

Engagement Stream Performance Report

Want to know how your engagement content is performing? Try the engagement stream performance report.

What's in this article?

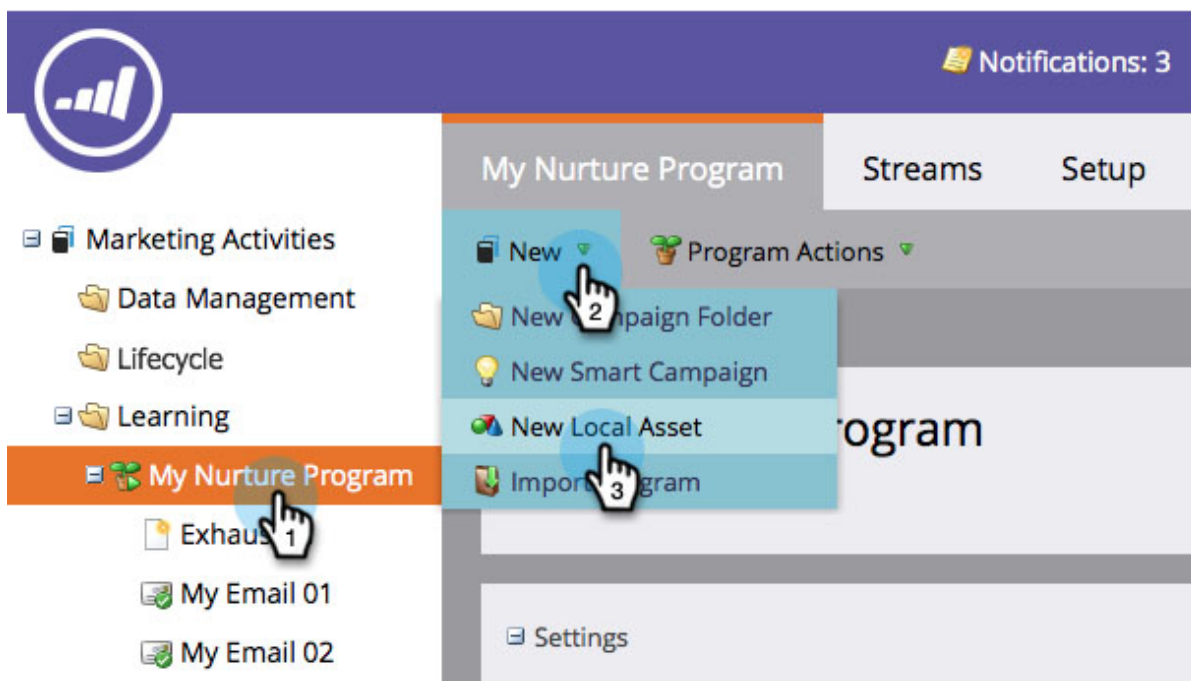
[Create the Report](#)

[Edit Settings](#)

[Run Report](#)


Create the Report


1. Find and select your engagement program, then under **New** click **New Local Asset**.





2. Select **Report**.


New Local Asset


 Smart Campaign

 Email


 List


 Landing Page

 Smart List

 Form

 Report

 Test Group

 Program

Tip

Creating the report under the program will automatically restrict it to the content of the program.

3. Select **Engagement Stream Performance** as the report **Type**.

New Report ✕

Program: * My Nurture Program ▾

Type: *

Name: *

- People Performance
- Group by Status
- Group by Revenue Stage
- Email Link Performance
- Email Performance
- Engagement Stream Performance 2
- Landing Page Performance
- Program Performance
- Campaign Activity
- Campaign Email Performance
- Company Web Activity

Description:


CREATE

4. Name your report and click **Create**.


New Report ✕

Program: * My Nurture Program ▾

Type: * Engagement Stream Performance ▾

Name: * Engagement Stream Performance  1

Description:

 2

Alright! Now let's check out the settings.

Edit Settings

All normal report settings apply with the addition of Engagement Program Email. This allows you to select specific emails to report on.

1. Find and select your report.

Engagement Stream Performance

Report Actions ▾

Date of Activity: Last 30 Days (May 25, 2014)

Engagement Stream Pe

Report

View or export your report

Smart List

Define the Smart List for this report

- Marketing Activities
 - Data Management
 - Lifecycle
- Learning
 - My Nurture Program
 - Exhausted
 - My Email 01
 - My Email 02
 - My Email 03
 - My Program
 - Engagement Stream Perform**
 - My Smart Campaign
 - Nurturing

2. Under the **Setup** tab, double-click the **Engagement Program Email** filter.

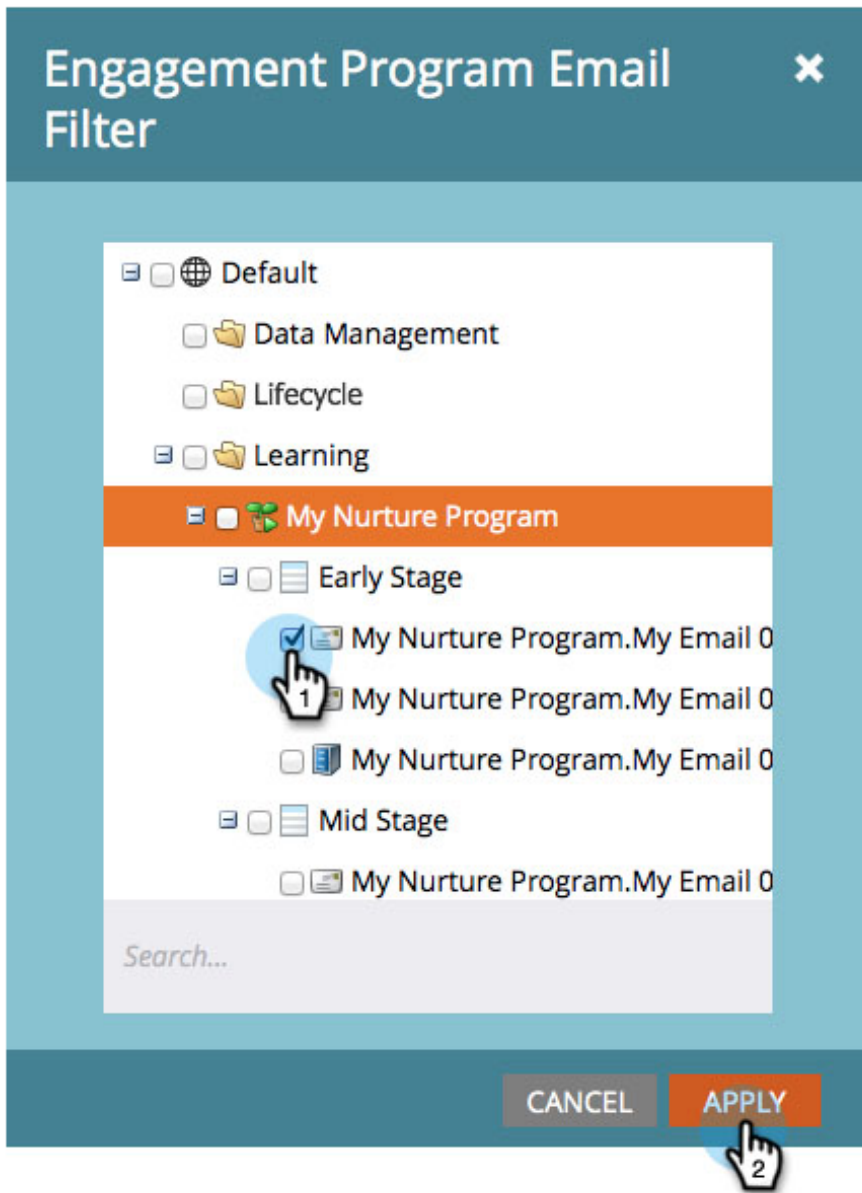
Engagement Stream Performance Report Smart List **Setup** Subsc

New Report Actions Edit Delete

Ty...	Name	Value
[-] Settings		
	Date of Activity	Last 30 Days (May 25, 2014 - Jun 23, 2014 PDT)
	Global Reporting	Disabled
	Export Rows Available	5000
[-] Filters		
	Engagement Program Emails	Selected Emails

2 double-click

3. Select the email(s) you want to report on and click **Apply**.



Run Report

1. To run the report simply click on the **Report** tab.

Engagement Stream Performance		Report	Smart List	Setup	Subscriptions		
Report Actions ▾							
Date of Activity: Last 30 Days (May 25, 2014 - Jun 23, 2014 PDT)							
Email Name	Enga...	Sent	Delivered	% Deliv...	Hard B...	Soft Bo...	Pen...
My Nurture Program.Early Stage							
My Nurture Program.My Em...	--	2565	2533	98.7	15	0	0
Total:		2565	2533	98.8%	15	0	0



Tip

Although not illustrated, Engagement Score is a column in this report. See [Understanding the Engagement Score](#) for details on what it is.

Great job! Notice that the report is grouped by engagement program.