

Email analytics

Version 8.0



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Email progress

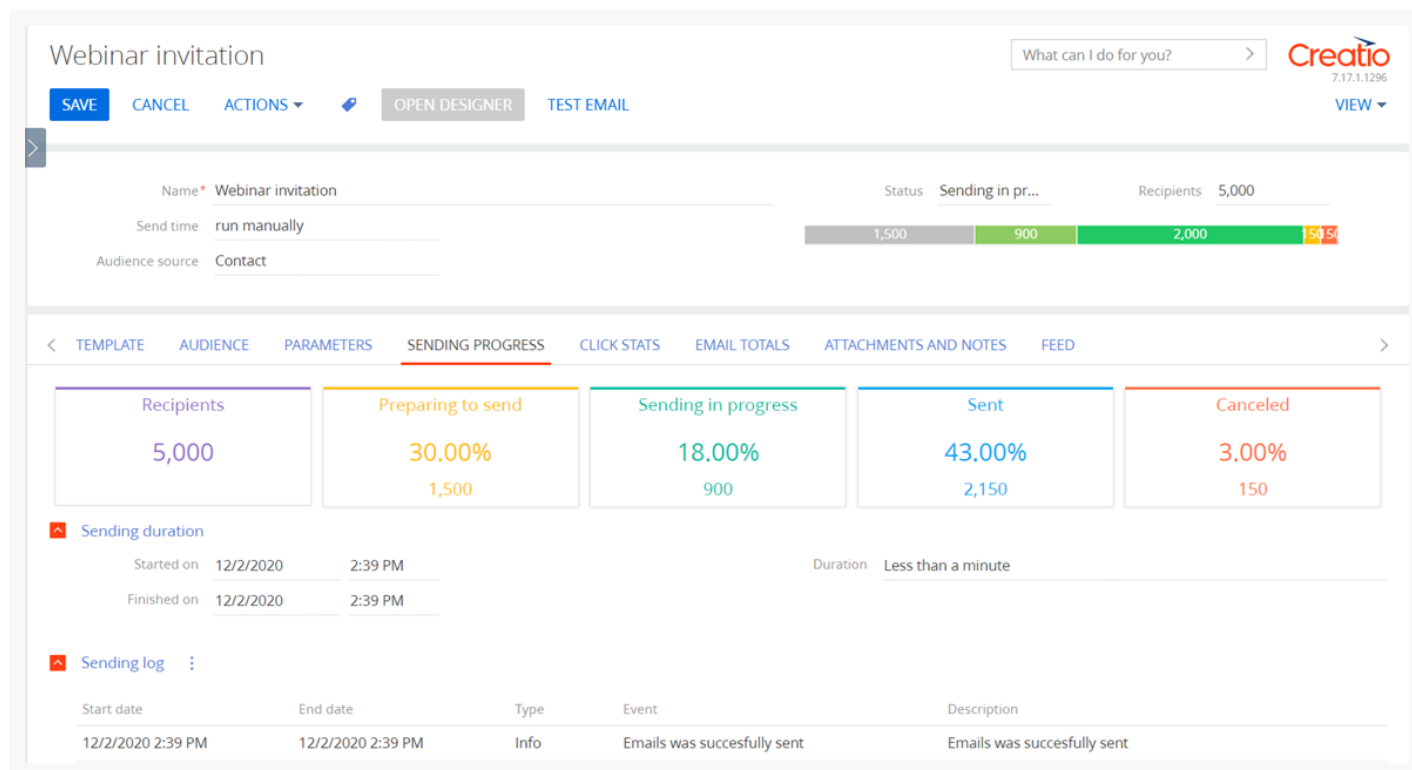
PRODUCTS: **MARKETING**

View the email data in the [*Sending progress*] tab on the email page, available out-of-the-box (Fig. 1). Use this data to adjust the email sending process and improve the delivery rate. The following email data is available:

- Email [delivery chart](#) that displays the current status of individual emails.
- Email sending [progress analytics](#) that displays recipient quantity and percentage metrics by status.
- The email start and finish [date and time](#).
- [Sending log](#) that displays successful events and sending errors.

Summary data for emails started in the last 72 hours is available in the [sending progress dashboard](#).

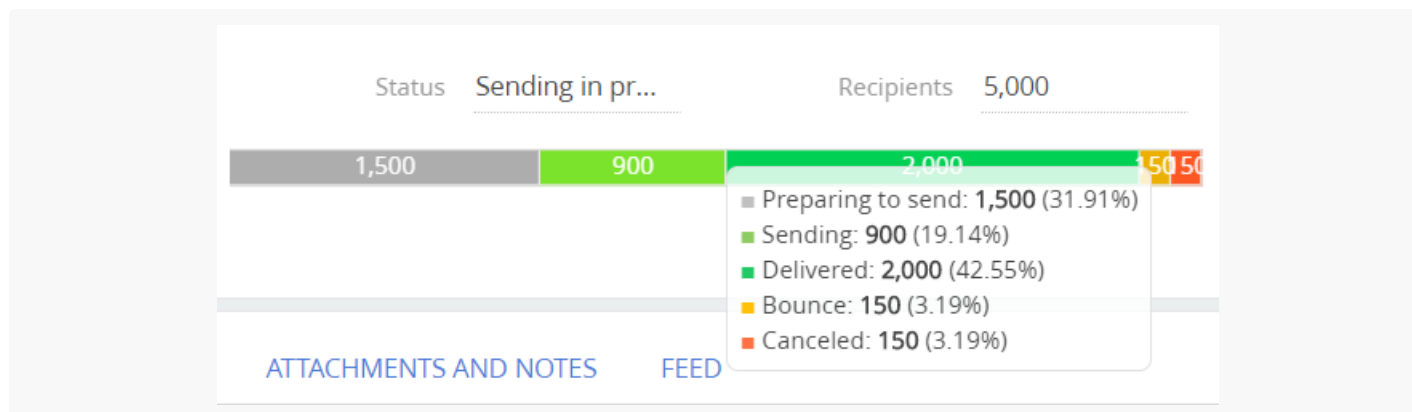
Fig. 1 Email sending progress



Email delivery progress chart

The **chart** (Fig. 2) on the email page visualizes real-time information about the email sending and delivery progress. Hover over the chart to view the more information by email status.

Fig. 2 Email progress chart



- **Preparing to send** - the number of emails Creatio has not yet sent. For instance, Creatio sets the status to “Preparing to send” when going through the [throttling](#) segmentation. This status corresponds to the “Planned” response.
- **Queued** - the number of segmented and ready-to-send emails for which Creatio has not yet received the mail provider's response. This status corresponds to the “Queued” response.
- **Delivered** - the number of emails delivered to recipients. This is the number of recipients with the “Accepted by the server” mail service provider response.
- **Bounce** - the number of emails with “Hard Bounce” and “Soft Bounce” responses.
- **Delivery error** - the number of emails with “Sending error (to provider)” and “Rejected” responses.
- **Stopped** - the number of unprocessed emails. This is the number of recipients with “Stopped (manually)” and “Stopped (time to send expired)” responses.
- **Canceled** - the number of unsent emails. This is the sum of recipients with the “Canceled (Duplicate email),” “Canceled (Unsubscribed from all emails),” “Canceled (Unreachable email),” “Canceled (Incorrect email),” and “Canceled (email not provided)” responses.

Read more: [Personal responses](#).

Email sending progress analytics

Creatio displays email progress analytics in “Metric” type dashboards on the [*Sending progress*] tab (Fig. 1):

- [*Recipients*] - the number of email recipients.
- [*Preparing to send*] - the number and percentage of emails Creatio is yet to send. This metric corresponds to the “Planned” response in the [*Audience*] tab and should display 0 for completed emails.
- [*Queued*] - the number of segmented emails the cloud service provider is ready to send or has already sent but for which it has not yet received the mail provider's response. This metric corresponds to the “Sent to the provider” response in the [*Audience*] tab and should display 0 for completed emails.
- [*Sent*] - how many recipients returned the provider's first response. This metric corresponds to the “Delivered,” “Hard Bounce,” “Soft Bounce,” and other similar responses in the [*Audience*] tab.
- [*Stopped*] - the number of recipients Creatio did not process, either due to [manual](#) stop of the email or due to the email reaching the expiration date.
- [*Canceled*] - the number of unsent emails. This metric corresponds to the “Canceled (Duplicate email),” “Canceled (Unsubscribed from all emails),” “Canceled (Unreachable email),” “Canceled (Incorrect email),” and

“Canceled (email not provided)” responses in the [*Audience*] tab.

Read more: [Personal responses](#).

Email start/finish date

You can view the following information in the [*Sending duration*] field group:

- [*Started on*] - the email start date.
- [*Finished on*] - the email completion date.
- [*Duration*] - how much time it took to send the email to all recipients.

Sending log

Monitor the email sending progress in the [*Sending log*] detail on the [*Sending progress*] tab.

Alternatively, view data about all bulk emails in the mailing log. Open the mailing log from the **System designer** or by clicking [*Email*] → [*Actions*] → [*Mailing log*].

Should any errors occur during the sending process, the log will help you to find out the reasons and fix the original issue.

The log displays data as a record list. The [*Type*] column specifies the log record type: “[Info](#)” for successful events or “[Error](#)” for unsuccessful events.

Successful events in the sending log

The table below lists events that indicate successful email sending progress.

Event	Description	Comment
Start sending email	The email is scheduled on {MM/DD/YYYY HH:MM:SS time zone}.	Creatio will record this event for bulk emails only if you select “at the specified time” in the [<i>Send time</i>] field and click Schedule sending.
	Sending email was started.	Creatio records this event after the email starts regardless of the start option.
Check integration with cloud email service	Connection with cloud email service is active.	Creatio records this event before the email starts. It means Creatio integration with the cloud email service has been set up correctly.
Preparing a batch of recipients for sending to the	Batch #{0} of {1} recipients contains: {2} - will send to cloud email service, {3} - will not send incorrect email {4} - will not send	Creatio sends emails in batches of 20000 messages, one after another until it

Sending to the cloud email service (batch can contain up to 20000 recipients)	Send, incorrect email, {4} - will not send, email does not exist, {5} - will not send, email is not actual, {6} - will not send, recipient unsubscribed.	one after another, email covers the entire email audience. The event description elaborates on how many emails Creatio did not send and specifies reasons.
Sending batch of emails to the cloud email service	Batch #{0} of emails was successfully sent.	The event means Creatio sent an email batch successfully.
Email paused manually	Email was paused by user.	Creatio records this event if a user pauses the email with the "Waiting before send" status. Read more: Pause an email .
Email stopped manually	Email was stopped by user.	Creatio records this event if a user stops the email manually. Read more: Stop an email .
Email expiration date reached	Email was stopped and switched the status to "Expired" due to expiration date is reached.	Creatio records this event if the email stops after reaching the expiration date. Read more: Set up the email expiration date .
Emails was successfully sent	Sending complete.	If Creatio finds no new recipients, it will record this event. There will be no more attempts to send out this email. Creatio will change the email status to "Completed."

Note. Creatio records the event that activates a trigger email to the campaign log. Read more: [Monitor campaigns](#).

Error events in the sending log

The [*Error description*] column in the sending log contains the full description of each sending error.

Should an error occur, contact Creatio support and describe the error in as many details as possible.

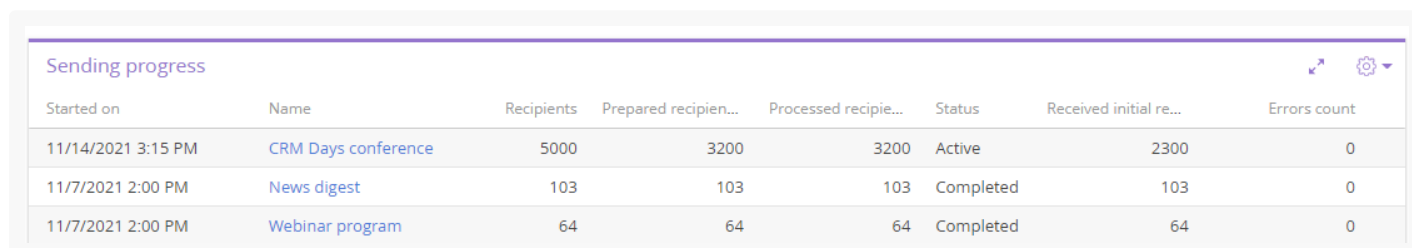
The table below lists errors Creatio records to the email sending log.

Event	Description	Comment
Audience actualization from the campaign	Error while updating the email audience from the campaign.	Creatio records this event if unable to add a campaign audience to the email.
Adding audience to email	Recipients group processing failed.	Creatio records this event if unable to add recipients to the email audience.
Sending messages to cloud services	Error while sending messages to cloud services. Email sending error. Error while setting a communication limit. Error while saving the template.	Creatio records this event if the cloud email service is not available.
Sending a batch of emails	Error while handling initial responses of an email. Error while sending a batch of {Number} emails. Email sending error.	This event means Creatio cannot send an email batch.
Message validation	Error while validating the message.	Creatio records this event if the sender's email was not verified during the email setup.

Email sending progress summary dashboard

View data about the progress of emails started in the last **72 hours** in the [*Sending progress*] tab of the [*Email*] section's [*Dashboards*] view (Fig. 3).

Fig. 3 Sending progress dashboard



Started on	Name	Recipients	Prepared recipien...	Processed recipie...	Status	Received initial re...	Errors count
11/14/2021 3:15 PM	CRM Days conference	5000	3200	3200	Active	2300	0
11/7/2021 2:00 PM	News digest	103	103	103	Completed	103	0
11/7/2021 2:00 PM	Webinar program	64	64	64	Completed	64	0

The real-time [*Sending progress*] dashboard displays the numbers of prepared and processed recipients, as well as that of sent emails.

The table below describes the columns of the [*Sending progress*] dashboard.

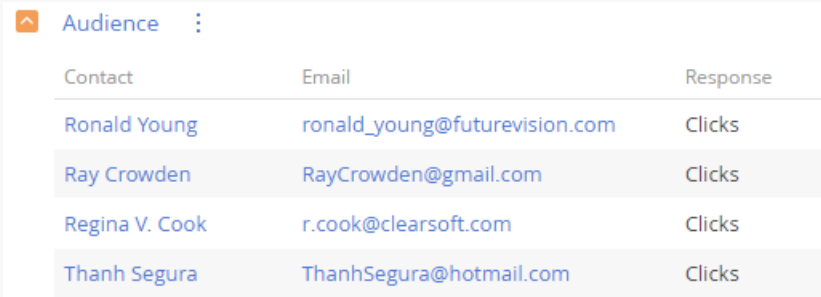
Column	Description
Recipients	The sum of email recipients
Prepared recipients count	The number of recipients Creatio segmented. Creatio is ready to send emails to those recipients.
Processed recipients count	The number of emails Creatio has already passed to the cloud service or was unable to send. For instance, the email was a duplicate or an unforeseen error occurred.
Status	The current email status. For example, “Planned” or “Sending.”
Received initial response count	The number of recipients whose email provider sent the initial response.
Errors count	The number of errors occurred after the cloud service passed emails to providers.

Personal responses

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The **recipients’ individual responses** are updated as soon as Creatio receives them from the server of the email provider. View responses from each email recipient in the [*Response*] column of the [*Audience*] tab (Fig. 1).

Fig. 1 Personal responses



Contact	Email	Response
Ronald Young	ronald_young@futurevision.com	Clicks
Ray Crowden	RayCrowden@gmail.com	Clicks
Regina V. Cook	r.cook@clearsoft.com	Clicks
Thanh Segura	ThanhSegura@hotmail.com	Clicks

Note. Creatio does not include test email recipients in the email audience. The [*Audience*] tab does not display responses to test emails.

You can also view recipients’ individual responses to both bulk and trigger emails in the [*Contacts*] section.

Depending on whether an email was delivered or not, the responses can be grouped as follows:

- responses received **if an email was delivered**
- responses received **if an email was not delivered**

Creatio can receive responses both from the **server of the email provider** (e. g., “Invalid email address” or “Delivery error” responses) and the **email recipient** (e. g., “Opened”, “Clicked”).

The tables below list available Creatio responses and their descriptions. Some of the responses below can replace each other, others are final. When Creatio receives a final response, no further change is possible.

Creatio prepares to send the email

Response	Meaning	Reasons for receiving the response
Planned	Creatio has not processed the email yet.	The recipient was added to the audience of an incomplete email manually.
Ready to send		Creatio started sending emails and configured the recipient’s email. For example, the template was specified, macro values were added, etc.
Queued		Creatio has already forwarded the configured email to the cloud email service, but the service has not sent the email to the recipient yet.

Creatio did not send the email

Response	Meaning	Reasons for receiving the response
Canceled (email not provided)		The email audience contains recipients that do not have an email address specified.
Canceled (sender’s domain not verified)		Assigned if your email domain is not verified. Learn more in a separate guide: Email domain verification .
Canceled (template not found)		Assigned to recipients whose email was not sent due to a missing email template. This can occur if dynamic content replicas are set up incorrectly and recipient ends up in an email audience without any replica matching the filter conditions of the recipient.
Canceled (invalid email)		Assigned to a recipient whose email address has the [<i>Invalid</i>] checkbox selected. Learn more in a separate article: Keep communication options valid

		Communication options valid.
Canceled (duplicated email)	Creatio did not send the email to the recipient. Final response.	The email audience contains recipients that have the same email address, and the “Prevent to send duplicated emails to recipients with the same address” (“PreventDuplicatesSending” code) system setting is enabled.
Stopped (manually)		Creatio did not send the email since the sending was canceled manually.
Stopped (time to send expired)		Email expiration date was reached before the Creatio could send the emails.
Canceled (unsubscribed by email type)		The recipient is unsubscribed from this email type, which is specified on the [<i>Email subscription</i>] detail of the contact page.
Canceled (unsubscribed from all emails)		Recipient unsubscribed from emails. Creatio selects the [<i>Do not use email</i>] checkbox for the contact that received the response.
Delivery error		An error occurred while sending the email to the mail server. View the error description in the [<i>Response reasons</i>] and [<i>Reason details</i>] columns of the [<i>Audience</i>] detail.
Unknown response		An unidentified error occurred during the sending process.
Email limit reached		Creatio rejected the email in accordance with the rules set up in the [<i>Email restriction rules</i>] lookup.

Provider delivered the email

Response	Meaning	Reasons for receiving the response
Delivered	The provider delivered the email to the recipient successfully but they have not opened it yet.	The email was delivered to the server of the recipient's provider.
Open	The provider delivered the email to the recipient successfully and they opened it.	The recipient opened the email at least once. View how many times they opened the email on the [<i>Opens</i>] column of the [<i>Audience</i>] tab.
Open (machine)	Spam detector bot, not actual recipient, opened the email. For example, the Mail Privacy Protection (MPP) mechanism of the Apple Mail app in iOS 15 and later.	The recipient has not opened the email yet, thus Creatio does not include the response in open stats. Currently, only the SendGrid provider identifies emails opened by bots.
Clicks	The provider delivered the email to the recipient successfully and they followed a link in the email.	The recipient opened the email and followed any link except the unsubscribe link. The link can be a button, clickable image, contact data link, etc. View the number of clicks in the [<i>Clicks</i>] column of the [<i>Audience</i>] tab.
Unsubscribed	The provider delivered the email to the recipient successfully but they unsubscribed from emails. Creatio selects the [<i>Do not use email</i>] checkbox in the recipient's contact profile automatically. The contact does not receive further emails. Final response.	The recipient opened the email and followed the unsubscribe link or unsubscribed directly from the email client without opening the email.
Spam complaint	The provider delivered the email to the recipient successfully but they complained about the email and marked it as spam. Creatio selects the [<i>Do not use email</i>] checkbox in the recipient's contact profile automatically. The contact does not receive further emails. Final response.	The recipient marked the email as spam.

Note. Creatio displays the responses listed above on the opens/clicks chart and includes them in the click heatmap. Learn more in a separate article: [Open and click rates](#).

Provider did not deliver the email

Response	Meaning	Reasons for receiving the response
<p>Soft Bounce</p>	<p>Creatio sent the email to the server of the provider, but the provider could not deliver the email within the specified period (48 hours for Elastic Email). In most cases, you can resend the email, for example, in another campaign.</p> <p>If an address receives this response repeatedly, this can indicate that the address is no longer used.</p>	<p>The mailbox of the recipient is full.</p> <p>The mail server of the recipient is in autonomous mode, for example, overloaded, temporarily unavailable or undergoing maintenance.</p> <p>The IP address of the sender has low reputation.</p> <p>The SPF record required to verify the domain of the sender is configured incorrectly.</p> <p>The server of the recipient marked the email content as spam.</p> <p>View the response reason for each case in the [<i>Response reasons</i>] column on the [<i>Audience</i>] tab or on the contact page.</p>
<p>Hard Bounce</p>	<p>The provider did not deliver the email to the recipient. Creatio clears the [<i>Valid</i>] checkbox in the contact profile of the recipient. Final response.</p>	<p>Creatio sets this response in case of a constant delivery error, for example:</p> <p>The email of the contact is incorrect.</p> <p>The specified email does not exist.</p> <p>View the response reason for each case in the [<i>Response reasons</i>] column on the [<i>Audience</i>] tab.</p>

Note. You can also view the responses above on the general error chart of the [*Email totals*] tab. Learn more in a separate article: [Email delivery rates](#).

Reasons for email delivery failure

The options below are available in Creatio 8.0.2 Atlas and later.

To analyze the reasons for email delivery failure, use the corresponding dashboard on the Marketing Creatio homepage. To view the reason for the response to a particular email:

- Open the email page → the [*Audience*] tab → the [*Response reasons*] column.
- Open the contact page → the [*History*] tab → the [*Email - Bulk emails*] detail → the [*Response reasons*] column.

Response	Reason for delivery failure	Meaning
Soft Bounce	Will Retry	The provider is experiencing temporary email delivery issues. Retries are attempted.
Hard Bounce	Unknown Recipient	The recipient address does not exist.
	Mailbox Problem	The recipient address does not exist.
	Spam Reject	The mail server of the recipient rejected the email due to spam suspicions.
	Domain Not Found	The domain of the recipient does not exist or cannot receive incoming emails.
	IP Reputation Issue	The mail server rejected the email since the reputation of the sender's IP address is low or the sender's IP address is blacklisted.
	Recipient Blocked	The provider blocked the address of the recipient.
	Other	The mail server rejected the delivery. Learn more about the error on the email page → the [<i>Audience</i>] tab → the [<i>Reason details</i>] column or on the contact page → the [<i>History</i>] tab → the [<i>Email - Bulk emails</i>] detail → the [<i>Reason details</i>] column.

Response changes

Responses that indicate that the email was not sent or that no delivery / delivery failure confirmation was received

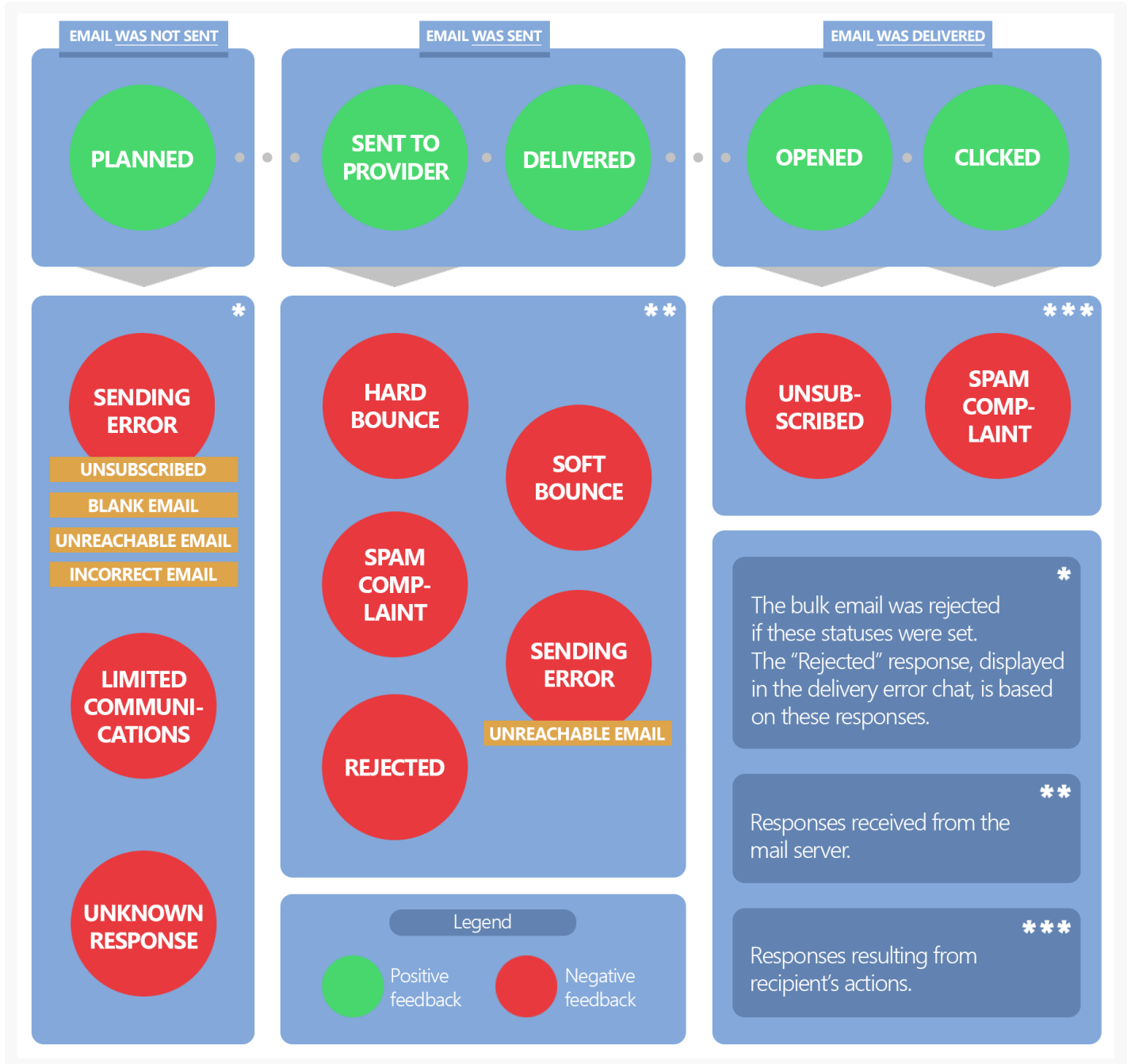
are final and cannot be changed.

Responses received for sent emails have different priorities. If Creatio receives a new (non-final) response, the previous responses that have lower priority are replaced with the new response (Fig. 2).

For example, if a recipient opens an email, clicks a link, then marks the email as spam, Creatio displays “Spam complaint” in the [*Response*] column on the [*Audience*] detail.

Note. Specify the number of days within which to record the final response for each contact in the “Time period (days) to update email statistics” (“MailingStatisticUpdatePeriod” code) system setting. After the specified period, Creatio stops changing the responses on the contact page as well as the [*Audience*] tab of the email page.

Fig. 2 Email responses



Open and click rates

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Use the **Click stats** tab of the email page to access a detailed performance statistics on every link in your emails ([Fig. 1](#)).

Fig. 1 The [*Click stats*] tab on the email page

TEMPLATE AUDIENCE PARAMETERS **CLICK STATS** EMAIL TOTALS ATTACHMENTS AND NOTES FEED

Click heatmap Calculate recipients

Customers

Default

[#Recipient.Salutation] we invite you to attend our innovative "Product promotion to market" seminar. You are about to have a two-day class with the best market leaders and a small group that will help you to consolidate your knowledge. The seminar Program and prices are already published on our web site. We will tell you more about speakers and activities in the following bulk emails. Do not miss your chance!

Register

If you don't want to receive it anymore, [unsubscribe](#).

Link performance

Links Group by unique links Filter by template

Title	URL	No. of clicks
Register	http://ourcompany.com/seminar-register	22
prices	http://prices.com/	17
Program	http://seminarprogram.com/	54
Register	http://ourcompany.com/seminar-register	31
prices	http://prices.com/	14
"Product promotion to market"	http://ourcompany.com/seminar	6
Register	http://ourcompany.com/seminar-register	38

The [*Click stats*] tab contains:

- **Click heatmap.** It enables you to analyze your subscribers' interests and improve the email layout. The click heatmap is updated every two hours.
- **Link performance chart.** Use it to analyze how popular the email links are.
- **Links.** Displays the number of clicks by specified links.

Note that the number of clicks you see on the [*Click stats*] tab might differ from the delivery statistics on the [*Email totals*] tab:

- The [*Clicks*] metrics on the [*Email totals*] tab displays the total number of unique contacts who received a

“Clicked” response during the email sending process. For example, if a recipient clicks multiple links in one email, they will be recorded as a single click.

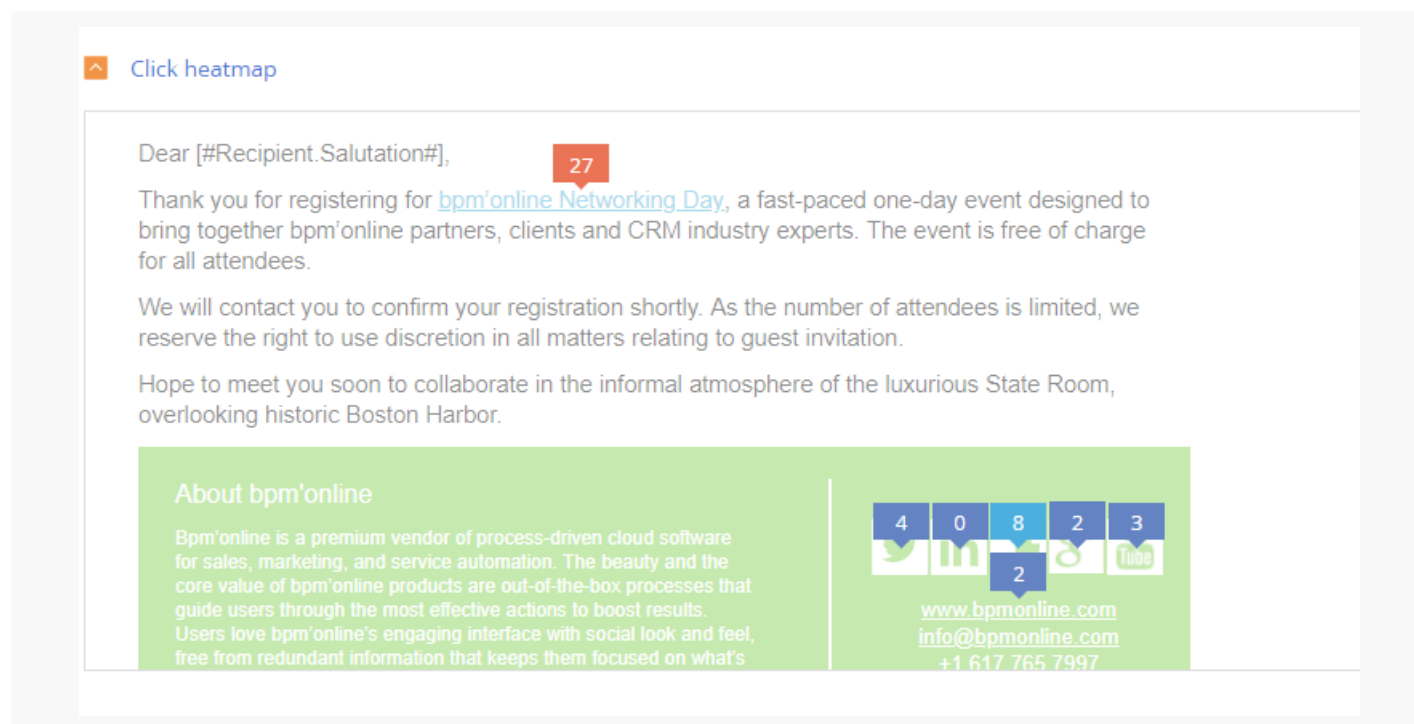
- The [*Click stats*] tab displays click numbers for all individual links in the email, i.e. each click is taken into account during calculations. For example, if the recipient clicked two or more links, all clicks will be taken into account.

Displaying of dashboards on the [*Click stats*] tab depends on the email content type: **dynamic** or **static**. For emails with dynamic content the number of links depends on the URLs used in all template replicas. The click statistics treats each URL in each replica as a unique link, regardless of whether it is in the dynamic or static content block. Creatio adds a unique parameter to all URLs in a template. This parameter is used for differentiating links from different replicas by Creatio. Click stats are calculated separately for each replica. More information on the topic is available in the “[Configure dynamic content for emails](#)” article.

Analyze the heatmap

Click heatmap is a tool to measure and display statistics by clicks. The click heatmap shows clicks directly on the email template. Each clicked link shows the number of clicks next to it (Fig. 1). The color of the click prompt illustrates how popular the link is: the minimum number of clicks in the email is marked in blue, while the maximum number is marked in red.

Fig. 1 Email click heatmap (static content)



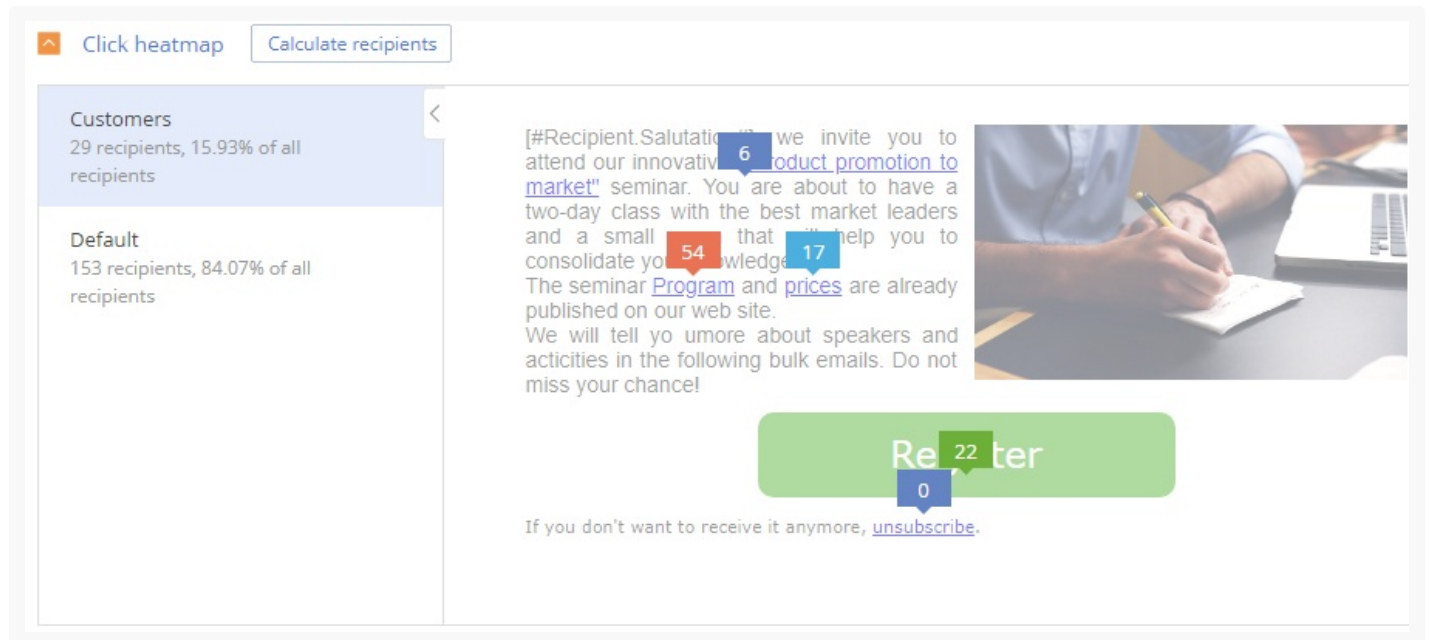
A “click” on the heatmap represents a unique contact from the email audience, who followed a link in the email. If the same recipient clicked the same link several times, the heatmap will still display this as a single click.

For emails with **dynamic content**, the heatmap is available for each of the different replicas (Fig. 2). To see the click stats for a replica, select it in the list to the left of the heatmap. Creatio calculates click statistics separately for every replica.

You can use the **Calculate recipients** button for this purpose. When you click the button for each replica,

Creatio calculates the number of contacts such replica has been sent to, as well as the percentage of the replica recipients from the total email audience. The calculation results are displayed under the replica titles.

Fig. 2 Email click heatmap (dynamic content)

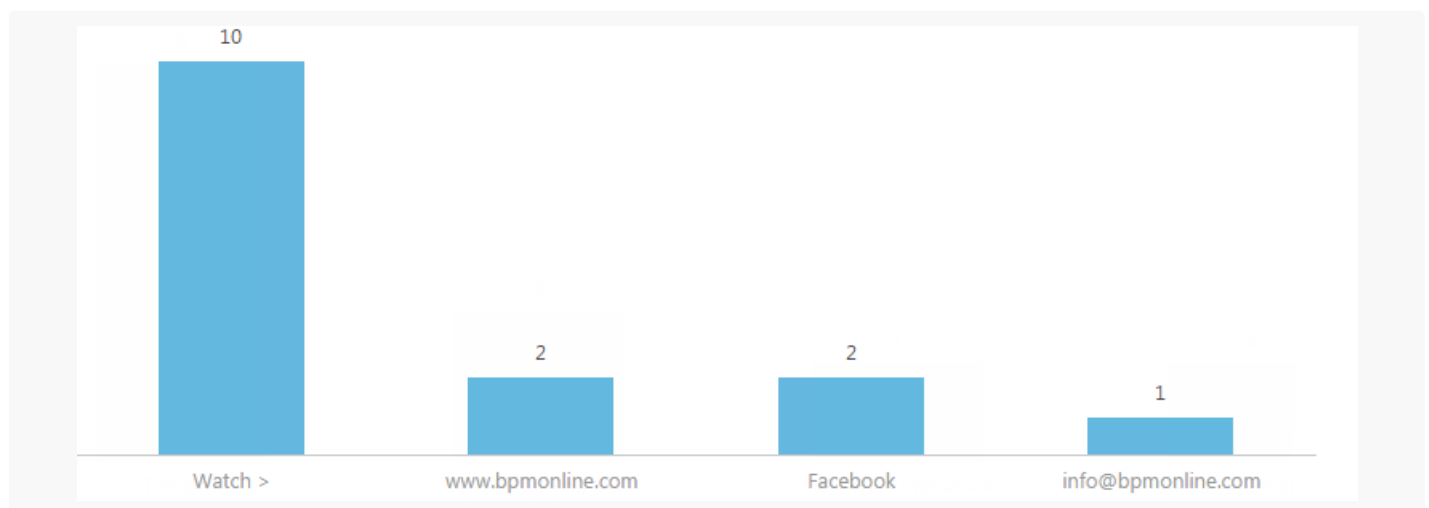


Analyze the opens/clicks chart

The **link performance bar chart** (Fig. 1) displays the number of unique clicks per link.

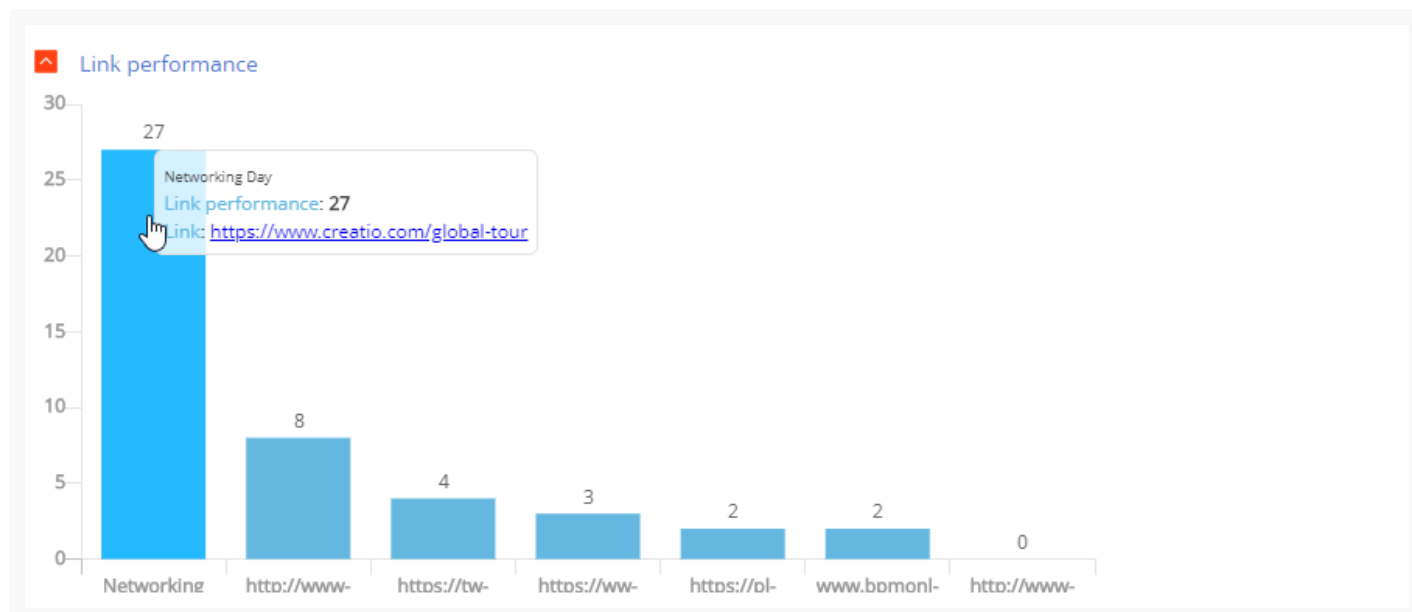
Use it to analyze how popular the email links are. You can edit link titles that are displayed on the chart using the **Links** detail.

Fig. 1 Link performance chart



If you use more than 7 unique links in your email, their titles will not be displayed in the chart. To view the detailed information on each of the links, hover the cursor over the corresponding bar on the chart (Fig. 2).

Fig. 2 Viewing link details on a link performance chart



For emails with **dynamic content**, the chart shows the number of clicks per link for every template replica.

Analyze clicks


The number of clicks for each link is available on the [*Links*] detail of the email page ([Fig. 1](#)).

Fig. 1 The [*Links*] detail

Links Group by unique links Filter by template

Title	URL	No. of clicks
Register	http://ourcompany.com/seminar-register	22
prices	http://prices.com/	17
Program	http://seminarprogram.com/	54
Register	http://ourcompany.com/seminar-register	31
prices	http://prices.com/	14
"Product promotion to market"	http://ourcompany.com/seminar	6
Register	http://ourcompany.com/seminar-register	38
"Product promotion to market"	http://ourcompany.com/seminar	42
Program	http://seminarprogram.com/	50
prices	http://prices.com/	27
"Product promotion to market"	http://ourcompany.com/seminar	4
Program	http://seminarprogram.com/	16

Use this detail to change the link titles that will be displayed on the [*Link performance*] and [*Links*] details. To do this:

- • Select a link in the detail list.
- • Click  and select the **Edit** command in the menu.
- • Save the changes.

The title remains unchanged in the email template.

Use the **Group by unique links** checkbox to see the click stats totals by the email URLs.

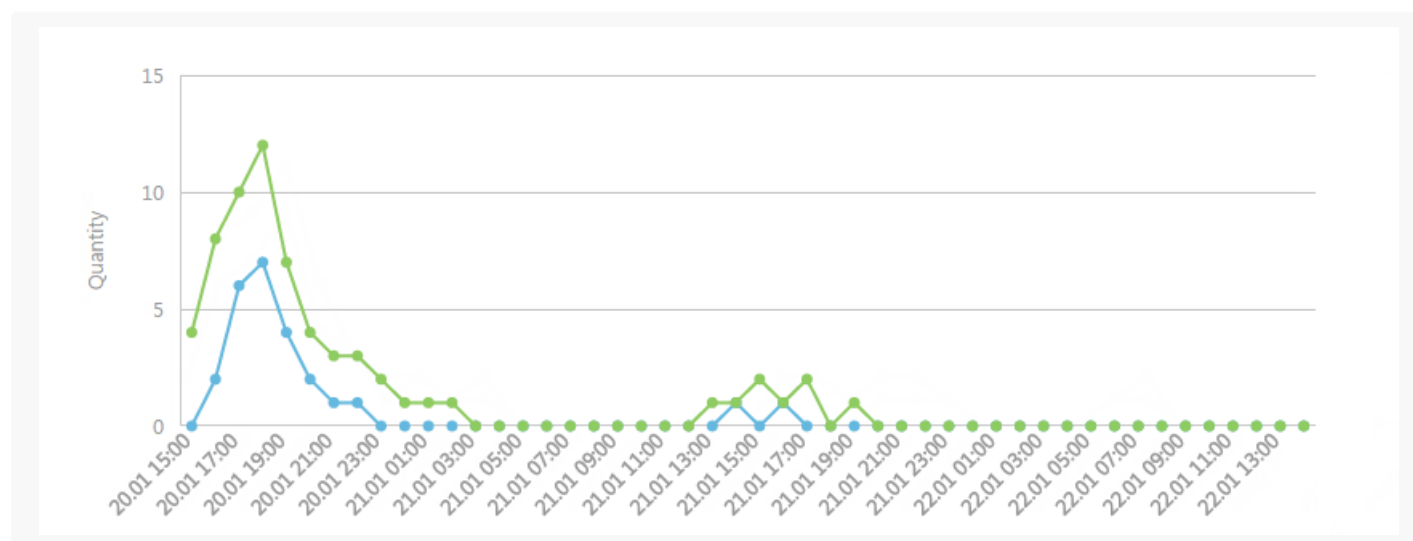
For emails containing **dynamic content**, the [*Links*] detail will display the full list of hyperlinks from all replicas of the template. To evaluate the click dynamics for each of the replicas, use the quick **template filter**. The detail displays the link URLs as they were added to the email template. The parameters that Creatio automatically assigns to each link are not displayed.

Analyze the dynamics of “opens” and “clicks” time-wise

Use the **opens/clicks chart** ([Fig. 1](#)) to analyze the opens/clicks dynamics during the day to determine the **best time to send emails**.

The opens/clicks chart is available on the **Email totals** tab. The chart data updates every two hours.

Fig. 1 Link performance chart



The line chart is used to display the number of unique opens and clicks.

The X-axis displays the **period after the email start** (2 days by default) in 1-hour intervals.

The Y-axis displays the **number of unique recipients**. If a recipient opens an email and clicks on a link several times within a certain time, the graph will only take into account the time of the first open and click. Also, if a recipient opens an email and clicks on the unsubscribe link, the chart will record an additional open and click.

Note. You can change the period of the link performance chart via the “Stats update interval for emails, hrs” system setting.

Marketing email metrics

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Section analytics enables evaluating the results of all or only selected emails per period. The visual display of data about the number of sent and delivered emails, opens and clicks, spam complaints, etc. helps monitor audience involvement and determine the most popular email materials.

To open the [*Email*] section analytics, click the **Dashboards** view.

Note. More information about working with dashboards and dashboard setup is available in the “[Set up dashboards](#)” article. Configuration of the [*Delivered*], [*Opens*], [*Clicks*], [*Soft Bounce*], [*Hard Bounce*], [*Unsubscribes*] and [*Spam complaints*] indicators is performed by a developer.

The [Email totals] tab

Sent	The total number of sent emails.
Delivered	Percentage and quantity of delivered emails. The percentage of delivered emails is calculated based on the total number of sent emails in the [<i>Sent</i>] indicator.
Opens	Percentage of the number of opened emails against the total number of delivered emails.
Clicks	The percentage of unique clicks against the total number of delivered emails.
Soft Bounce	The percentage of delivery errors with a “Soft Bounce” response against the total number of sent emails.
Hard Bounce	The percentage of delivery errors with a “Hard Bounce” response against the total number of sent emails.
Unsubscribes	The percentage of recipients who unsubscribed against the total number of delivered emails.
Spam	The percentage of recipients who made spam complaints against the total number of delivered emails.
Delivery errors	The total number of undelivered emails grouped by reasons for non-delivery. The chart is based on records that received the following responses: “Canceled”, “Invalid email address”, “Delivery error”, “Soft Bounce”, “Hard Bounce”, “Canceled (unsubscribed from all emails)”, “Canceled (invalid email)”, “Canceled (incorrect email)” and “Canceled (email not provided)”. The records are available on the [<i>Audience</i>] tab → the [<i>Audience</i>] detail.

The [Top indicators] tab

Top emails by coverage	List of email campaigns with the greatest number of recipients. Only emails with the “Sent”, “Sending” and “In progress” status are displayed in descending order based on the number of recipients.
Links by number of clicks	List of emails with the greatest number of unique clicks. The diagram displays emails in descending order based on the number of clicks.
Top recipients by opens	List of emails with the greatest number of opened emails. The number of opens is calculated by the total number of “Open” and “Clicks” responses. The data is sorted in descending order based on the number of opens.
Top recipients by clicks	List of contacts who clicked links within the emails most frequently. The diagram displays the total number of emails from which the “Clicks” response was received. The data is sorted in descending order based on the number of clicks.

Analytics gathering

PRODUCTS: **MARKETING**

How Creatio calculates the number of opened emails

To get information about email opens, use the **“pixel” tracking method**. A one-pixel image is automatically added to each message sent as part of a marketing email campaign. After the recipient opens the email, the image is downloaded from the server. The number of downloads corresponds to the number of opens.

In some cases, the recipient's browser or email software can block image downloads. If the [*Opens*] column of the [*Audience*] detail shows “0”, but there are recorded clicks, it means that image downloading is blocked by the recipient's software and accurate data about the opens was not received. Such cases are analyzed by the system and calculated within the [**Open rate, %**] and **No. of opens** metrics of the delivery statistics diagram. Read more about test emails in the [“Analyze delivery rates”](#) article.

MS Outlook only considers an email opened if it's been viewed in a separate window. Previewing a message in MS Outlook is not considered as an “Open”, because in this case the images are not loaded. Test email opens do not count.

How Creatio monitors the “Marked as spam” responses

Spam complaints must be monitored to prevent possible blocking of your emails by spam filters in the future.

Creatio will add **“Marked as spam”** response if an email is sent to the spam folder. An email can be sent to spam not only by the recipient but also as a result of being blocked by the email provider's spam filter or because of detecting viruses in the email.

This type of response is processed through the **Feedback Loop (FBL)** mechanism.

Feedback Loop (FBL) basics

The FBL ensures that **the sender is notified if a complaint was received** about their emails from the recipient. As soon as an email is flagged as spam, the email provider reports a complaint to the sender. Usually, the report contains the recipient's email, the original message and the reason for flagging the email as spam. These reports trigger "Spam" response in Creatio. The [*Audience*] tab of the email page contains information about spam complaints.

Email providers that support FBL

The following recipient providers can send "Spam" responses (the list is not complete):

- Hotmail;
- Microsoft (Hotmail, Outlook, Live, MSN);
- Comcast;
- Yahoo Mail;
- AOL Mail, etc.

Gmail does not support FBL technology but uses an alternative mechanism for unsubscribing Gmail users from emails. It is a special List-Unsubscribe caption, which allows displaying the "Unsubscribe" button next to the "Report spam" button. In this case, the user is more likely to click the "Unsubscribe" button than report spam. All recipients who click the unsubscribe button or link will get the "Unsubscribed" response.

Yandex.Mail does not support FBL technology. If a mail service does not support FBL, the "Spam" response cannot be received from them.