Use Email Analytics

Using the Email Analytics feature in ACES², you can collect and analyze email data sent through ACES². Full data is presented in a graph accessible from the Daily tab and can be filtered to compare specific emails, from applicants and prospects to marketing and transactional. You can also choose other options. You can view email results by year, month, day, or hour, and track link clicks across multiple emails.

From the Daily tab, select Email Analytics. Alternatively, select Email Analytics from the Home page in the Daily section.

The Email Analytics Graph

[Diagram of Email Analytics Graph with labeled sections: a, b, c, d]
This is an example of a graph for a law school. This graph has a lot of information:

- A list of email descriptions displayed in the graph
- Total numbers and a circle graph displaying the total numbers
- The number of emails sent and emails bounced
- The percentage of emails opened and emails unsubscribed

<table>
<thead>
<tr>
<th>Emails</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sent</td>
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The left and right sides of the graph display a different set of numbers:

- Data corresponding to the numbers on the left is displayed using a bar graph and shows the number of emails.
  
  Blue = emails sent; yellow = emails bounced.

- Data corresponding to the numbers on the right is displayed using a line graph format and shows percentages.
  
  Gold = percentage of emails opened (0–100%); navy blue = unsubscribe rate (0–100%).

The Email Analytics graph can be filtered and changed using the three buttons shown.

- The button on the left changes the scope of the graph.
- The second button filters the graph shown.
- The third button downloads the graph shown into an Excel document.

The first button can be changed to show one of the following:

- **Emails**—Graph displays mass emails sent through ACES\(^2\) Reports. Data can be compared between email descriptions and email subjects (i.e., prospect emails vs. applicant emails).
- **Emails By Date/Time**—Graph displays emails sent over a specific period of time, including year, month, day, or hour.
- **Email Links**—Graph displays any hyperlinks included in mass email reports sent through ACES\(^2\) and how many times those links were clicked (not including social media hyperlinks).

1. Use the filter in the following ways:
• **Quick Filters**—ACES² comes with four prefiltered graphs for all law schools, including the top five emails opened and unsubscribed.

• **Classification**—Filters your graph by transactional and marketing emails you have sent.

• **Subject Type**—Filters your graph by applicant and prospect emails.

• **Email Name**—Filters your graph by specific email description or all emails.

2. The Email Links feature keeps track of all hyperlinks mass emailed using Email Reports in ACES², and the number of times they were clicked by a recipient (excluding hyperlinks associated with social media sites).

   • The bottom of the graph remains the same and counts the total number of emails sent with hyperlinks.

   • Hyperlinks are listed on the left and two bars are shown in the graph:
     o **Unique Clicks**—First time a recipient opens the hyperlink.
     o **Total Clicks**—Sum of all clicks of the hyperlink, including multiple clicks by one user.