

Understanding Analytics Cards

At the beginning of each month, Marketo Moments provides three different report cards: Acquired Leads, New Leads, and Unsubscribes. Each one shows you monthly performance and the trend over a six-month period.

What's in this article?

[Analytics Cards](#)

[Acquired Leads](#)

[New Leads](#)

[Unsubscribes](#)

Analytics Cards

When you tap an Analytics card you can:

- [Make it a favorite](#)
- [Mark it as done](#)
- [Share it](#)

Tap an Analytics card to show:

- A graph for the last six months' results
- A month-over month comparison
- A bar chart of the most or top three (depending on the card)

For example, let's take a look at the details for the Acquired Leads Analytics card:

AT&T 2:03 PM 73%

Acquired Leads

Report Range Jun 1 - Jun 30



32% fewer acquired leads than May

Top Acquisition Programs

3,298
Miscellaneous Customer Program

In this example, red indicates the value has decreased over the selected date range (uh oh!). Green indicates the value has increased (yay!).

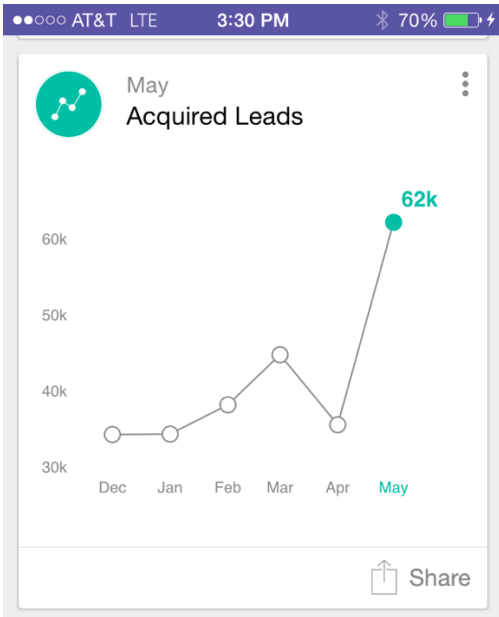
Acquired Leads

The **Acquired Leads** card shows you a trending month-over-month report of the number of new leads.



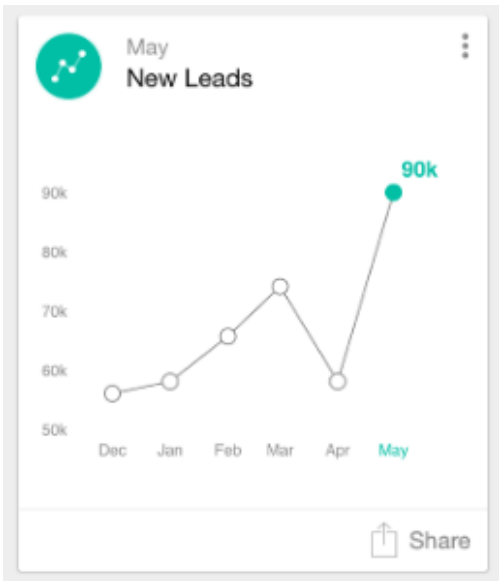
Note

Only leads with an defined acquisition program are visible.



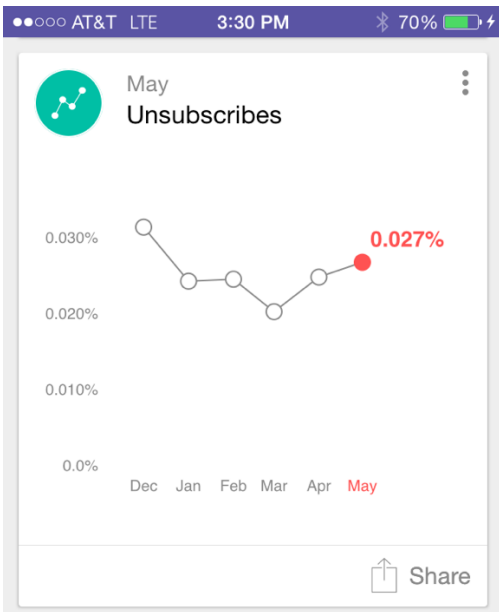
New Leads

The **New Leads** card shows you a trending month-over-month report of the total number of new leads in your instance over the last six months.



Unsubscribes

The **Unsubscribes** card shows you a month-over-month trending report of your unsubscribe rate over the last six months.



Now you know.

Related Articles

- [Understanding Marketo Moments](#)
- [Understanding Event Cards](#)
- [Understanding Email Program Cards](#)



Fun fact: The first email ever sent was by Ray Tomlinson to himself in 1971.