Email Results

What does it mean?

1. Click on the Connect tab.
2. Click the Broadcast Emails icon.
3. Click on the Broadcast Email in question from your list.
4. The Email results will give you a quick summary of what happened in your email.

   ▶ Email Results

<table>
<thead>
<tr>
<th>Adults/Youth1</th>
<th>Emails Sent</th>
<th>Delivered</th>
<th>Opened2</th>
<th>Pending3</th>
<th>Bounced/Dropped</th>
<th>Error</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email Results Breakdown:</td>
<td>45</td>
<td>61</td>
<td>59</td>
<td>20</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

1. This is the total number of families, adults, and youth contacted with this email campaign. Emails are consolidated when sent to the same email address (family email address) for different members. This will cause a discrepancy between the number of "Adults/Youth" contacted and the number of emails sent.
2. While we use all current technology available to attempt to record when an email is opened, it is still rather unreliable. However, the email delivery count "Delivered" is accurate and guarantees that the email recipient received the message to their inbox.
3. Emails marked as processed/pending have not returned a delivered status for some reason and may have been queued for another attempt in the future. This is usually due to a delay on the receiving server. If the subject matter of the email is important, these emails should "NOT" be counted on as being delivered as their exact status cannot be determined.

5. The easiest way to look at detailed information would be to click on the ALL link.

   ▶ Email Recipient List

   ▼ All Emails


6. The information lists the status of each entry.


7. The green arrow denotes a missing email address. In this example, members were chosen as the recipients. Remember, member email addresses are not a required field, therefore, you may miss several people you are intending to reach.
8. The red arrow denotes a possible wrong area code.
9. Definitions of email status:

**Dropped** is usually an indicator that the account exists, but it’s not accepting our email. It could be because the recipient has tagged a message as spam, or that their email client has done that for them. *In that case, they will need to update their spam preferences in that email client, white-listing the domain 4honline.com.*

**Bounced** can be several things, the most common being that their inbox is full. Or that their account has closed. Or that they typed in their email address incorrectly. *Basically, the email did not get to the address it was sent to.*

**Deferred** are those that are in a temporary state of neither being delivered nor rejected. Having a deferred system in place is good for the sender as it enables them to retry sending/receiving email. However, it also means that you need to be aware of the possibility of such messages being delivered hours after their original intent as well as possible discrepancies with your delivery reports. Therefore, it’s always a good idea to check such reports 18-24 hours after the initial send for the most complete analysis.

**Tips**

- Ensure all families have valid email addresses. Check and correct the County-Bad Email List under Quick Reports.
- Ensure your members have email addresses for each person if you will be sending emails to “Members”. A workaround would be to additionally choose send to “Families” because the family email is a required field.
- Have your members update their spam preferences in their email client, white-listing (allowing) the domain of 4honline.com.