

# The Engagement Dashboard

The Engagement Dashboard is the easiest way to see how the content in your [engagement programs](#) is performing.

## What's in this article?

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[Understand the Exhaustion Widget](#)

[Understand the Engagement Over Time Widget](#)

[Understand the Highest Engagement Widget](#)



## Note

The engagement score is calculated 72 hours after each cast. Learn more about the [engagement score](#).

## View the Engagement Dashboard

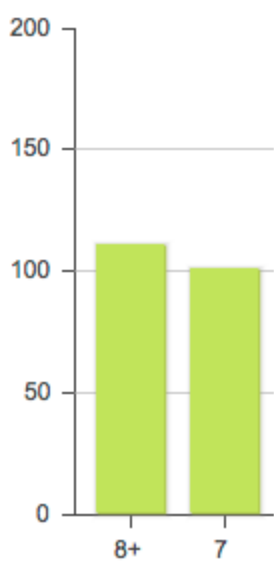
Select your engagement program and click **View > Dashboard**.

### Summary

**69** Engagement   **2.1%** Unsubscribed

**Today**  
Next Cast

### Exhaustion



### Engagement Over Time



#### Tip

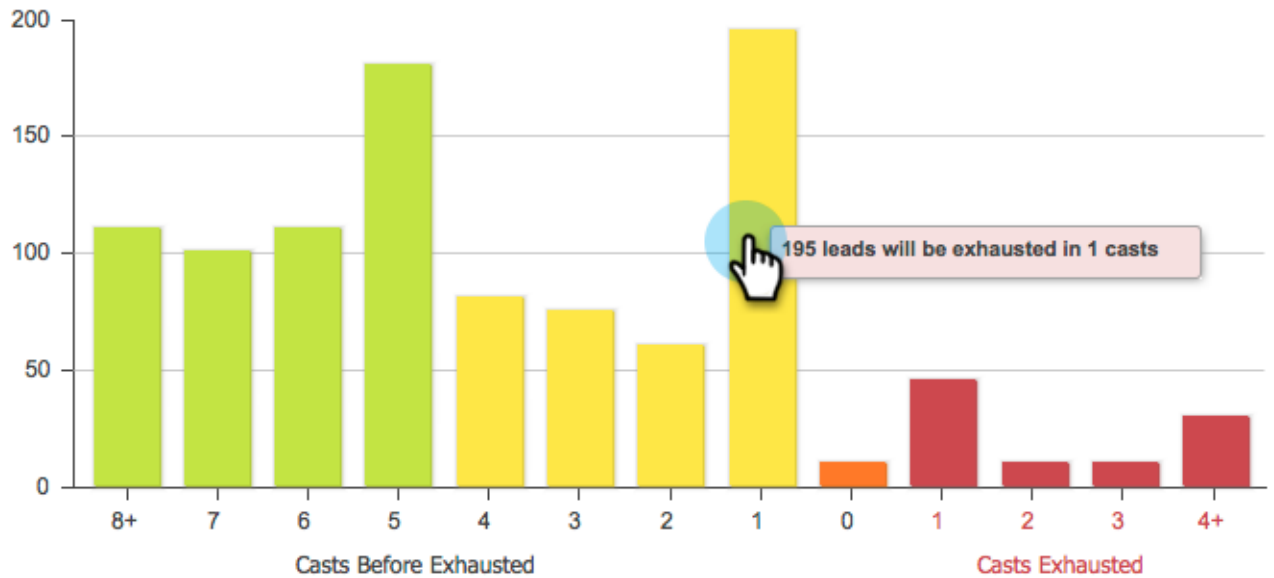
Check out the [engagement stream performance report](#) for more detailed statistics.

## Understand the Exhaustion Widget

This widget helps you anticipate when leads will have exhausted all content. The exhaustion score is calculated immediately after each cast. The example below shows that in 1 cast, 195 leads will have exhausted all content.

# Exhaustion

Last Updated: 07/1/2013 3:12 PM



## Note

You must go into the Setup tab and make sure Exhausted Content Notifications are **On** to see the graph above. If they are off, the graph will look different.

## Caution

People who are "exhausted" will not receive any communication in the next cast.

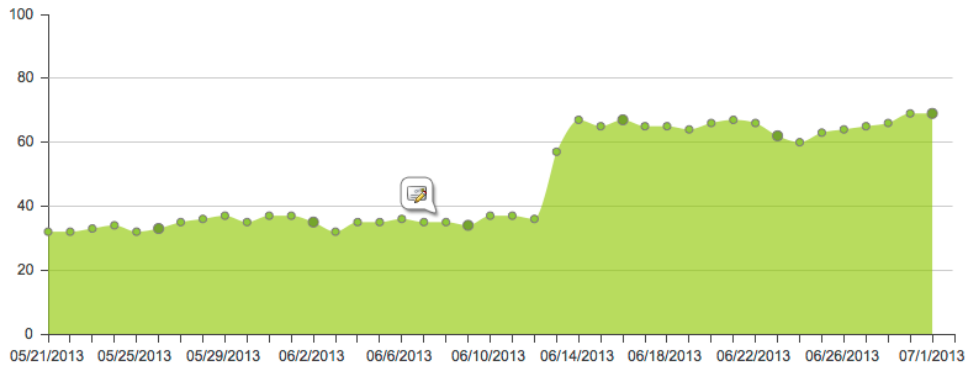
## Understand the Engagement Over Time Widget

Shows the average engagement score over time and the impact of content edits.

## Availability

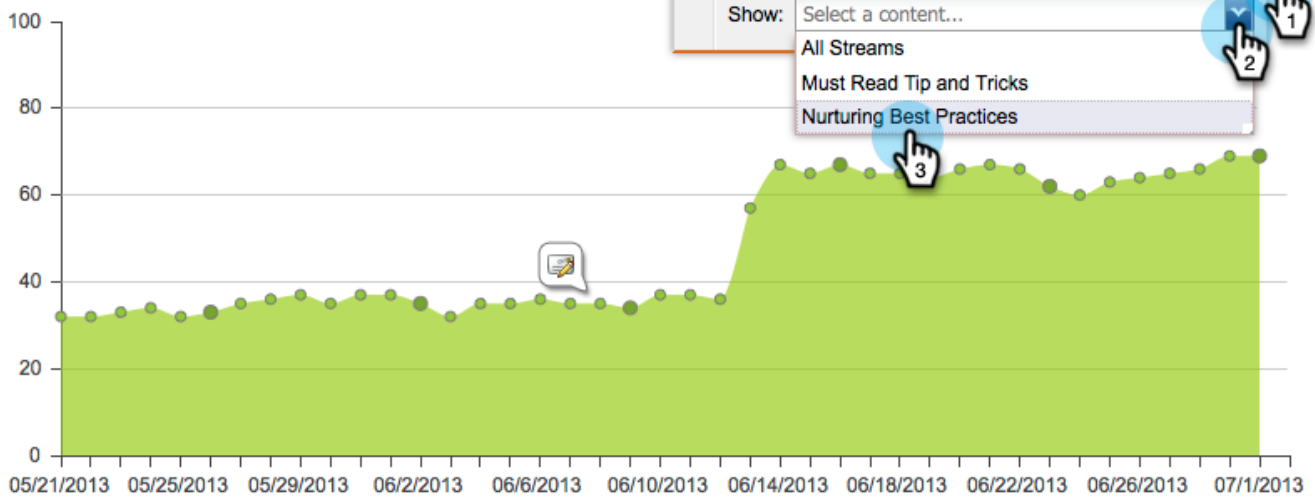
This feature is available as an add-on for customers who utilize Marketo's Revenue Cycle Explorer. Please contact your Customer Success Manager for additional details.

## Engagement Over Time



To show a single piece of content instead of an average, click the gear icon, then select the piece of content.

## Engagement Over Time



## Understand the Highest Engagement Widget

A list of all content, ordered by the highest engagement score.

## Highest Engagement

<a href="#">Nurture Analytics Guide</a> Edited: 05/16/2013 Sent: 340	92	<div style="width: 92%; height: 10px; background-color: #4CAF50;"></div>
<a href="#">Lead Scoring Guide</a> Edited: 07/15/2013 Sent: 700	84	<div style="width: 84%; height: 10px; background-color: #4CAF50;"></div>
<a href="#">Nurturing Best Practices</a> Edited: 07/1/2013 Sent: 1200	78	<div style="width: 78%; height: 10px; background-color: #4CAF50;"></div>
<a href="#">Be a Marketing Rockstar</a> Edited: 06/8/2013 Sent: 250	53	<div style="width: 53%; height: 10px; background-color: #FFEB3B;"></div>
<a href="#">Must Read Tip and Tricks</a> Edited: 07/1/2013 Sent: 1000	39	<div style="width: 39%; height: 10px; background-color: #FF9800;"></div>

To change the sorting, click the gear icon, then select the sort order.

## Highest Engagement

-  Highest Engagement  1
-  Lowest Engagement
-  Newest Content
-  Oldest Content  2

<a href="#">Nurture Analytics</a> Edited: 05/16/2013		<div style="width: 92%; height: 10px; background-color: #4CAF50;"></div>
<a href="#">Lead Scoring Guide</a> Edited: 07/15/2013 Sent: 700	84	<div style="width: 84%; height: 10px; background-color: #4CAF50;"></div>
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<a href="#">Must Read Tip and Tricks</a> Edited: 07/1/2013 Sent: 1000	39	<div style="width: 39%; height: 10px; background-color: #FF9800;"></div>

*Newest* and *Oldest* are based on time of last approval.



## Deep Dive

Learn more in the [Create an Engagement Program](#) deep dive.