Reputation Analysis Metrics

https://campus.barracuda.com/doc/77402158/

This page describes the main metrics you can use in the Reputation 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
@domain	free text	Domain name used by this email address. The text to the right of the @ sign.
Action Summary	list of available values	A brief summary of events that happened for this email.
Action Captcha	True/False	Has the user of this email address ever submitted an image Captcha form?
Action Captcha Authorized	True/False	Has the user of this email address ever submitted a non-blank response on a Captcha field?
Action Feedback Form	True/False	Has the user of this email address ever submitted a Feedback Form?
Action File Download	True/False	Has the user of this email address ever performed an Action File Download?
Action File Upload	True/False	Has the user of this email address ever uploaded a file to a form?
Action Image View	True/False	Has the user of this email address ever performed an Action Image View?
Action Login Authorized	True/False	Has the user of this email address ever submitted a Login Form with both a User and Password?
Action Login Form	True/False	Has the user of this email address ever submitted a Login Form?
Action Login User	True/False	Has the user of this email address ever submitted a User field on a Login Form?
Action Password	True/False	Has the user of this email address ever submitted a Password on a Login Form?
Action Smart Attachment	True/False	Has the user of this email address ever arrived at a landing page due to an interaction with a Smart Attachment?

Action Smart Attachment Runnable	True/False	Has the user of this email address ever arrived at a landing page by Running/Executing a Smart Attachment EXE or macro?
Action Unsubscribe Form	True/False	Has the user of this email address ever submitted an Unsubscribe form?
Active	True/False	Is this email address available for campaigns?
Address Book	list of available values	Name of the address book containing this address entry.
Address Book #	list of available values	Number of the address book containing this address entry.
Anonymized	True/False	Have the details of this email address entry been deactivated and replaced with Anonymous data?
Bounce Notice	True/False	Has the email address ever received a Bounce Notice?
City	free text	The geographic City corresponding to this email address entry.
Clicked	True/False	Has the user of this email address ever clicked on a link?
Company	free text	Organization associated with this email address book entry.
Country	free text	Geographic Country corresponding to this email address book entry.
Custom Fields	variable	Custom email address attributes used for advanced campaign targeting and analysis.
Delivery Delayed Notice	True/False	Has the user of this email address ever received a Delivery Delayed Notice?
Delivery Status Notice	True/False	Has the user of this email address ever received a Delivery Status Notice?
Email Address	free text	Physical Address value in the email address record.
Email Address #	list of available values	A system-assigned unique record identifier.
Email Address Locked	True/False	If the email address is scheduled or has been sent emails, it is locked by the system and importing is disabled.
FW: Incident Response	True/False	Has the user of this email address ever forwarded an email to an approved Incident Response Repository?
First Name	free text	First name associated with the contact email address.
Full Name	free text	Complete name associated with the contact email address, usually consisting of the first and last name, but can also include a middle name.
Language Code	free text	Language Code, typically the ISO language/region code, corresponding to this email address book entry.
Last Name	free text	Last name associated with the contact email address.

Last Updated	calendar date	Last time this entry was updated by either manual or automated processes, specified as a range from *at least* to *at most*.
Mobile Phone	free text	Phone number that can be used for text messaging tests.
Name Suffix	free text	Name suffix (like Jr. or Sr.) associated with this email address.
Organization Area	free text	Part of the organization, like department or division, corresponding to the email address entry.
Organization Level	free text	Title or management level corresponding to the email address entry.
Organization Tenure	free text	How long the user of this email address has been with the organization. Can be numerical or alphabetical entry.
Out of Office Notice	True/False	Has the user of this email address ever received an Out of Office Notice?
Personal Title	free text	Title associated with the contact email address, such as Dr., Mr., Ms., and so on.
Phone	free text	Phone number associated with this contact email address that can be used to receive voice messaging.
Region	free text	Geographic region where the email address is located, like EMEA or Northeast. You can also choose to use ISO region codes.
Replied	True/False	Has the user of this email address ever replied to a campaign?
Restricted	True/False	This field is no longer used and will be removed in a future release.
Scheduled Outbound Email	True/False	Has the user of this email address ever been scheduled in an outbound email campaign?
Sender Address Verification Notice	True/False	Has the user of this email address ever received a Sender Address Verification Notice?
Sent Outbound Email	True/False	Has the user of this email address ever been sent an outbound email?
Site/Location	free text	Descriptor for the location of the email address, like Manufacturing or Downtown Branch.
Source	free text	The source of the email address. This field can be an Open Source Intelligence source or perhaps data from human resources or a response from a certain marketing campaign.
State	free text	Geographic state corresponding to the email address entry.
Street Address	free text	Geographic street address corresponding to the email address entry.
Timezone	free text	Time zone associated with this contact email address.
Total Event Points	free text	Points associated with this email address, as described in Points Manager, specified as a range from *at least* to *at most*.

Training Completed	True/False	Has the user associated with this email address ever completed a Training Challenge?
Training Passed	True/False	Has the user of this email address ever received a passing grade on a Training Challenge?
Training Started	True/False	Has the user of this email address ever clicked on an Online Training Challenge?
Unsubscribed Clicked	True/False	Has the user of this email address ever clicked on an Unsubscribe link?
Zip Code	free text	Zip or other postal code for the geographical address corresponding to the email address entry.

Domain name used by this email address. The text to the right of the @ sign.