Outbound Analysis Metrics

https://campus.barracuda.com/doc/77400772/

This page describes the main metrics you can use in the Outbound Analysis results.

You can use these metrics:

- to add to custom column layouts, as described in Working with Results Tables.
- to make custom reports in the Summary Fields, as described in How to Create Custom Reports.
- in the Filter in the left panel to locate specific records within Outbound Analysis results, as described in Working with Results Tables.

Metric Name	Format	Description
Action Summary	list of available values	A brief summary of events that happened for this email.
Activity	True/False	At least one web-based activity was triggered from this outbound email message.
Activity Captcha	True/False	At least one Captcha was submitted with information from this outbound email message.
Activity Feedback Form	True/False	At least one Feedback Form was submitted with information from this outbound email message.
Activity Feedback Message	True/False	At least one Feedback Form Message field was submitted with information from this outbound email message.
Activity Feedback Sender	True/False	At least one Feedback Form Sender field was submitted with information from this outbound email message.
Activity Feedback Topic	True/False	At least one Feedback Form Topic field was submitted with information from this outbound email message.
Activity File Download	True/False	At least one File Download was performed with information from this outbound email message.
Activity File Upload	True/False	At least one File Upload was submitted with information from this outbound email message.
Activity FW: Incident Response	True/False	At least one copy of this email was forwarded to an approved incident response repository.
Activity Image View	True/False	At least one Image was downloaded with information from this outbound email message.
Activity Login Form	True/False	At least one Login Form was submitted with information from this outbound email message.

Activity Login Form Password	True/False	At least one Login Form Password was submitted with information from this outbound email message.
Activity Login Form User	True/False	At least one Login Form User field was submitted with information from this outbound email message.
Activity Smart Attachment	True/False	At least one Smart Attachment link was followed for this email.
Activity Unsubscribe Form	True/False	At least one Unsubscribe Form was submitted with information from this outbound email message.
Address Book Category	list of available values	The current address book category.
Address Book Name	list of available values	Current address book name.
Adhoc Click Count	numeric value	Ad hoc click count for the specified date range across all campaigns.
Adhoc Click Count Risk Category	auto-calculated text value	Risk category calculated by the ad hoc click count utility.
Bounced	True/False	After sending the email, a server explicitly replied that the email bounced or otherwise was undeliverable.
Bounce Rate	percentage	Number of bounces divided by number of emails sent, expressed as a percent.
Campaign #	list of available values	Campaign number.
Campaign Category	list of available values	Campaign category.
Campaign Cutoff Date	calendar date	Current campaign cutoff date.
Campaign End Date	calendar date	Current campaign end date.
Campaign Intent	list of available values	Objective of the campaign.
Campaign Lifecycle Status	list of available values	System-assigned status of a campaign, used for reporting.
Campaign Name	list of available values	Campaign name.
Campaign Start Date	calendar date	Current campaign start date.
Campaign Type	list of available values	Type of campaign – for example, Email Campaign or Portable Media Campaign.
Clicked	True/False	At least one Landing Page was accessed with information from this outbound email message.
Custom Fields	variable	Custom email address attributes used for advanced campaign targeting and analysis.
Email Address	free text	Physical Address value in the email address record.
Email Address @domain	list of available values	Domain name used by this email address. The text to the right of the @ sign.
Email Address Active	True/False	Is the current email address record active?
Email Address Anonymized	True/False	Has the email address record been anonymized?

Email Address City	free text	City value for the email address record.
Email Address Company	free text	Company value for the email address record.
Email Address Country	free text	Country value for the email address record.
Email Address First Name	free text	First Name value for the email address record.
Email Address Full Name	free text	Full Name value for the email address record.
Email Address Id Total Event Points	free text	Total sum of Event Points accumulated by this Email Address ID.
Email Address Language	free text	Language value for the email address record.
Email Address Last Name	free text	Last Name for the email address record.
Email Address Mobile Phone	free text	Mobile field value for the email address record.
Email Address Name Suffix	free text	Name Suffix value for the email address record.
Email Address Personal Title	free text	Personal Title value for the email address record.
Email Address Phone	free text	Phone value for the email address record.
Email Address Region	free text	The region value for the email address record.
Email Address Restricted	True/False	This field is no longer used and will be removed in a future release.
Email Address Site	free text	Site value for the email address record.
Email Address Source	free text	Source value for the email address record.
Email Address State	free text	State value for the email address record.
Email Address TimeZone	free text	Time zone value for the email address record.
Email Address Zip	free text	Zip code value for the email address record.
Email Server #	list of available values	Number of email server used to send this email.
Email Server Name	list of available values	Name of email server used to send this email.
Email Server Type	list of available values	Type of email server used to send this email.
Email Template #	list of available values	Autogenerated number of email template used in this campaign.
Email Template Category	list of available values	Category value for the email template record.
Email Template Enable Inline Images	list of available values	Are Inline Images enabled in the email template record?
Email Template Name	list of available values	Name of email template used in this campaign.

Email Template Type	list of available values	Email Template Type – Email or Removable Media.
First Click Minutes	list of available values	Number of minutes between the time this message was sent and the Page View.
First Click Time	calendar value	Time of the first Page View for this outbound message.
First Report Minutes	free text	Number of minutes between the time this message was sent and the first Incident Response.
First Report Time	calendar value	Actual time that the first Incident Response was received for this outbound message.
First Training Started	list of available values	First training started for this outbound message.
Last Send Attempt Error	text	Error message from the last campaign message send attempt, if send attempt unsuccessful. If send attempt successful, field is blank.
List of Training Started	free text	List of each training that was started for this outbound message.
Locked	True/False	Is the outbound message locked to prevent delivery attempts?
Login	True/False	Did the user attempt to log into the landing page?
Login Rate	percentage	Number of login attempts divided by number of emails sent, expressed as a percent.
Message #	free text	A globally unique message identifier.
Message Type	list of available values	Type of message that will be sent, used to filter between test messages and other types.
Minutes Spent on Landing Page	free text	Number of minutes user spent on the Landing Page for this outbound email.
Multi Clicker	True/False	User accessed the Web Page from the email more than one time.
Operating System List	list of available values	List of operating systems detected on user's device when the web page was accessed.
Organization Area	free text	Current Organization Area in the email address record. (For example, department, division, company.)
Organization Level	free text	Current Organization L evel in the email address record. (For example, title or management level.)
Organization Tenure	free text	Amount of time the person associated with the email address has been part of the organization. Expressed as numbers or words.
OOO (Out of Office)	True/False	At least one Out of Office email reply was received as a response to this outbound message.
OOO Rate	percentage	Number of OOO replies received divided by number of emails sent, expressed as a percent.

Plan	list of available values	Plan assigned to the campaign associated with the data.
Plan #	list of available values	Plan number assigned to the campaign associated with the data.
Program Term Group	free text	Program term group to which this participant belongs.
Program Term Level	free text	Program term level of this participant when this address was used.
Reply or Action Detected	True/False	Was there at least one Reply or web-based Action related to this outbound message?
Reply Rate	percentage	Number of replies divided by number of emails sent, expressed as a percent.
Reply Received	True/False	Was there at least one email reply received that corresponded to this outbound message?
Reported	True/False	Did the user report this email as suspicious?
Reported Rate	percentage	Number of reports for suspicious email divided by number of emails sent, expressed as a percent.
Reputation Training Completed	True/False	Has the user associated with the Email Address ever completed a Training Challenge?
Reputation Training Passed	True/False	Has the user associated with the Email Address ever received a passing grade on a Training Challenge?
Reputation Training Started	True/False	Has the user associated with the Email Address ever started an Online Training Challenge?
Seconds Spent on Landing Page	free text /number	Number of seconds user spent on the Landing Page for this outbound email, specified as a range from *at least* to *at most*.
Send After	calendar value	All unlocked, unsent messages will attempt delivery some time after the Send After date and time, specified as a range from *at least* to *at most* .
Send After Time Zone	free text	The Send After date/time, in the context of the Schedule Based Upon setting.
Send Attempt In Progress	True/False	A Send Attempt is currently in progress.
Send Attempts	list of available values	Number of Send Attempts tried so far, specified as a range from *at least* to *at most* .
Send Date	calendar value	Actual date of the last delivery attempt, specified as a range from *at least* to *at most* .
Sender Address Verification	True/False	At least one Sender Address Verification email reply was received as a response to this outbound message.
Sent	True/False	Has the outbound message delivery already been attempted without server errors?

Sent Rate	percentage	Number of clicks divided by number of emails sent, expressed as a percent.
Status	list of available values	Status of the outbound email message.
Subject	list of available values	Subject of the outbound email message.
Term Chronic Clicker	list of available values	User associated with this email address has clicked on the link in every sent message within the reporting term.
Term Click Count	free text /number	Count of messages sent to this email address with at least one click within the rolling term, specified as a range from *at least* to *at most* .
Term Click Rate %	free text / percent	Percentage of messages sent to this email address with at least one Page View within this rolling term, specified as a range from *at least* to *at most* .
Term Consecutive Clicker	list of available values	User associated with this email address has clicked on the link in more then one consecutively sent message within the reporting term.
Term Date	calendar value	Date used to determine the Term.
Term Multi Clicker	list of available values	User associated with this email address has more than one Term Page Views Counts.
Term Name	list of available values	Term used by this message.
Term Reported Count	free text /number	Count of messages sent to this email address with at least one FW: Incident Response within the rolling term, specified as a range from *at least* to *at most* .
Term Reported Rate %	free text /percent	Percentage of messages sent to this email address with at least one FW: Incident Response within this rolling term, specified as a range from *at least* to *at most* .
Term Targeted Message Count	free text /number	Count of messages sent to this email address within the rolling term where the campaign intent is to test, specified as a range from *at least* to *at most* .
Term Training List	free text	List of training that has been completed by this email address within the rolling term.
To	free text	Receiving address for this email.
Total Event Points	list of available values	Total event points for this outbound message, per each unique event type.
Training Completed	True/False	Was training completed from the Training Challenge link in this email?
Training Passed	True/False	Did the training taken from the Training Challenge link in this email result in a passing score?
Training Started	True/False	Was training started from the Training Challenge link in this email?

Training Started Rate	percentage	Number of trainings started divided by number of emails sent, expressed as a percent.
Training Rate	percentage	Number of trainings completed divided by number of emails sent, expressed as a percent.
Unsubscribe Clicked	True/False	Was at least one Unsubscribe Page accessed with information from this outbound email message?
Voice Application Name	list of available values	Name of Voice Application.
Voice Confirmation Validated	True/False	Did the user enter a confirmation code they were sent from the voice application?
Voice Maximum Step Completed	list of available values	What is the highest step the user completed for the voice application?
Web Page Template #	list of available values	Number of web page template for the landing page.
Web Page Template Category	list of available values	Category of web page template for the landing page.
Web Page Template Name	list of available values	Name of web page template for the landing page.
Web Server #	list of available values	Number of web server.
Web Server Name	list of available values	Name of web server.
Web Server Type	list of available values	Type of web server.
Web Server URL	list of available values	Current URL in the web server record.
Web Template Type	list of available values	Type of web template.