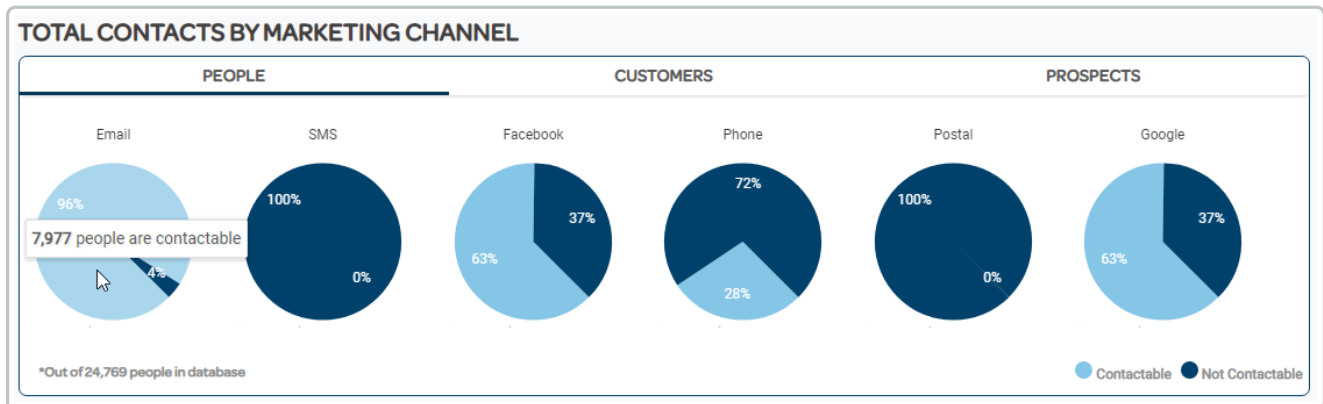


This article describes the visuals relating to contactable individuals within the Ascent360 CDP.

In this article:

- [Total Contacts by Marketing Channel](#)
- [Email Permission by SPAM Law Authority](#)
- [Email Permission by Type of Consent](#)
- [Email Status Summary](#)
- [Subscriber Engagement Summary](#)
- [Recent Emails Sent](#)
- [Email Tracking Over Time](#)
- [Address Certification](#)
- [Addressable People by Country](#)

Total Contacts by Marketing Channel

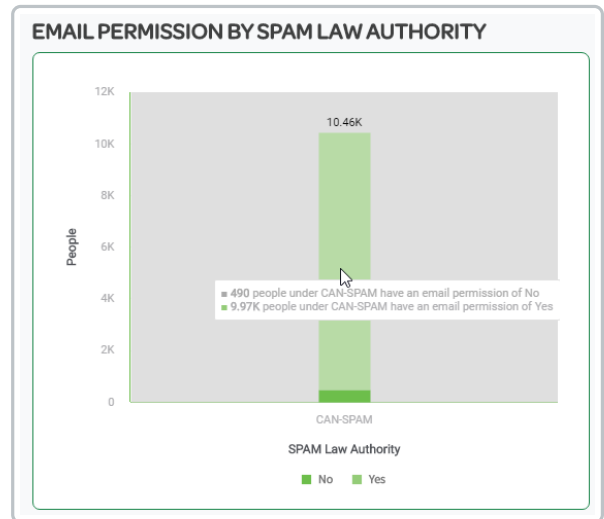
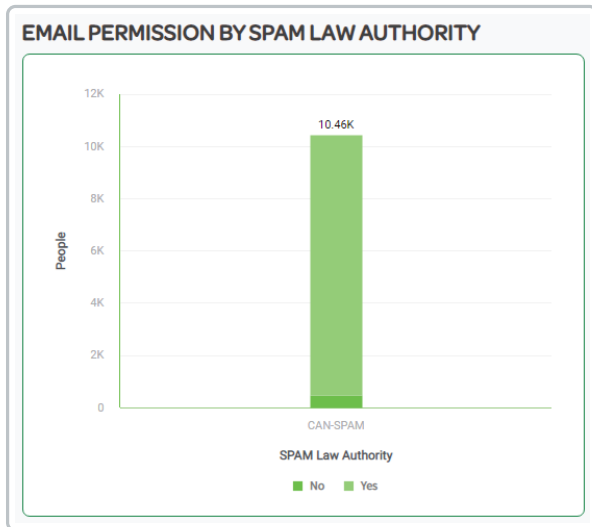


This multi-pie chart shows the percentage of people in the CDP contactable by channel type. In this chart, "Contactable" means that a person has a valid email, phone number or postal address *and* they are opted in (either explicitly or implicitly) to receive communications via that channel. "Not Contactable" individuals are those who don't have a valid email, phone number or postal address, *or* those who are not opted in to receive communications via that channel.

Hover over the sections of the pie to display the raw count of individuals. At the bottom, you can see how many people the whole pie represents.

Both Facebook and Google percentages are assumed based on the number of valid emails in the CDP, because accessing that data is not allowed by Facebook or Google's terms of service for privacy reasons.

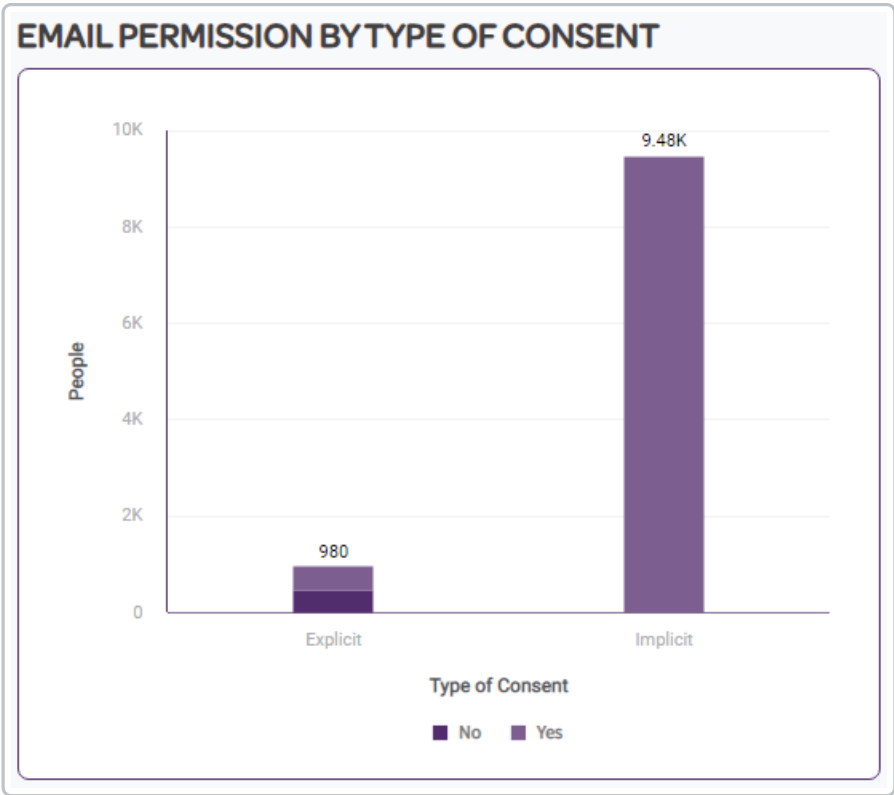
Email Permission by SPAM Law Authority



This stacked bar chart displays the number of people in the database by what SPAM Law Authority they live under. SPAM Law Authority is informed by the self-reported country the person lives in and the domain extension of their email address.

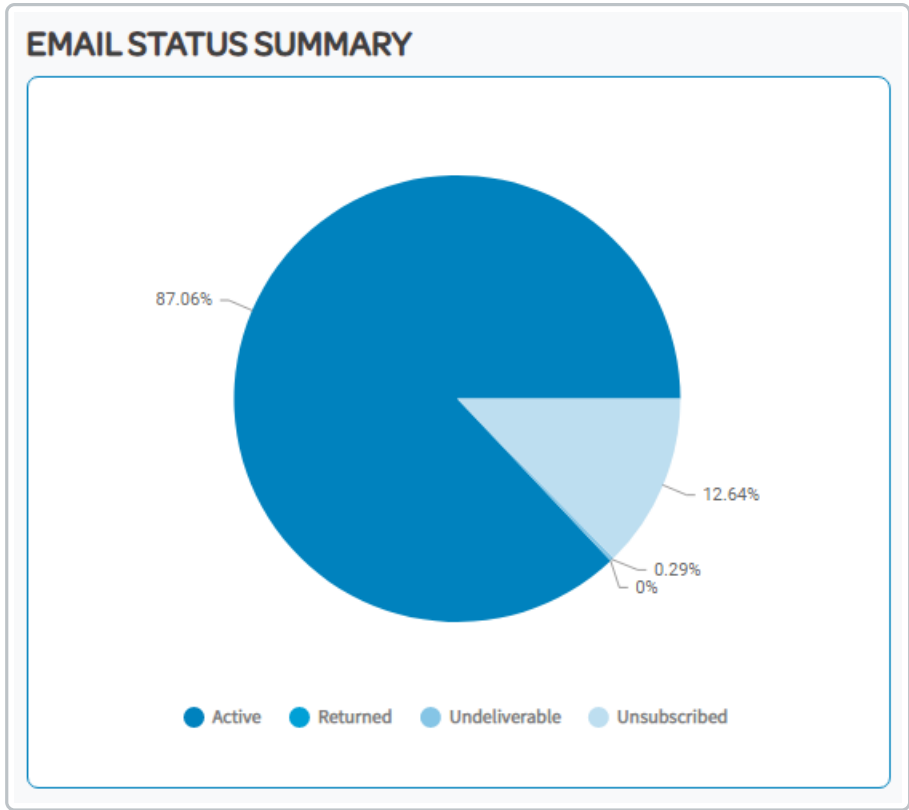
Hover over the bar to learn the breakdown of email permission by SPAM law authority. The email permissions represented in the chart include implicit and explicit permissions, so the count of Email Permission = Yes under CAN-SPAM includes people who have explicitly said "please send me emails" *and* people who have simply provided their email address and not unsubscribed.

Email Permission by Type of Consent



This stacked bar chart shows the number of people by how they are consented. Explicit consent means that a person explicitly stated they did or did not want to be contacted by email. Implicit consent means that the email address is in the clients' CDP but there is no record of the person explicitly stating they do or do not want to be contacted by email.

Email Status Summary



This pie chart shows the data Ascent360 receives from the Email Service Provider (ESP) about the contactability of the email addresses contained in the ESP.

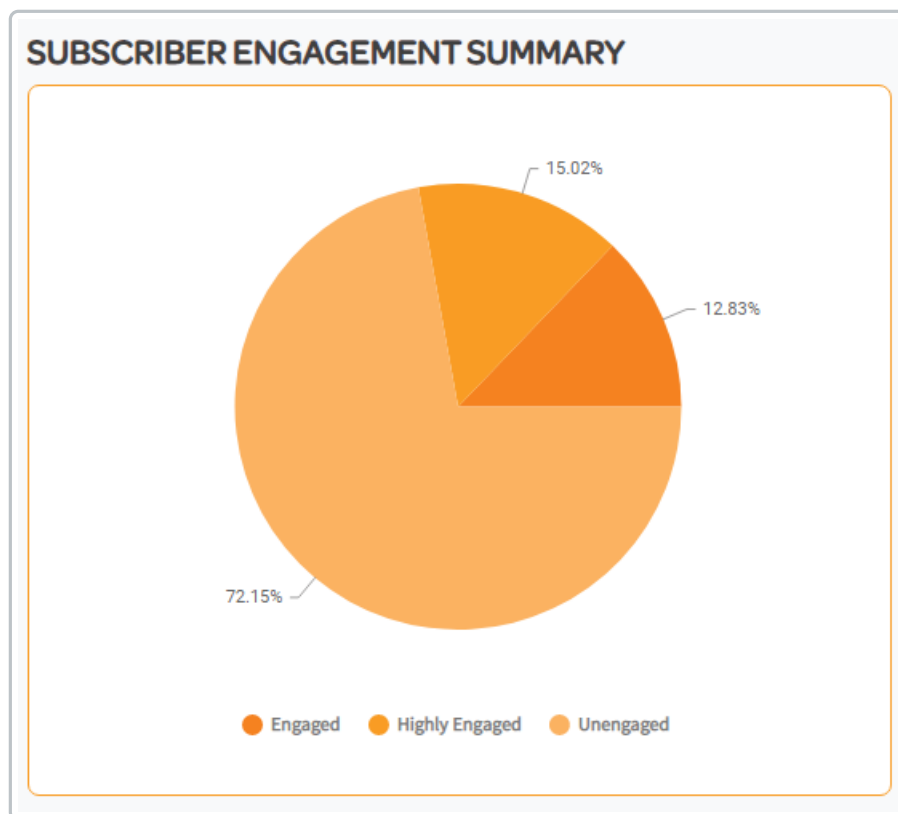
Subscriber Status

Each subscriber has one of the following statuses:

Status	Explanation
Active	<ul style="list-style-type: none"> No activities have occurred to make the subscriber's status Bounced, Undeliverable, Unsubscribed, or Deleted. A subscriber whose status was Bounced or Undeliverable is recorded as having opened or clicked through a received email. In this case, the system changes the subscriber's status back to Active.
Returned	<ul style="list-style-type: none"> One or two soft bounces are received for the subscriber. One hard bounce is received for the subscriber.
Undeliverable	<ul style="list-style-type: none"> Three hard bounces or three soft bounces are received for the subscriber and at least 15 days have passed since the first bounce. If the bounce was from a trusted domain, only one hard bounce is required. For the most current list of trusted domains, contact your account manager

Status	Explanation
Unsubscribed	<ul style="list-style-type: none"> The subscriber has requested to be removed from a single list, multiple lists, or all lists. In these cases, the subscriber's status is changed to Unsubscribed for the selected list(s) or at the All Subscribers level. A user manually unsubscribes a subscriber, thus changing the status to Unsubscribed for the list at which the action was taken. The subscriber has submitted a spam complaint. In this case, the subscriber's status is changed to Unsubscribed at the All Subscribers level.

Subscriber Engagement Summary



This pie chart shows a breakout of subscriber engagement by percentage of total subscribers. Subscriber engagement is put into the below three categories:

- **Highly Engaged:** The subscriber has opened 60-100% of the email sent to them.
- **Engaged:** The subscriber has opened 21-60% of the email sent to them.
- **Unengaged:** The subscriber has opened 0-20% of the emails sent to them.

The percentages in this chart are based off of the total history for a subscriber. There is no specific time limit set for this report.

Recent Emails Sent

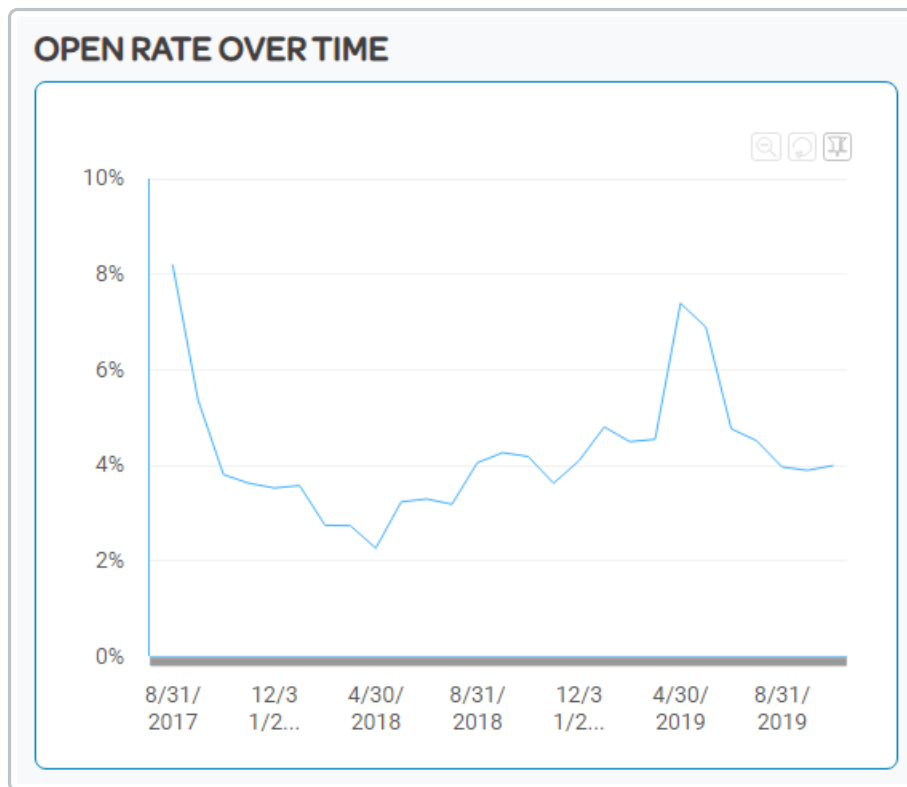
RECENT EMAILS SENT							
Email Name	Send Date	Sent Count	Delivered Count	Open Rate	Click Through Rate	Bounce Rate	Unsubscribe Rate
ADHC_051116_BoyGirl	5/11/2016	135,905	135,276	3.35%	0.33%	0.46%	0.04%
wl_seocontest_spring16	5/11/2016	552	551	7.25%	0.36%	0.18%	0.18%
wl_welcome_WCS_v2	5/11/2016	93	89	24.73%	3.23%	4.30%	0.00%
Review Invite	5/10/2016	145	144	26.21%	2.76%	0.69%	0.00%
wl_welcome_WCS_v2	5/10/2016	97	96	48.45%	4.12%	1.03%	0.00%
Review Invite	5/9/2016	167	166	24.55%	4.19%	0.60%	1.80%
wl_seocontest_spring16	5/9/2016	553	552	20.07%	3.07%	0.18%	1.45%

1 to 10 of 50 Page 1 of 5

This table displays email tracking information for the last 50 emails sent from the connected ESP. Counts and rates are pulled from the ESP nightly, but is 2 days behind because of the timing of when the data request is made.

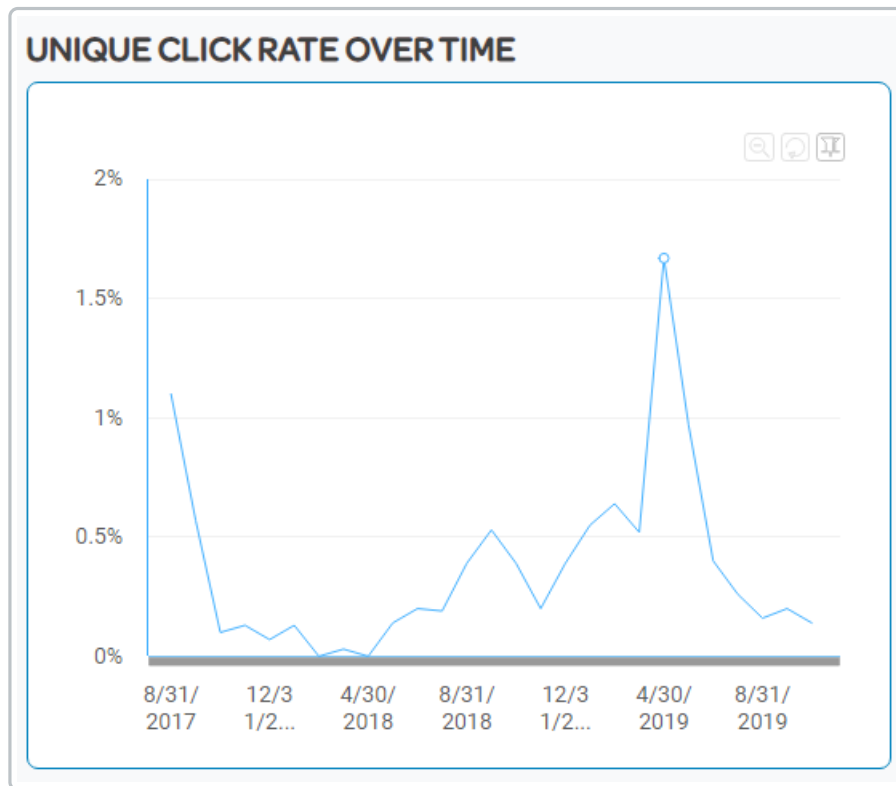
Email Tracking Over Time

Open Rate Over Time



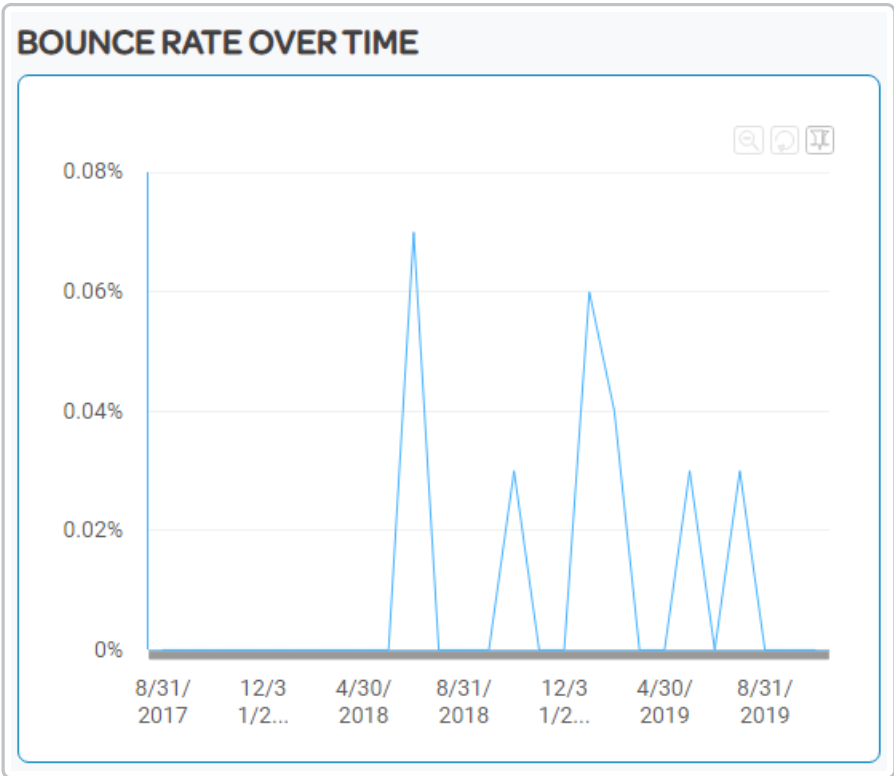
This line chart shows the open rate of all emails sent (by month) in the last 3 years. After pulling this data from the ESP, Ascent360 calculates open rate by summing all of the opens and dividing by the sum of all of the deliveries.

Unique Click Rate Over Time



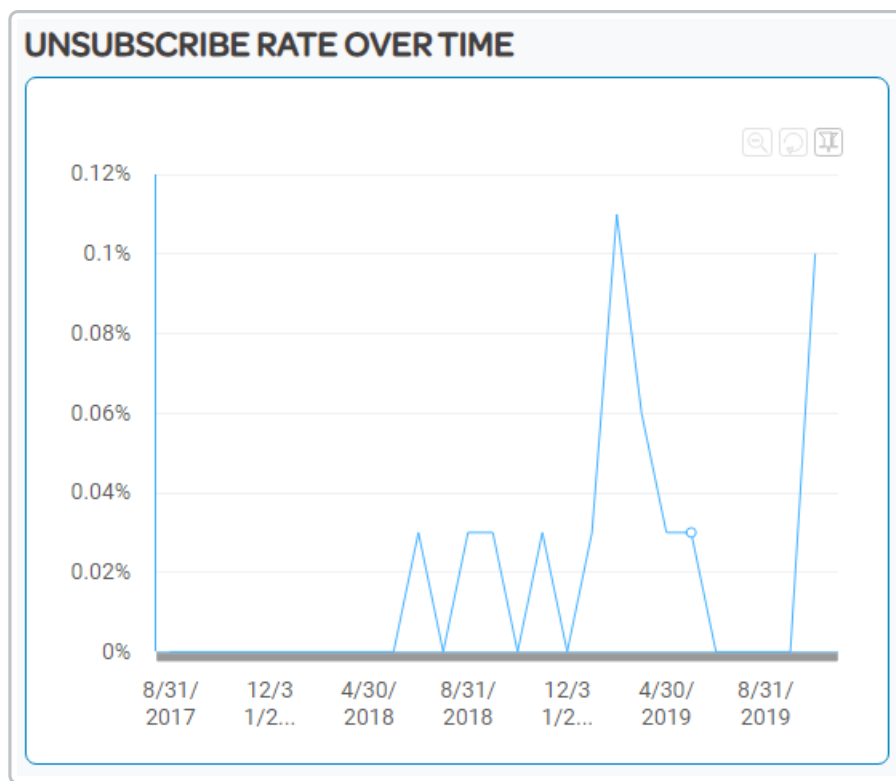
This line chart shows the unique click rate of all emails sent (by month) in the last 3 years. After pulling this data from the ESP, Ascent360 calculates unique click rate by summing all of the unique clicks and dividing by the sum of all of the deliveries.

Bounce Rate Over Time



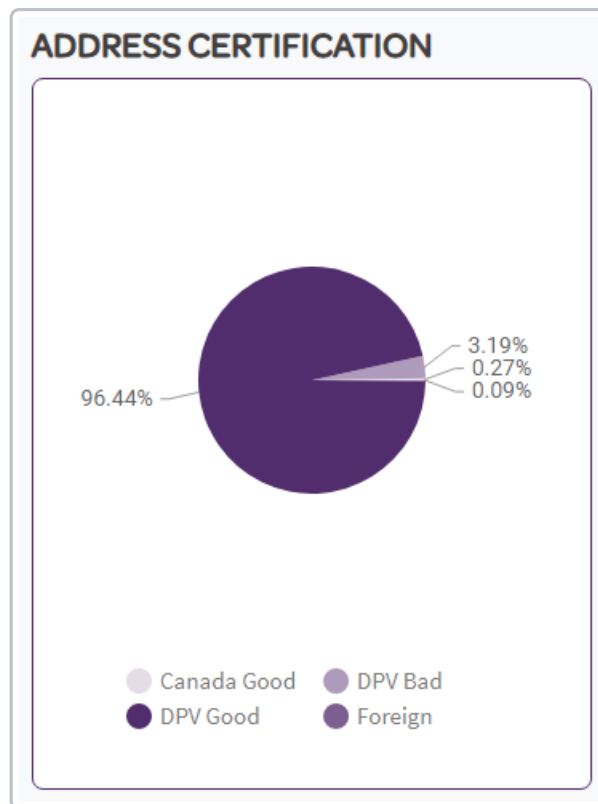
This line chart shows the bounce rate of all emails sent (by month) in the last 3 years. After pulling this data from the ESP, Ascent360 calculates bounce rate by summing all of the hard bounces and dividing by the sum of all of the deliveries.

Unsubscribe Rate Over Time



This line chart shows the unsubscribe rate of all emails sent (by month) in the last 3 years. After pulling this data from the ESP, Ascent360 calculates unsubscribe rate by summing all of the unsubscribes coming from emails and dividing by the sum of all of the deliveries.

Address Certification

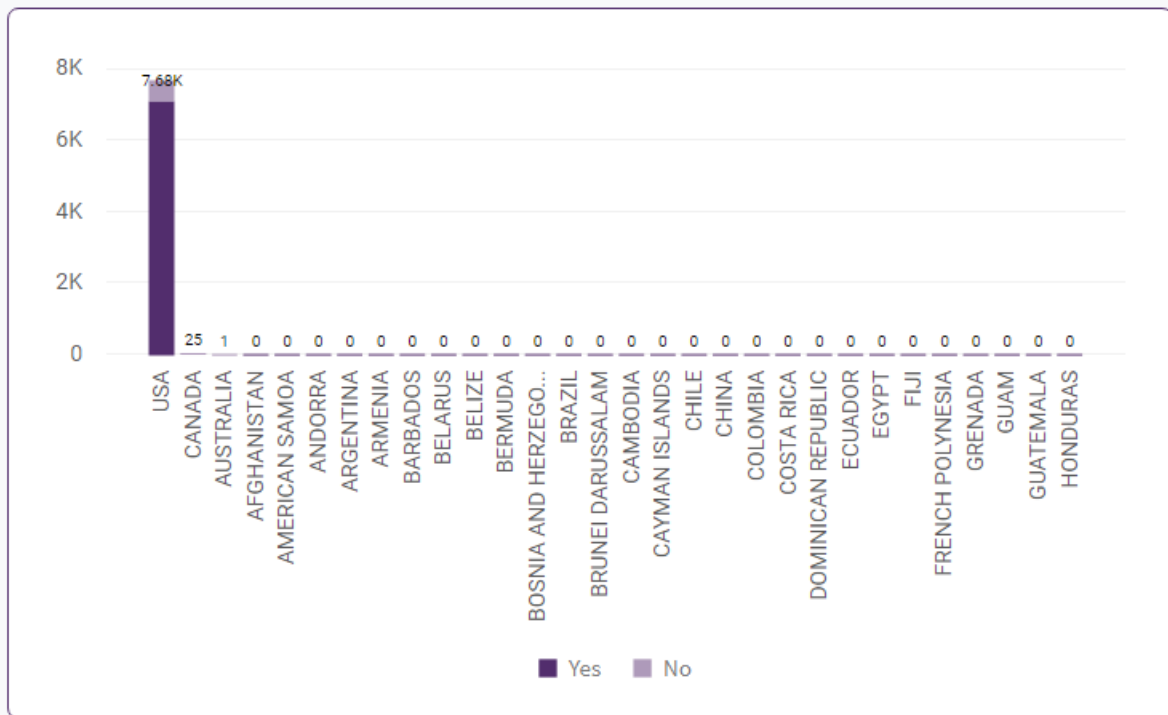


This pie chart shows the percentage of people in the database with an address by their address certification.

- **DPV (Delivery Point Validation) Good:** These addresses are in the USA and are verified by USPS to be deliverable.
- **DPV (Delivery Point Validation) Bad:** These addresses are in the USA and are **not** verified by USPS to be deliverable.
- **Canada Good:** These addresses are in Canada and are verified by Canada Post to be deliverable.
- **Foreign:** These addresses are outside of the USA and Canada.

Addressable People by Country

ADDRESSABLE PEOPLE BY COUNTRY



This stacked bar chart shows the number of people who live in the top 30 countries in the CDP and what their postal permission is.