



Email Part 2 Exercises

I. Create and Send Messages for your Email Campaign

For these exercises, you will need to access the Email Campaign you created in the first part of training.

1. Create two Email Messages
 - a. First message: Your Name 1
 - b. Second message: Your Name 2
Make sure each message has the 3 essential links! Make sure you are following the best practices you've just been taught when creating your messages!
2. Set up Email Message Delivery
 - a. Set up one-time email message delivery for Message 1
 - b. Set up weekly recurring delivery for Message 2
3. Run the following reports in the Email module (your reports will not yield any results. This exercise is just to familiarize yourself with how the reports are run)
 - a. Run an Opens report on Email Message 1
 - b. Run a Click-Through report comparing Email Message 1 and Email Message 2
 - c. Run a report that compares how many hard bounces your Email Campaign had against my Email Campaign (cross-campaign report)

II. In your own words, briefly summarize the purpose of the following **Single Campaign** reports that can be run in the Email Module (see the Appendix of the Email Manual)

1. Campaign Performance Report:

2. Campaign Open Report:

3. Click-Through Details Report:

4. Click-Through Summary Report:

5. Email Campaign Response Summary Report:

6. Email Campaign Response Details Report:

7. Unsubscribe Details Report:

III. Cross-Campaign Reports

- A. There are ____ possible reports that can be run within the Email module across campaigns.
- B. Look through the list and choose 3 that our users may want to run most often. List these 3 and, in one sentence, explain the data they are designed to find.

1.

2.

3.
