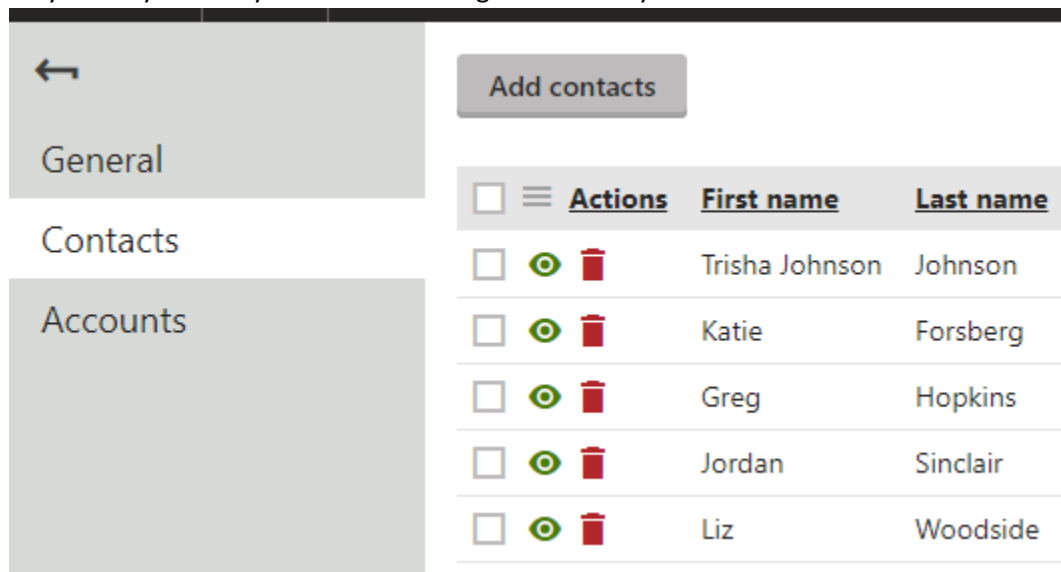
Name:\* WU Automated Campaign Report

Code name:\* (automatic) ?

Description:

Condition-based contact group:  Contacts that fulfill the condition are assigned to the contact group.

5: You can either Select “Add Contacts” to add recipients of the Automated Email Analytic Report that may already exist in your contact management library.



5b: If you need upload a new contact, please go to the Contact Management application to upload a .csv file with your additional contact. To view how to do this, please see our documentation on uploading new contacts into a group

<https://atlas.atlasportals.com/Support-Documents/Uploading-a-Contact-List>