

INSIGHTS: MARKETING CLOUD:

Automate Your Email Reports

Metrics in a form that informs.

Navigating and downloading reports can be a difficult and time consuming task. This Accelerator walks you through different configuration options that make pulling reports effortless.

What it can do for you.

- Uncover insights into marketing campaigns and track metrics like send volumes, subscriber engagement, opens, clicks and conversions
- Eliminate manual effort associated with pulling campaign specific insights
- Enable your team to utilize numerous configuration options available with Marketing Cloud reports
- Educate your team on the insights available through administrative, subscriber, email and tracking reports

How it works.

A Certified Specialist will guide you through the process via four calls totaling 4 hours over 2 to 4 weeks.

Discovery

- Discuss and review your current implementation and usage
- Establish desired reporting needs

Analysis

- Configure reports and setup report automations
- Automate report creation and delivery

Outcomes

- One configured standard Marketing Cloud report
- Guide to setting up and automating reports

ADDITIONAL INFORMATION

Premier or Signature

Time you will spend on this Accelerator: 4 hours

GOAL

Gain business insights.

INTENDED USER

You want to assess and improve usage of Marketing Cloud Connect within your Sales Cloud or Service Cloud instances.

PREREQUISITES

- Marketing Cloud licenses and Marketing Cloud Premier Success Plan.
- Administrative access to production instance of Marketing Cloud
- Marketing manager to discuss desired email marketing metrics

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To schedule your 1-on-1 Accelerator, [visit our Help Portal](#), or contact your account executive or success team today!

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