

# Campaign Results

## 1. Immediate Executed Campaigns

Once you start the campaign with the option 'Execute Now', you will see that the campaign status will get updated to 'Ongoing' in the campaign dashboard. Once you refresh the dashboard using the 'Refresh' option given, you will see the campaign-specific statistics getting displayed in the columns as shown below:

Here are the details of the columns that you see on the Campaign Dashboard

The image shows two screenshots of the Campaign Manager dashboard. The top screenshot shows a campaign named 'Winter Offer 2021' with a status of 'Ongoing'. The bottom screenshot shows the same campaign with a status of 'Completed' and a tooltip displaying execution details: 'Executed Feb 16, 2021 at 11:46 AM' and 'Credits Consumed 1'. The dashboard table has columns for Campaigns, Status, Total, Processed, Sent, Delivered, Response, and Response Rate.

Campaigns	Status	Total	Processed	Sent	Delivered	Response	Response Rate
Winter Offer 2021 Edited Feb 16, 2021	Ongoing	-	-	-	-	-	-
Winter Offer 2021 Edited Feb 16, 2021	Completed		1	1	1	1	100

## 2. One Time Scheduled Campaigns

Once you start the campaign with the option of 'One Time Schedule', you will see that the campaign status will get updated to 'Scheduled' in the campaign dashboard. Along with status, you will see an info icon and on hover, it will display the campaign scheduled date and time.

The campaign will get executed at the scheduled time and then once you refresh the dashboard using the 'Refresh' option, you will see the campaign-specific statistics getting displayed in

the columns as shown below:

Here are the details of the columns that you see on the Campaign Dashboard:

Campaigns	Status	Total	Processed	Sent	Delivered	Response	Response Rate
Summer Offer Edited Feb 16, 2021	Scheduled ⓘ	Scheduled Feb 16, 2021 at 03:40 PM	-	-	-	-	-

### 3. Recurring Campaigns

Once you start the campaign with the option of ‘Recurring Schedule’, you will see that the campaign status will get updated to ‘Scheduled’ in the campaign dashboard. Along with status, you will see an info icon and on hover, it will display the campaign scheduled date and time.

The campaign will get executed at the scheduled time and then once you refresh the dashboard using the ‘Refresh’ option, you will see the campaign-specific statistics getting displayed in the columns as shown below. At the same time, on hover of the info icon, you will now see ‘Last executed date’ and ‘Next Scheduled Date’ for your campaign.

Note: -For recurring campaigns, cumulative data will be displayed across all columns in the Campaign Dashboard.

New Prospect Welcome Edited Tue, Nov 13, 2020	Scheduled ⓘ	10000	6000	5000	700	500	71%
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To see the recurring stats, you can click on more options of recurring campaigns and click on the ‘Recurring Stats’ option which will display the data specific to each campaign run execution as shown below. [sample data is shown for reference]

New Prospect Welcome Edited Tue, Nov 13, 2020	Scheduled ⓘ	10000	6000	5000	700	500	71%	<ul style="list-style-type: none"><li>View Details</li><li>Recurring Stats</li><li>Edit</li><li>Abort</li><li>Clone</li></ul>
20% discount Edited Fri, Apr 28, 2018	Failed ⓘ	-	-	-	-	-	-	<ul style="list-style-type: none"><li>View Details</li><li>Edit</li><li>Abort</li><li>Clone</li></ul>

New Prospect Welcome Scheduled

Objective: Send a welcome message to every new lead that is generated.

	DATE AND TIME	STATUS	TOTAL	PROCESSED	SENT	DELIVERED	RESPONSE	RESPONSE RATE
1	Fri, Nov 14, 2020 10.20AM	Completed	3000	1000	1000	300	200	66%
2	Fri, Nov 13, 2020 10.20AM	Completed	2000	1000	1000	100	100	100%
3	Fri, Nov 12, 2020 10.20AM	Completed	5000	4000	3000	300	100	33%

Campaign Stats	Description
Campaigns	Name of the Campaign
Status	It displays the status of the Campaign. Please refer to the below table to understand more about the campaign status.
Total	It is the total number of records that were present in your List view or Report at the time of processing
Processed	<p>It is the number of valid records processed from List view/ Report to trigger messages.</p> <ol style="list-style-type: none"> <li>Records that do not have phone field values won't be processed.</li> <li>If compliance is managed at a record level and the recipient is opted out, it won't be processed.</li> <li>If a user has de-selected the 'send to duplicate records' option while starting a campaign, records having duplicate phone numbers won't be processed.</li> </ol>

Sent	<p>It is the total number of messages sent after processing valid records from the List view/ Report, excluding messages failed in the system with SMS-History status as 'ERROR' or 'FAILED'.</p> <p>1.ERROR – Displayed when messages fail to get sent from Salesforce due to Compliance, Sender ID, Message Text, External fields, Message Credits, etc. validations.</p> <p>2.FAILED – Displayed when messages sent via Salesforce are rejected by SMS-Magic server due to purchased plan expiry, messaging credits, etc. validations, or couldn't connect to SMS-Magic server.</p>
Delivered	<p>It is the total number of messages delivered successfully</p>
Response	<p>It is the total number of incoming messages received against the delivered messages</p>
Response Rate	<p>It is the percentage of the number of incoming messages received divided by the total delivered messages</p>