



Newsletter Statistic

Intro

Newsletter Statistic is a powerful tool to monitor your Newsletter effect and increase its quality.

Usually you sent newsletter to your users, and do not get any feedback, such as how many users read your mails, how many visit your site after they got them, how many additional purchases were made. Our extension will help you to monitor all activities concerning your newsletter, like conversions, purchases, time activities, links effectiveness.

Extension Features

Features & Advantages

- Monitoring whole process of receiving newsletters by users
- See users action in real-time
- Improve Quality of Newsletter based on it Statistic
- Develop new strategies concerning Newsletters content
- You are not "blind" anymore, you exactly know what to do

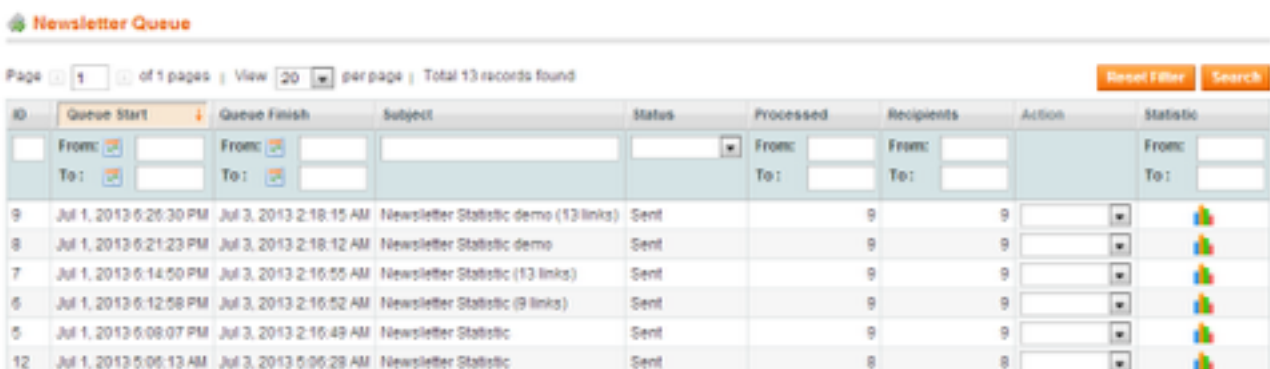
Statistics Type

- Newsletter Conversion Rate
- Newsletter Purchase Rate
- Links Statistic
- Link conversion by time statistic
- Product Purchases List
- Links Conversions
- Links Purchases

User guide

Newsletter Queues List

After installation you will see statistic icon in Newsletter Queue Grid



The screenshot shows the 'Newsletter Queue' interface. At the top, there is a header with the title 'Newsletter Queue' and a search icon. Below the header, there is a navigation bar with 'Page 1 of 1 pages', 'View 20 per page', and 'Total 13 records found'. On the right side of the navigation bar, there are two buttons: 'Reset Filter' and 'Search'. The main content is a table with the following columns: ID, Queue Start, Queue Finish, Subject, Status, Processed, Recipients, Action, and Statistic. The table contains 13 rows of data, each representing a newsletter queue entry. The 'Statistic' column contains a small bar chart icon for each entry.

ID	Queue Start	Queue Finish	Subject	Status	Processed	Recipients	Action	Statistic
	From: [input] To: [input]	From: [input] To: [input]	[input]	[input]	From: [input] To: [input]	From: [input] To: [input]	[input]	From: [input] To: [input]
9	Jul 1, 2013 6:26:30 PM	Jul 3, 2013 2:18:15 AM	Newsletter Statistic demo (13 links)	Sent		9	9	[chart icon]
8	Jul 1, 2013 6:21:23 PM	Jul 3, 2013 2:18:12 AM	Newsletter Statistic demo	Sent		9	9	[chart icon]
7	Jul 1, 2013 6:14:50 PM	Jul 3, 2013 2:16:55 AM	Newsletter Statistic (13 links)	Sent		9	9	[chart icon]
6	Jul 1, 2013 6:12:58 PM	Jul 3, 2013 2:16:52 AM	Newsletter Statistic (9 links)	Sent		9	9	[chart icon]
5	Jul 1, 2013 6:08:07 PM	Jul 3, 2013 2:16:49 AM	Newsletter Statistic	Sent		9	9	[chart icon]
12	Jul 1, 2013 5:06:13 AM	Jul 3, 2013 5:06:28 AM	Newsletter Statistic	Sent		8	8	[chart icon]

Newsletter Statistic Page

Each newsletter queue has personal Statistic page. On this page you can find: General newsletter statistics like Amount of Sent mails, Read E-Mails, Conversion rate, Amount of Links in one Mail, Purchases Rate

Newsletter Statistic

Back



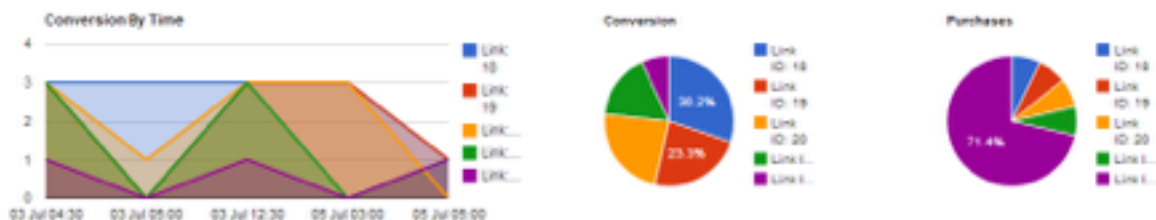
ID	Template Name	Template Subject	Sender	Template Type	Newsletter Sent	Newsletter Read	Link Count	Conversion	Purchases
9	Newsletter Statistic demo (13 links)	Newsletter Statistic demo (13 links)	Testura demo	html	9	3	5	43	3

Then you can find separate statistics for each link in your E-Mail

Comparison diagram of each link and also shows how many users have clicked on each link. Purchases diagram indicates how many sales were made after users have clicked on a link in your newsletter.

Conversion By Time diagram shows time which passed since users have got an email, and clicked on some links in it. For example, it can show you the time, when your target group is more active in the Internet.

Links



Links ID	URL	Conversion	Purchases
18	http://demo.tentura.eu/index.php/apparel/shoes/womens/nine-west-women-2-lucero-pump.html	13	0
19	http://demo.tentura.eu/index.php/apparel/shoes/womens/ecco-womens-golf-flexz-golf-shoe.html	10	0
20	http://demo.tentura.eu/index.php/apparel/shoes/womens/anastria-womens-premier-leather-sandal.html	10	0
21	http://demo.tentura.eu/index.php/apparel/shoes/womens/ci-dogs-beach-garden-clog.html	7	0
22	http://demo.tentura.eu/index.php/electronics/cell-phones/htc-touch-diamond.html	3	3

And finally products list, which were bought because of this newsletter.

Products

URL	Product ID	Product Name	Product Type	View
http://demo.dentura.eu/index.php/electronics/cell-phones/htc-touch-diamond.html	108	Nine West Women's Lucero Pump	configurable	Frontend List
http://demo.dentura.eu/index.php/electronics/cell-phones/htc-touch-diamond.html	135	Anastria Womens Premier Leather Sandal	configurable	Frontend List
http://demo.dentura.eu/index.php/electronics/cell-phones/htc-touch-diamond.html	83	CH Clogs Beach/Garden Clog	configurable	Frontend List