

GovDelivery Message Analytics Module

Detailed reporting capabilities are fundamental to enhancing and measuring the effectiveness of subscription item topics and emails sent. Real-time email tracking and reporting from GovDelivery enables system users to view email delivery metrics to ensure that communications are achieving their desired goals. With email delivery and response tracking, users can view aggregated and individual email results; enabling them to see who opened the email and which links subscribers clicked. Reporting shows aggregated statistics and which items generated the most subscriber interest. This valuable information can help agencies determine what their subscribers find most interesting, allowing the agency to modify their content output to satisfy that trend.

GovDelivery's email delivery metrics show:

- Email bulletins sent and delivered
- Recipients who opened each email and clicked-through to the content on the website
- Links which generated the most activity
- Deliverability data for individual items

Administrators can access and download detailed information on all delivery activity.

Bulletin Addresses

Importance: Normal
 Subject: Nationwide Data on Treatment Admissions for Substance Abuse
 Date Sent: 09/23/2008 14:13:53
 Total Sent: 17,666
 Delivered: 17,207
 Unique Opens: 4,876
 Open Rate: 28.34%

Bulletin Links: 22: <http://www.oas.samhsa.gov/dasis.htm#Reports>, <http://oas.samhsa.gov/mh.cfm>, <http://oas.samhsa.gov/products.htm#Reports>, <http://oas.samhsa.gov/>, <http://ncadistore.samhsa.gov/catalog/productDetails.aspx?ProductID=17909>, <http://www.samhsa.gov/privacy.aspx>, [http://oas.samhsa.gov/atest.htm](http://oas.samhsa.gov/TEDS2k6highlights/toc.cfm(2)), <http://findtreatment.samhsa.gov/>, <http://www.oas.samhsa.gov/samha2.htm>, <http://oas.samhsa.gov/statesList.cfm>, <http://www.samhsa.gov/>, <http://www.oas.samhsa.gov/dasis.htm>, [http://www.samhsa.gov/aboutsamhsa/contacts.aspx#3](http://mentalhealth.samhsa.gov/cmhs/MentalHealthStatistics/), [http://www.samhsa.gov/newsroom/advisories/0809233315.aspx](http://www.samhsa.gov/eNetwork/faqs.aspx), <http://www.oas.samhsa.gov/statesMhlist.cfm>, [http://service.govdelivery.com/service/user.html?code=USSAMHSA\(3\)](http://service.govdelivery.com/service/user.html?code=USSAMHSA(3))

Total Clicks: 1,848
 Unique Clicks: 1,554

E-Mail Address	Delivery Status	Failure Message	Bulletin Opens	Link Clicks	Click Summary	View/Resend
Emailaddress1@gmail.com	Delivered		1	1	http://www.samhsa.gov/newsroom/advisories/0809233315.aspx (1)	View/Resend
Emailaddress2@yahoo.com	Delivered		1	1	http://oas.samhsa.gov/TEDS2k6highlights/toc.cfm (1)	View/Resend
Emailaddress3@comcast.net	Delivered		1	1	http://service.govdelivery.com/service/user.html?code=USSAMHSA(1)	View/Resend
Emailaddress4@hotmail.com	Delivered		1	1	http://ncadistore.samhsa.gov/catalog/productDetails.aspx?ProductID=17909	View/Resend

Bulletins Report

Summary

Bulletins Sent	94,577
Bulletins Delivered	92,406
Bulletins Opened	25,439
Average Open Rate	27.46%
Bulletin Links	134
Total Link Clicks	10,536

Date	To	Subject	Total	Pending	Success	Fail	%	Bulletins Opened	Open Rate%	Links Count	Unique Clicks	View/Resend	Bulletin Addresses
9/30/2008 11:09:00	Subscribers of Grant Announcements (11365 recipients)	Grant Announcement: Campus Suicide Prevention Grants	11364	1	11206	157	99	2919	26.05	14	895	View/Resend	Addresses
9/25/2008 12:54:44	Subscribers of Children & Families, Statistics, Reports, & Other Data (13684)	Statistics on Out-of-Home Services for Emotional or	13684	174	13392	118	98	3796	28.35	23	1425	View/Resend	Addresses
								4196	25.77	23	1486	View/Resend	Addresses
								4875	28.33	22	1848	View/Resend	Addresses

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For more information and answers to Frequently Asked Questions go to http://www.govdelivery.com/pdfs/MessageAnalytics_FAQ.pdf.

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