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Email Tracking and Delivery Services

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Introduction

We have removed a bit of the mystery around just what happens to an email message after you click "Send Now".

Detailed reporting features let you be certain that your email was successfully delivered, and if it was not, you can see why it failed. This includes letting you know whether a recipient's email address is invalid, making it easier for you to know which recipients need to update their contact information.

In addition to knowing that your email was successfully delivered, the email tracking feature helps you gain insight into how many email recipients actually opened the emails you are sending. You can also use this information to learn about your message recipients' reading behaviors, such as which types of emails are most frequently read and which are not.

Email Delivery Reporting

We have added the ability to collect much more granular data about the delivery status of your email messages. You'll see not only whether an email was delivered successfully, but what went wrong if it wasn't. Invalid email addresses are also labeled as such, enabling you to know which recipients need to update their contact information.

Delivery Statuses

You'll find a column in your Email Log reports named **Delivery Results** which can display several possible values describing the delivery status of your email messages.

The following screenshot highlights the **Delivery Results** column in an example Email Log report.

Attempts	Last Attempt	Delivery Results
1	May 11, 2017 9:44 am	Delivered
1	May 11, 2017 9:44 am	Delivered
1	May 11, 2017 9:44 am	Delivered

Understanding Delivery Results Values

The **Delivery Results** column may contain one of several values, including the values you may be familiar with from previous versions.

As our system tracks an email's delivery progress, the statuses move forward to the next stage of delivery and do not move backwards. For example, once our systems receive a **Delivered** status, the status cannot update to a **Bounced** status.

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Delivery Status	Meaning
Blocked	The email address the system was trying to contact is on the Blocked Email list.
Bounced	We were unable to deliver the email to the recipient's email address due to some problem with the recipient's email service provider.
Duplicate	After sending an initial message, the system will flag an email address as Duplicate if it is encountered again in the same Broadcast.
Failed	We were unable to deliver an email to this recipient's email address because it is invalid.
No Email Selected	The recipient's email address was not associated with the Broadcast type. For example, if a recipient's email address were associated only with emergency Broadcasts and not general notifications, a general notification with an email message component and a list including the recipient would result in **No Email Selected**.
Soft Bounced	Our attempts to deliver the email to this recipient have failed so far, but we're still trying. This can happen if the recipient's inbox is full or if there is some temporary problem with their email server.
Unsent	The email hasn't been sent to the recipient yet.
Sent	The email has been sent to the recipient's email address, but we haven't received any more information from the recipient's email server yet. Many emails with a status of sent may actually be successfully delivered but since we have not received confirmation from the recipient's mail server, we categorize it as sent.
Delivered	We have received confirmation from the recipient's email server that the email was successfully delivered.
Opened	The email was opened by the recipient. You can use this result to determine how many recipients are interacting with your email broadcasts.

Email Tracking FAQ

How soon will I know whether recipients read my email?

Naturally, not everyone will read your email message immediately. Response values are constantly updated whenever the recipient is viewing the email. With this in mind, you can start viewing the report as soon as you send the Broadcast, but it may take some time to see the complete delivery results.

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How can I maximize the amount of email tracking data I receive?

While getting email tracking data for every recipient may be difficult or even impossible to achieve, there are some things you can do to improve the amount of email tracking data you receive with each Broadcast.

Encourage recipients to treat you as a trusted sender. If recipients tell their email clients to always accept images from you, then you'll receive tracking data for every email.

Don't frequently change the **From** address on your email messages. Once a recipient tells their email client to always accept images from you, it will do so whenever it sees an email from that particular email address. This will be broken if you change your **From** address, making the recipient need to actively accept images from the new address as well.

How can I enable email tracking on my Broadcasts?

You don't have to do anything. Email tracking is automatically enabled on all messages.

Why does the delivery status say "Delivered" when I know it actually bounced?

Although our systems detect a delivered email, there's the possibility that it can still bounce after the fact. Statuses move forward to the next stage of delivery and do not move backwards and this status is what's reflected in the status reports.