

[Email] Csv Export type "FULL" - outcomes

This export type encloses the statistics generated from an Email campaign. This means it will display as many rows as many were the actions taken by a recipient towards a certain campaign.

A row will be generated each time a recipient opens a message or clicks on any of the links nested into the email message. A row is also generated for those recipients who did not received the email message due to a bounce.

Full export is flexible to meet customers' highest expectations and can be mainly customized with the fields listed below.

Csv Layout

| Field | Header Display Name | Description | Format | Example | Optional |
|----------------|---------------------|---|---|---|----------|
| List ID | idList | List ID in MailUp | Number | 1 | N |
| Send ID | idInvio | Send ID in MailUp | Number | 1 | Y |
| Message ID | idNI | Message ID in MailUp | Number | 161 | Y |
| E-mail address | email | e-mail address of the recipient | String | john.smith@myprovider.com | N |
| Subject | subject | Subject of the email message | String | Test | N |
| Status | statusType | Possible values: <ul style="list-style-type: none">• OPN (open)• CLK (click)• NCO (not delivered - bounce)• SNT (sent) | String | <ul style="list-style-type: none">• OPN if the system records the action of downloading the images in the message• CLK if the system records a click• NCO in case of bounce• SNT when a campaign was sent to a certain recipient | Y |
| Details | details | Clicked URL (if Status=CLK) or bounce code (if Status=NCO) | String | <ul style="list-style-type: none">• http://www.clickedlink.com/home.html• HB (hard bounce)• Blank field if status=OPN or status=SNT | Y |
| Date | statusChange | Date of the operation saved in the record. It can indicate an open, a click or bounce detection | ISO format for dates yyyymmddThhmmss. Italian time zone applies | 20110122T113000 stands for Jan 22th, 2011, 11:30 AM | N |
| Send date | sentDate | Date the message was sent | ISO format for dates yyyymmddThhmmss. Italian time zone applies | 20110122T111244 | Y |

What data is tracked

Statistics file for email channel contains rows ("records") describing **the action performed by the recipient**. For example:

File content is incremental, i.e. it only contains the actions recorded since the last export. So, actions performed by a user on a message in different days may be spread across different files.

Column options

The layout displayed above can't be modified in the fields' order, but you can decide to toggle some of them or add some to the default layout:

1. Any dynamic field belonging to recipients, also available if fields were renamed.
2. In the "Details" column it is possible to display the click URL when the row is CLK type.
3. Column "SendId".
4. Email values encryption

Row options

The csv file may optionally display :

1. columns header, exported along with the data
2. last Action only: you can choose to read only the latest action a recipient took for a certain campaign. So if a recipient views a campaign and then he clicks on it, on the csv only the click row will be exported.
3. toggle click related rows
4. toggle open/views related rows
5. toggle bounce related rows
6. toggle sent email rows (SNT).

What is the difference between NCO and SNT row types?



1. NCO marked rows might represent a temporary status. The email has not been delivered due to a bounce, but it might be delivered later.
2. SNT instead reports the campaign sent to a certain recipient, and its status won't vary in the time even following to an open or a click action event.

Other options

Each column can be also written with a text qualifier, usually a single or double quote.

Samples

Sample 1 displays "idList", "idNL", "Email", "subject", "statusType", "details", "statusChange" (date), "sentdate" (date) and four dynamic fields.

```
idList;idNL;email;subject;statusType;details;statusChange;sentDate;FirstName;LastName;CustomerId;TargetId
5;1555;email@sample.au;Subject of your campaign;OPN;;20150513T232106;20150513T112026;John;Smith;34234;
085861532
5;1555;email@sample.au;Subject of your campaign;CLK;http://clickurl.com/;20150513T232206;20150513T112210;
John;Smith;34234;085861532
5;1550;email-23445@sample.com;Campaign subject;NCO;MBSD;20150513T013820;20150508T150226;;;0158634536
5;1555;email.sample@email.com;Campaign subject;NCO;HB;20150513T182035;20150513T112210;;;001478445;
2125401707
```

Sample 2 displays "idList", "idInvio" (sendId), "idNL" (newsletter id), "Email", "Subject", "statusChange", "sentdate" and "FirstName"

```
idList;idInvio;idNL;email;subject;statusType;details;statusChange;sentDate;FirstName
1;173;175;john@email.com;;CLK;Unsubscribe;20150521T105739;20150521T105733;John
1;166;172;john@email.com;Test DynField;SNT;;;20150417T140808;John
1;166;172;john@email.com;Test DynField;OPN;;20150417T141100;20150417T140808;John
```

Sample 3 displays a csv layout inclusive of a single quote text qualifier. Text qualifier is very often used when one of the selected fields might display characters that could be misread as separator.

```
'idList';'idInvio';'idNL';'email';'subject';'statusType';'details';'statusChange';'sentDate'
'1';'14';'6';'demo@mailup.it';'Esempio di messaggio creato con un feed RSS';'OPN';'';'20140905T200936'
```

Sample 4 displays a the same csv layout as above, but inclusive of MD5 encrypted Email value

```
'idList';'idInvio';'idN1';'email';'subject';'statusType';'details';'statusChange';'sentDate'  
'1';'14';'6';'febb975fe77448e72f0b54b2fab4cde8';'Esempio di messaggio creato con un feed  
RSS';'OPN';'';'20140905T200936'
```

Optional md5 / sha1 / sha256 / sha512 encryption applies to Email column only

Bounce chart

Allowed codes for bounces are listed in the table below

| Bounce Type | Bounce Description |
|-------------|--------------------------------------|
| AR | Auto Reply |
| BN | Bounce No Email Address |
| CR | Challenge-Response |
| GB | General Bounce |
| HB | Hard Bounce |
| MB | Mail Block - General |
| MBAD | Mail Block - Attachment Detected |
| MBKS | Mail Block - Known Spammer |
| MBRD | Mail Block - Relay Denied |
| MBSD | Mail Block - Spam Detected |
| NB | Non Bounce |
| SB | Soft Bounce - General |
| SBDF | Soft Bounce - Dns Failure |
| SBMF | Soft Bounce - Mailbox Full |
| SBMS | Soft Bounce - Message Size Too Large |
| SR | Subscribe Request |
| TB | Transient Bounce |
| UR | Unsubscribe Request |

CSV Exported file shipping

The export process can put the target csv file to your console disk space you can usually connect through a Mailup Ftp account, or, if you feel more comfortable, we can ship it to yours.

When filling in the "submit form" at the bottom of this page, you'll find the proper blanks to let us know what FTP account the export process has to connect to. Leave them blank if you'd like the csv file to be left on your default Mailup account disk space.

When connected to your Mailup Ftp Account you'll find the exported csv files at this FTP relative path : "/ftp_export/"

FULL export type, accordingly to your usual campaign volumes, may generate a high amount of rows, remarkably increasing the target file size in some cases.

There's an optional feature that allows you to receive only the last action a subscriber took on a certain campaign. For instance, instead of writing both an Open and its subsequent click rows, the export process would only write the click row. This feature usually decreases a lot the average target file size.

You can submit your request filling in to "Show only last action row" as "Yes" in the form below.

Should you need any further information or custom integrations please do not hesitate to contact your account manager.