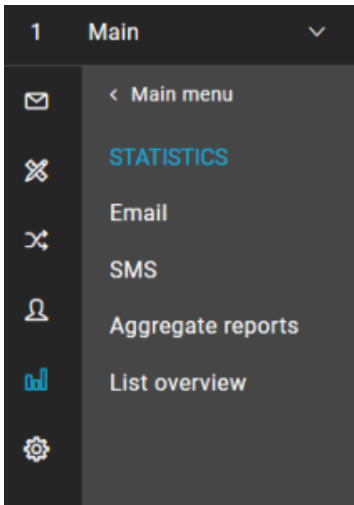


# Statistics

In this section, you will find statistics, reports, and graphs to monitor and analyze the success of each of your campaigns in real-time.



## See statistics aggregated by message or for each sendout

You can now switch between consulting reports by message (as before) or by sendout, so that if you send the same message several times or use automation tools, statistics are now available for each sendout. Reports by message, on the other hand, will show statistics on the entire life of the message, aggregating the data of the individual sendouts and without taking into account the statistics retention period of your subscription, thus eliminating the previous concept of "historicized messages", for which fewer statistics were maintained.

List SMTP+ messages

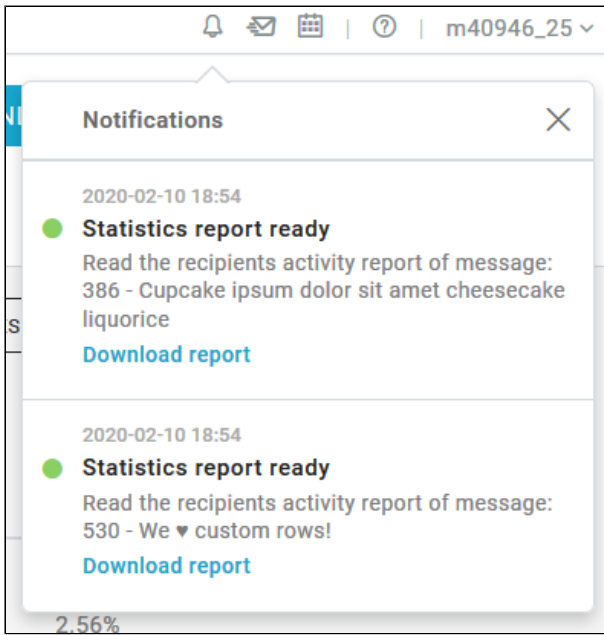
Search one or more sent messages  Sendouts with more than  recipients

Show statistics by  Message  Sendouts

Last mailing	Message	Recipients	Opens	Clicks
Tuesday 2018-07-10 16:46	<a href="#">We ♥ custom rows!</a> ID 530	39 100%	1 2.56%	1 2.56%
<a href="#">2 sendouts</a>	Tag -			

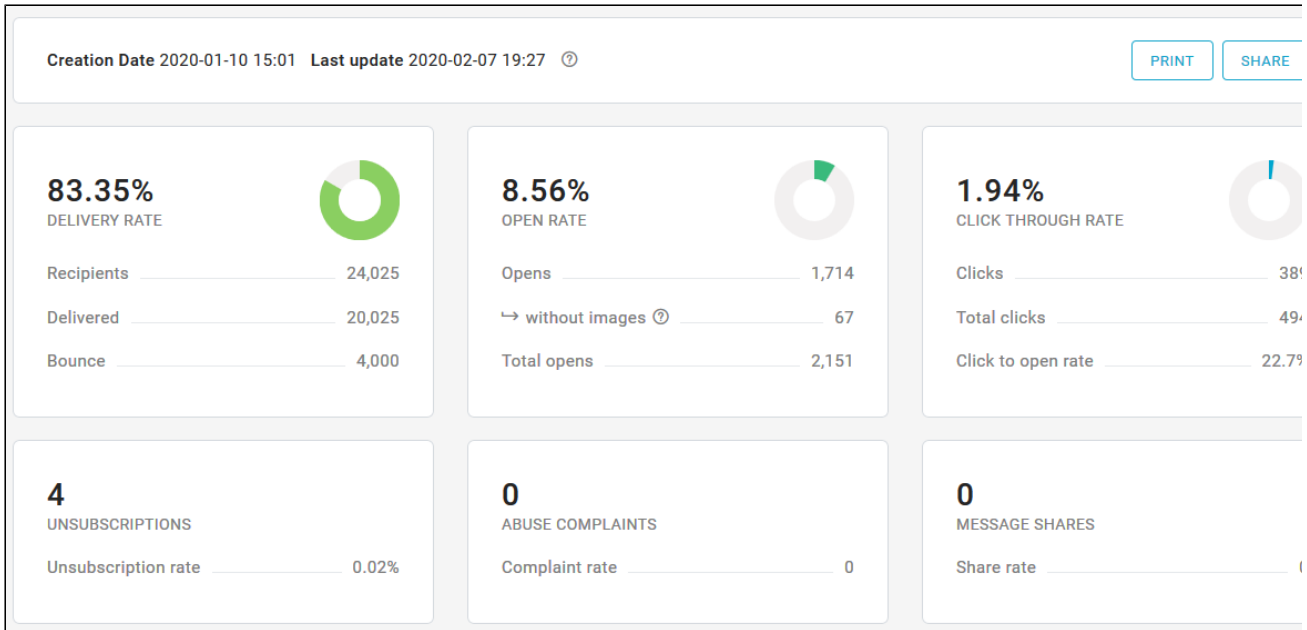
## Notification center

When exporting a report, now in CSV format, you will be notified in the notification center (the bell icon in the upper right area), as soon as the export is ready to download.



## Aggregated reports

We have reviewed aggregated reports, making their creation more immediate: it is now possible to customize these reports by deciding which blocks to insert and whether to protect the report with a password or not.



## New list overview menu

We have condensed every list-specific report in a new menu, reorganizing existing content and adding new features and graphs.

## Child pages

- [Message stats](#)
- [Sendouts](#)
- [SMTP+ Statistics](#)
- [SMS stats](#)

- [Aggregate Reports](#)
- [List report](#)
- [Statistics Glossary](#)