

Benchmark Results Metrics

<https://campus.barracuda.com/doc/77402113/>

This page describes the main metrics you can use in the Benchmark 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
Benchmark Campaign	True/False	Is this a standard monthly benchmark campaign?
Category	list of available values	The campaign category.
Click Rate	list of available values	Click Rate for this campaign, specified as a range from <i>at least</i> to <i>at most</i> .
Cutoff Date	calendar date	Date at which campaign activity is cut off, specified as a range from <i>at least</i> to <i>at most</i> .
Email Template Name	list of available values	The email template name. Note: This value comes from the your organization's instance and may not match the content catalog email template name.
Licenses	number	Number of Security Awareness Training licenses for an organization, indicating its size.
Login Rate	percentage	Login activity, expressed as a percentage.
My Campaign	True/False	Is this campaign run by your organization?
NAICS Code	list of available values	(Required) The 6-digit North American Industry Classification System (NAICS) Code.
NAICS Industry Sector	list of available values	The Industry Sector specified by the North American Industry Classification System (NAICS).
Sent Count	number	Number of emails sent in this campaign, not including bounced email. Provides an idea of campaign and organization size.

© Barracuda Networks Inc., 2024 The information contained within this document is confidential and proprietary to Barracuda Networks Inc. No portion of this document may be copied, distributed, publicized or used for other than internal documentary purposes without the written consent of an official representative of Barracuda Networks Inc. All specifications are subject to change without notice. Barracuda Networks Inc. assumes no responsibility for any inaccuracies in this document. Barracuda Networks Inc. reserves the right to change, modify, transfer, or otherwise revise this publication without notice.