
Outbound Analysis

<https://campus.barracuda.com/doc/77399525/>

Outbound Analysis is one of the most frequently used **Results** pages. Outbound Analysis shows a high-level view of your results from your outbound campaign.

Note that when customizing the button, you must specify your organization's Security Awareness Training email address (phishline_<Instance_Name>@phishline-incident-response.com) in the **Send To** fields. Refer to the customization instructions for your type of reporting button within [Button Plugin Config](#).

Campaign Stats is a tab within Outbound Analysis. This report, formerly known as Campaign Results, shows the most commonly-used statistics for the selected campaigns. Campaign Stats are also shown grouped by email template.

To learn about Outbound Analysis results:

1. Navigate to **Results > Outbound Analysis**.
2. In the left panel, select one or more filters, like Campaign Name or Action Summary.
3. View the **Schedule** tab to view when emails were sent or scheduled to be sent.
4. View the **Actions** tab to view information about actions taken by users, including whether they clicked on an email, replied directly to the message, or completed a login form on a landing page.
5. View the **Incident Response** tab to view whether simulation messages were reported by end users.
6. View the **Trend** tab to view line graphs detailing incident response trends.
7. View the **Detail** tab for an overview of the results and ideas for report customization.

Exporting Data

Anything in the Results tables can be exported as a PDF or CSV file. For details, refer to [How to Export Data](#).

Creating Custom Reports

For details, refer to [How to Create Custom Reports](#).

Some ideas for custom reports include:

- Click and Report Trends
- Click Count by Campaign
- Interaction Rate by Department
- Interaction Rate by Template

Metrics

For more information about the metrics in these results, refer to [Outbound Analysis Metrics](#).

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