

Report Type Overview

When you [create a report in a program](#), choose what type of report you want.



FYI

Marketo is now standardizing language across all subscriptions, so you may see lead/leads in your subscription and person/people in docs.marketo.com. These terms mean the same thing; it does not affect article instructions. There are some other changes, too. [Learn more](#).

Most Used Reports

Report	Description
People Performance Report	Group people by any attribute and include opportunity info. Drill down and explore.
Email Link Performance	Stats on the individual links in your emails.
Email Performance	Review interactions with your emails: delivered or bounced, opened, clicked, unsubscribed, etc.
Sales Insight Email Performance	Review interactions with your emails sent through Marketo Sales Insight in Salesforce, Microsoft Dynamics, and the Outlook and Gmail plug-in.
People by Status Report	Automatic reporting based on the Person Status field.
People by Revenue Stage Report	Basic reporting for your Revenue Model . See Revenue Cycle Analytics for deeper reporting.
Landing Page Performance	Not a replacement for Google Analytics, but still really good information.
Program Performance	Basic program metrics like members and success. See Revenue Cycle Analytics for deeper reporting.
Company Web Activity	Report on web activity to your landing pages and public website, grouped by company.
Web Page Activity	Report on web activity to your landing pages and public website.
Social Influence	Review the social activity you're generating, and see how often your people tell their friends about you.
Engagement Stream Performance Report	See how well your engagement program is working.

Miscellaneous Reports

Not as useful as the report types above, but still available.

Report	Description
Campaign Activity	Smart Campaign processing stats.
Campaign Email Performance	Email performance, grouped by Smart Campaigns.



Deep Dive

To see all the things you can do with these reports, see the [Basic Reporting](#) deep dive.