

# Advanced Campaign Statistics

This chapter covers

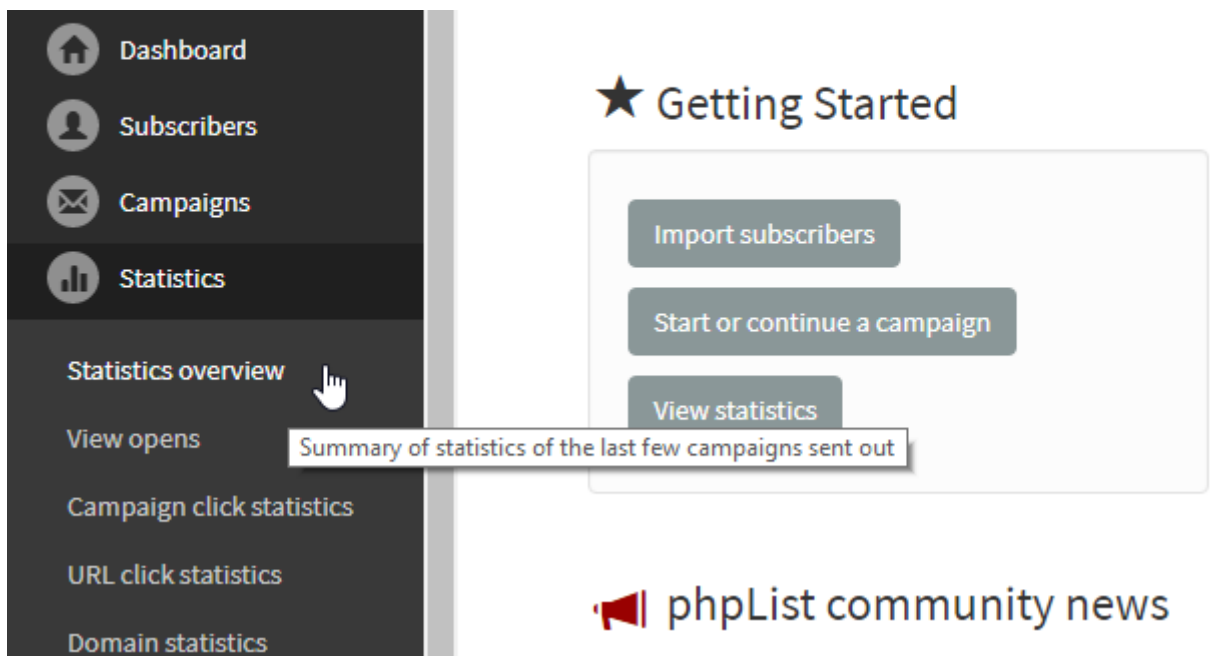
- The statistics menu
- Drilldown by campaign into clicks and/or opens
- Domain statistics
- Using a Google tracking code
- Forward to a friend.

Basic statistics, as found in the Statistics Overview, are covered in the chapter called Basic Campaign Statistics.

## The Statistics Menu

The statistics menu pulls together a lot of features. It is worth exploring what can be found through this menu. The main items on the menu are Overview, Opens, Campaign clicks, URL clicks and Domain statistics. You may also see other options, for example Advanced statistics, if your statistics plugins are activated.

To get a basic understanding of what data is available you can work methodically from the top down, first viewing each page, then seeing what links are provided in each page, and onwards. You will often come full circle.



In this chapter we will approach our drilldown from analysing one campaign, covering both opens and clicks. You can also compare multiple campaigns, or focus on a specific URL you are trying to drive traffic to. The approach you take depends on the questions you are trying to answer.

# Drilling down into an individual campaign

The starting point for an analysis of a single campaign is the campaign statistics overview. This can be found in **Campaigns > List of campaigns > Sent Campaigns** by clicking on the graph button

Campaign	Entered	Status	Action
phpList 3.4.0 released <b>phpList 3.4.0 released: New REST API, campaign template, security update</b>	17 Mar 2019 13:46:18	Sent: 19 Mar 2019 15:51:22	<div> <div>Statistics</div> <div> </div> <div> </div> </div>
Lists	List name phpList newsletter		

and also by visiting **Statistics > Statistics overview** and clicking on the name of the campaign.

Campaign	Date	Sent	bncs ?	fwds ?	Unique Views ?	total clicks ?	Unique Clicks ?
phpList 3.4.0 released phpList 3.4.0 released: New API, campaign template, security update	19 Mar 2019	16.025	219 (1,36%)	543	14.254 (88.54%)	10.114	8.763

Either of these routes will bring you to the Statistics Overview for a campaign. The page gives you an overview of information and two ways to drilldown are available.

## Campaign statistics

phpList 3.4.0 released	
Subject	phpList 3.4.0 releas ... ity update
Date entered	17 Mar 2019 13:46:18
Date sent	19 Mar 2019 15:51:22
Sent as HTML	16.025
Sent as text	0
Sent	16.025
Bounced	219
Opened	14.254 (88.54 %)
Clicked	10.114 (63.11 %)
Unique clicks	8.763 (54.68 %)
Click per View Rate	63.11 %
Forwarded	57

## Opened Drilldown

By clicking the number of opens, you can get a a page called Open Statistics.

Opened	14.254 (88.54 %)
Clicked	<u>10.114</u> (63.11 %)
Unique clicks	8.763 (54.68 %)
Click per View Rate	63.11 %

This page allows you to **Download as a CSV file** a list of those subscribers who were registered as having opened the campaign (remember this is by no means everyone, only those *recorded*).

The csv file can in turn be used to create lists of active subscribers, or by using the list-exclude feature you can isolate *inactive* subscribers too.

## Open statistics

Listing 1 to 50 of 2556 Entries					⏮	⏪	⏩	⏭
Subscribers	Sent	Response time	Total views	Viewed				
<a href="#">[redacted]</a>	19 Mar 2019 20:09:48	97 days 8 hours 10 minutes 09 seconds	2	25 Jun 2019 05:19:57 29 Jun 2019 18:32:19				
<a href="#">[redacted]</a>	19 Mar 2019 18:33:50	93 days 14 hours 4 minutes 01 seconds	1	21 Jun 2019 09:37:51				
<a href="#">[redacted]</a>	19 Mar 2019 20:07:31	83 days 19 hours 4 minutes 15 seconds	2	11 Jun 2019 16:11:46 11 Jun 2019 16:11:50				
<a href="#">[redacted]</a>	19 Mar 2019 20:08:19	80 days 21 hours 49 minutes 30 seconds	2	8 Jun 2019 18:57:49 8 Jun 2019 18:59:56				
<a href="#">[redacted]</a>	19 Mar 2019 19:50:32	75 days 13 hours 14 minutes 24 seconds	1	3 Jun 2019 10:04:56				
<a href="#">[redacted]</a>	19 Mar 2019 19:52:28	75 days 11 hours 50 minutes 08 seconds	1	3 Jun 2019 08:42:36				

You can also click on an individual subscriber to drilldown to the subscriber level.

Subscribers	Sent	Response time	Total views	Viewed
<a href="#">[redacted]</a>	19 Mar 2019 20:09:48	97 days 8 hours 10 minutes 09 seconds	2	25 Jun 2019 05:19:57 29 Jun 2019 18:32:19
<a href="#">[redacted]</a>	19 Mar 2019 18:33:50	93 days 14 hours 4 minutes 01 seconds	1	21 Jun 2019 09:37:51

This will take you to the **Campaigns** tab in the **History** section of the **Subscriber profile**, where you can click further links to view the campaigns they have opened (left) or the links they clicked

on in that campaign (right).

You can also see the date on which they viewed a campaign and the response time (in seconds).

DetailsListsCampaignsBouncesSubscription

12 messages sent to this subscriber

Campaigns

Campaign Id	Clicks	Sent	Viewed	Response time
96	1	20 Jun 2019 12:34:35	20 Jun 2019 13:09:45	35 minutes 10 seconds
92	0	13 May 2019 20:50:16	15 May 2019 02:17:16	1 days 5 hours 27 minutes
74	0	15 Apr 2019 22:08:19	17 Apr 2019 12:42:13	1 days 14 hours 33 minutes 54 seconds
63	0	19 Mar 2019 19:49:53	7 Apr 2019 21:52:33	19 days 1 hours 2 minutes 40 seconds

# Clicked Drilldown

In your campaign statistics overview page, you can also choose to drilldown into clicks data

Bounced	219
Opened	14.254 (88.54 %)
Clicked	<u>10.114</u> (63.11 %)
Unique clicks	8.763 (54.68 %)
Click per View Rate	63.11 %

This will take you to a list of the links in that campaign, and how many people clicked on each one.

# Campaign click statistics

Link URL	unique clicks	Click rate
<a href="#">https://www.cvedetai ... 1.7.1.html</a>	20	0.14%
HTML: 22 Text: 0	First click: 19 March 2019 18:07:16 Latest click: 29 May 2019 11:23:54	
<a href="#">https://www.phplist. ... d-phplist/</a>	20	0.14%
HTML: 0 Text: 36	First click: 19 March 2019 17:49:47 Latest click: 21 March 2019 03:36:19	
<a href="#">https://resources.ph ... elop/start</a>	5	0.04%
HTML: 6 Text: 0	First click: 19 March 2019 18:07:16 Latest click: 27 March 2019 01:08:26	
<a href="#">https://github.com/p ... pleExample</a>	59	0.42%
HTML: 60 Text: 0	First click: 19 March 2019 18:07:16 Latest click: 8 May 2019 10:03:28	
<a href="#">https://www.phplist. ... ions.xhtml</a>	63	0.45%

If you click on the url you can see how many people clicked on that url across all campaigns which contained it




HTML: 17 Text: 0
<a href="#">mantis.phplist.org/</a>
HTML: 5 Text: 0

That data can also be downloaded as a csv.

Click details for a URL <http://mantis.phplist.org/>

[View subscribers](#)

## URL click statistics

URL click statistics	First click	Latest click	Clicks	Click rate
<a href="#">phpList 3.4.1 Release announcement</a> <a href="#">phpList 3.4.1 releas ... r improved</a>	15 Apr 2019 18:56:43	17 Apr 2019 13:21:29	14 	0.05%
Sent: 28066				
<a href="#">phpList 3.4.0 released</a> <a href="#">phpList 3.4.0 releas ... ity update</a>	19 Mar 2019 17:51:57	20 Mar 2019 05:05:31	4 	0.01%
Sent: 28056				
<a href="#">phpList 3.3.9 released</a> <a href="#">phpList 3.3.9 releas ... contacts'</a>	12 Feb 2019 09:47:02	17 Feb 2019 04:13:04	3 	0.01%

# Domain Statistics

The **Domain statistics** page is accessible from the main statistics menu and it is a fascinating page which can give you a real insight into the nature of your subscribers. The Domain Statistics tab is divided into four tables that each one over display different type of information:

- Top 50 domains with more than 5 subscribers
- Domains with most unconfirmed subscribers
- Top 25 local-parts of email addresses
- Top 25 domains with the highest number of bounces

On the last table each domain links to a new page which shows aggregated performance statistics for each of those records, specifically: bounce rate and view rate. These high-level statistics are useful in diagnosing deliverability issues to particular important mail hosts.

# Using an analytics tracking code

Using an Analytics tracking code ensures that any visits to your website from the campaign are recorded.


Matomo Integration is available as an alternative to Google Analytics starting from *phpList version 3.5.3*. You can choose between Matomo or Google Analytics in the Settings page of your account. Similarly to the current GA parameters, when selected, each URL will have four additional query

parameters that will be displayed and can be edited on the Finish tab when composing a campaign. The data is not collected, stored or viewed in phpList.

## Finish

**Email to alert when sending of this message starts**  
**Separate multiple with a comma**


**Email address to alert when sending of this campaign has finished**  
**Separate multiple with a comma**


 **Add analytics tracking code** ☒

utm\_source

utm\_medium

utm\_campaign

 **Reset click statistics** ☐


 **This is a test campaign** ☐

Place Campaign in Queue for Sending

acking. Firstly the data is  
bsite in your campaign and  
likely) then they also

To turn on and off the use of tracking codes for every campaign, use the **Always add analytics tracking code to campaigns** in your **campaign settings** area, which can be accessed from **Config > Settings**. Once you select whether you want to have Analytics tracking for your campaigns you can choose between Matomo and Google Analytics. You can update these settings an anytime.




**Always add analytics tracking code to campaigns**

No

Editing **Analytics tracking code to add to campaign URLs**

Matomo

Save changes

Undo

Google Analytics

To view the data in your Google Analytics go to **Acquisition > Campaigns** and you will see the name of each campaign.

			Sessions	New Sessions
Custom			29,020	83.93%
Benchmarking			% of Total: 20.06% (144,669)	Avg for View: 78.1 (7.41)
Users Flow				
Acquisition	<input type="checkbox"/>	1.	5,759 (19.84%)	87.7%
Overview	<input type="checkbox"/>	2.	3,625 (12.49%)	86.4%
All Traffic	<input type="checkbox"/>	3.	3,603 (12.42%)	81.6%
AdWords	<input type="checkbox"/>	4.	2,524 (8.70%)	86.9%
Search Engine Optimization	<input type="checkbox"/>	5.	2,065 (7.12%)	85.2%
Social	<input type="checkbox"/>	6.	1,148 (3.96%)	85.5%
Campaigns	<input type="checkbox"/>	7.	1,085 (3.74%)	88.2%
All Campaigns	<input type="checkbox"/>	8.	991 (3.41%)	87.4%
Paid Keywords	<input type="checkbox"/>	9.	873 (3.01%)	91.0%
Organic Keywords	<input type="checkbox"/>	10.	870 (3.00%)	82.8%

## Enable/Disable click track

As mentioned above, phpList can tell whether a link included on your campaign has been clicked and how many times has been clicked. For various reasons (for privacy reasons for your subscribers, for example) you might want to have this functionality disabled. Upon installation click track is disabled, but if you wish to enable it you have to edit the config\_extended.php file.

Go to:

```
define('CLICKTRACK', 0);
```

and set this as

```
define('CLICKTRACK', 1);
```

```

637 // all your findings when using
638 // for now it's off by default
639 define('CLICKTRACK', 0);
640
641 // Click track, list detail

```

## Forward to friend

On your **Statistics > Statistics overview** page, the third column, **FWDS**, shows the number of people who have forwarded the mail through the phpList **ForwardToFriend** system.

This system uses a placeholder to create a link or form in the email body or footer of your campaign for your subscribers to use to forward the mail to someone else.

If your subscribers use this method to forward your campaign, any actions (clicks, forwards etc) taken by the new recipient will be included in your campaign statistics separately.

It is possible for you subscribers to forward the message by other means, but you cannot reliably tell: any clicks or opens in an email which has been forwarded without the Forward to a Friend system will be recorded as actions of the original subscriber.

It is therefore worth including an option to forward the campaign, using the **[FORWARDURL]** placeholder, in the header or footer. For example,

### Footer ? .

```

<p>This message was sent to [EMAIL] by [FROMEMAIL]</p>
<p>To forward this message, please do not use the forward button of your email applica
you only. Instead use the <a href="[FORWARDURL]">forward page</a> in our newsletter sy
To change your details and to choose which lists to be subscribed to, visit your personal
<br/>
Or you can <a href="[UNSUBSCRIBEURL]">opt-out completely after edit!</a> from all fu

```

The subscriber will then see a forwarding link in the email footer:

To forward this message, please do not use the forward button of your email appli  
only. Instead use the [forward page](#) in our newsletter system.  
To change your details and to choose which lists to be subscribed to, visit your pe  
Or you can [opt-out completely](#) from all future mailings.



When a subscriber clicks this link they are prompted to enter an email:

Forward the message about phpList 3.4.0 released: New REST API, campaign template, security update

Please enter a valid email address to which the message will be forwarded

Continue



## Disable click tracking

As stated above phpList can provide you all this useful information regarding the links that have been clicked from your campaign.

# Feedback

Discuss this chapter here.

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