



Pulse Reports 7.0 User's Guide

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Introducing Pulse Reports

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About Pulse Reports

e-Dialog Pulse Reports™ lets you get a quick performance snapshot of a recently mailed campaign (available within minutes of sending the mail). Pulse Reports allows you to access certain measures of your customer's and client's actions to make marketing decisions, such as whether to alter the content of the message that has not yet been sent because of certain results or whether to use a certain subject line because of the results it yields.

To get results as immediately as you can in Pulse Reports:

- ◆ You can only access one pulse report at the cell level at a time
- ◆ Pulse Reports does not report on formats

Your open rate percentage is based on the net mailed, even though not all of your audience may have received the open detector because they did not receive the HTML format.

Customization for Your Organization

e-Dialog configures Precision Central applications to meet your organization's specific preferences. Also, to accommodate the different access needs of individual users, e-Dialog sets up individual profiles based on user name. Your Professional Services Account Team helps to configure these preferences during your initial set-up process.

For example, your organization may want to provide certain employees with the ability to upload new audiences and assign these audiences to new users. On the other hand, others may only have the ability to upload a new audience solely for their own use. Or, some employees may not be able to send final e-mails, while others are allowed to do so.

Note: As a result of the modular approach, some of the functionality described in this document may not apply to you.

System Requirements

Precision Central 7.0 requires:

- ◆ Microsoft Windows or Apple Macintosh OS X*
- ◆ Adobe Flash Player 9.0.28 or newer

Adobe Flash Player is required only for Insight Builder, User Management, Precision Dashboard and Data Director.

♦ One of the following Web browsers:

§ **Internet Explorer 7** (<http://www.microsoft.com/downloads/>) on Windows

§ **Firefox 3** (<http://www.mozilla.com/en-US/firefox/>) on Windows and Macintosh OS X*

* The middle scroll button of a Macintosh mouse may not work consistently in Precision Central 7.0. This is a known issue in Adobe Flash Player.

Starting Pulse Reports

To start Pulse Reports:

- 1 Log in the Precision Central.
- 2 Select **Reporting > Pulse Reports**.

Note: You must have been configured by e-Dialog to use Pulse Reports to access this feature.

See Setting Your Default Application in Introducing Precision Central 7.0 for instructions on specifying which application appears when you log in to Precision Central.

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Viewing a Report

When you start Pulse Reports, a list of mailing campaigns and associated cells appears.

To view a report:

- 1 Select the cell for which you want to see a report.

The Cell Details report appears.

[Home](#) > SDK Test Cell

Pulse Reports

Cell Details

Events

Undel

Unsub

Spam Complaint

Name: SDK Test Mailing

Cell Name: SDK Test Cell

Drop Date: 03/12/09 12:59 PM

Total Mailed: 1

Net Delivered: 1

Undel:

#	%
0	0.00

% calculated based on Total Mailed

Unsub:

#	%
0	0.00

% is calculated based on Net Delivered

Opens:

Gross	
#	%
0	0.00

% is calculated based on Net Delivered

Click:

Gross	
#	%
0	0.00

% is calculated based on Net Delivered

Conversion:

Uniq		Gross	
#	%	#	%
0	0.00	0	0.00

% is calculated based on Net Delivered

- To see a different report, click the appropriate tab.

Reports include:

- § Cell Details
- § Events
- § Undel

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§ Unsub

§ Spam Complaint

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