

Module 5: Administration and reporting

5.1 About reports on deliveries

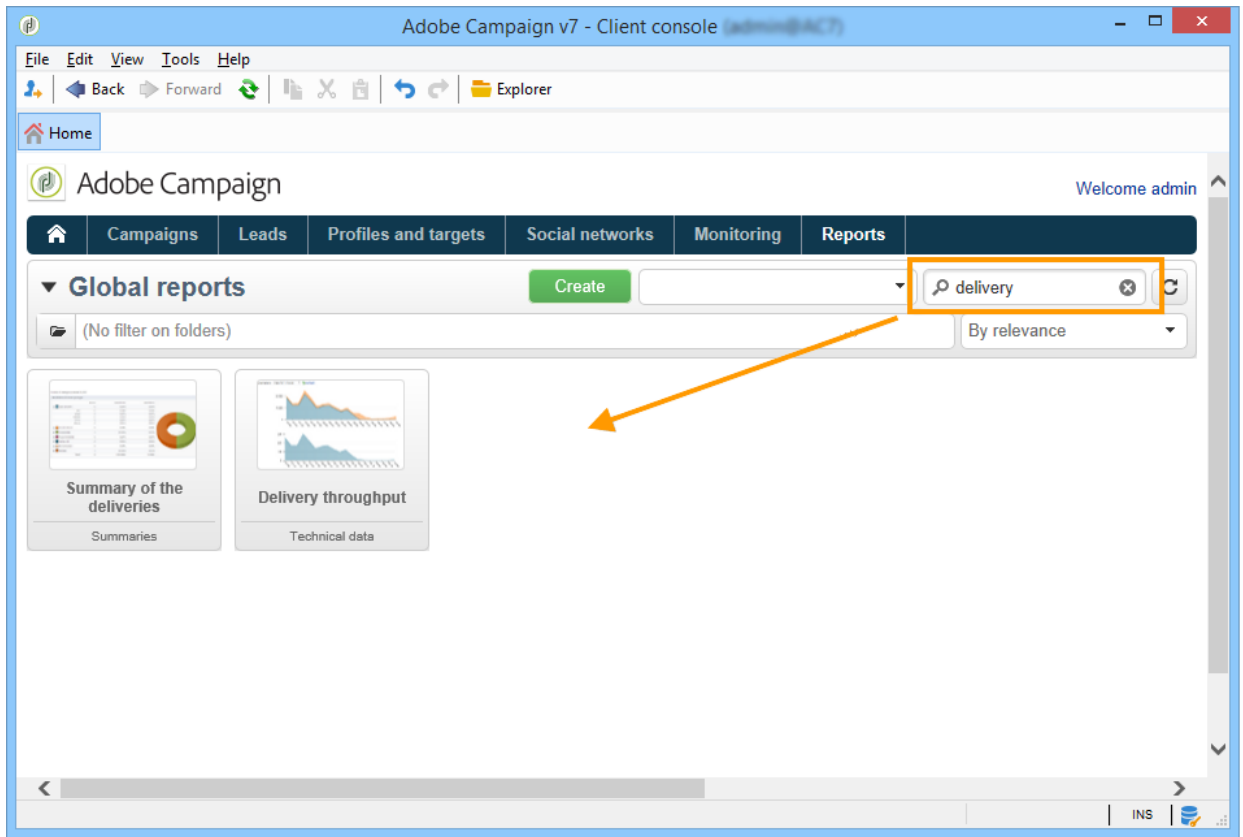
Adobe Campaign offers several types of reports, accessible via the customer console or an internet browser.

The following types of report are available:

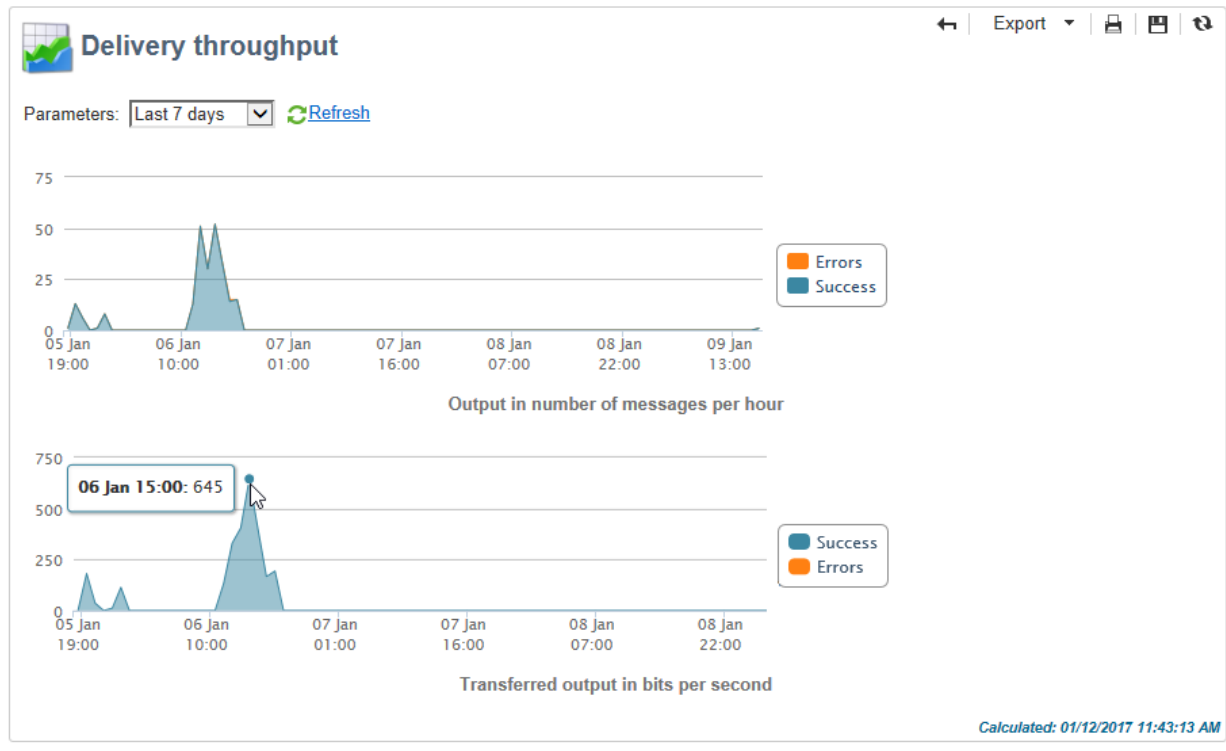
- Reports on the entire platform, see [Global reports](#).
- Delivery reports, see [Delivery reports](#).
- Cumulated reports, see [Cumulative reports](#).

You can access reports from the client console home page, the reports dashboard or the delivery list. The display mode of a report depends on its context. The list of main reports is available on the home page and lets you access delivery data quickly. This list can be changed to suit your needs. Refer to [this section](#) for more information.

A search field is available via the report dashboard for quick access to one of the reports on the list.



When the report is generated, you can perform various actions using the icons on the toolbar to the right of the report window.



You can:

- Export the report to Excel, PDF or Open Document,
- Print the report,
- Create the report history,
- Display different report histories,
- Update the data in the report.

NOTE

Some reports feature charts (curve, bar, funnel, etc.). Move your cursor over a chart to display its values.

For more information on these options, refer to [this section](#).

5.2 Get started with reporting

In addition to [built-in reports](#), Adobe Campaign lets you generate reports in various contexts and to meet different needs. Principles of use and implementation modes are detailed in this document.

Adobe Campaign isn't a specialized reporting tool: reports created in Adobe Campaign mainly enable you to view aggregated data. Adobe Campaign reports, which are dedicated to analyzing and representing data, are not designed for database exports.

To export data from the Adobe Campaign database, you need to create a workflow and use a data export activity. For more on this, refer to [this section](#).

Adobe Campaign provides several reporting tools:

1. **Built-in reports:** Adobe Campaign offers a set of reports on deliveries, campaigns, platform activities, optional functionalities, etc. These reports are available via the various functionalities which they relate to. They can be adapted to suit your specific needs.

For more on this, refer to [this section](#).

2. **Descriptive data analysis:** Adobe Campaign provides a visual tool for producing statistics on the data in the database. You can create descriptive analysis reports using a dedicated wizard and adapt their content and layout depending on your needs.

For more on this, refer to [this section](#).

3. **Personalized reports:** Adobe Campaign enables you to create reports on the data in the database. Once these have been created, they are made accessible in the appropriate contexts.

Depending on the complexity of the queries, calculations and volumes, the data analyzed in these reports can be collected via a query and pre-aggregated in a list ('data management' type workflow) or in a Cube (using Marketing Analytics). It will be displayed in the form of a pivot table or a group list.

For more on this, refer to [this section](#).

4. **Analysis reports:** Marketing Analytics enables intuitive data exploration.

For more on this, refer to [this section](#).

CAUTION

For easy display and manipulation, as well as efficient exporting, reports must not contain more than 1,000 lines.

5.3 Get started with delivery monitoring

Monitoring your deliveries after they have been sent is a key step to ensure your marketing campaigns are efficient and reach out to your customers.

In this section, you will learn more about the information you can monitor after sending a delivery, as well as understand how delivery failures and quarantines are managed.

Monitor your deliveries

The list of deliveries allows you to see all created deliveries into one single location.

For each delivery, a dedicated dashboard is available. It allows you to monitor eventual issues encountered during the sending as well as various types of information regarding the delivery: reports, mirror pages, exclusions, tracking logs, rendering, etc.

- [Accessing the list of deliveries](#)
- [Delivery dashboard](#)

Secure delivery performances

Several guidelines should be followed in order to ensure your deliveries perform well. Common issues you may encounter when sending deliveries are also available to help you send deliveries efficiently.

- [Delivery performances and best practices](#)
- [Delivery sending troubleshooting](#)

Understand delivery failures

When a message cannot be sent to a profile, the remote server automatically sends an error message, which is picked up by the Adobe Campaign platform and qualified to determine whether or not the email address or phone number should be quarantined.

[Understanding delivery failures](#) is a key step to help you improve your marketing campaigns.

Understand quarantine management

Adobe Campaign manages a list of quarantined addresses. Recipients whose address is quarantined are excluded by default during delivery analysis, and will not be targeted.

In [this section](#), you will find information on how to identify and manage quarantined addresses, and learn more about the conditions for sending an address to quarantine.

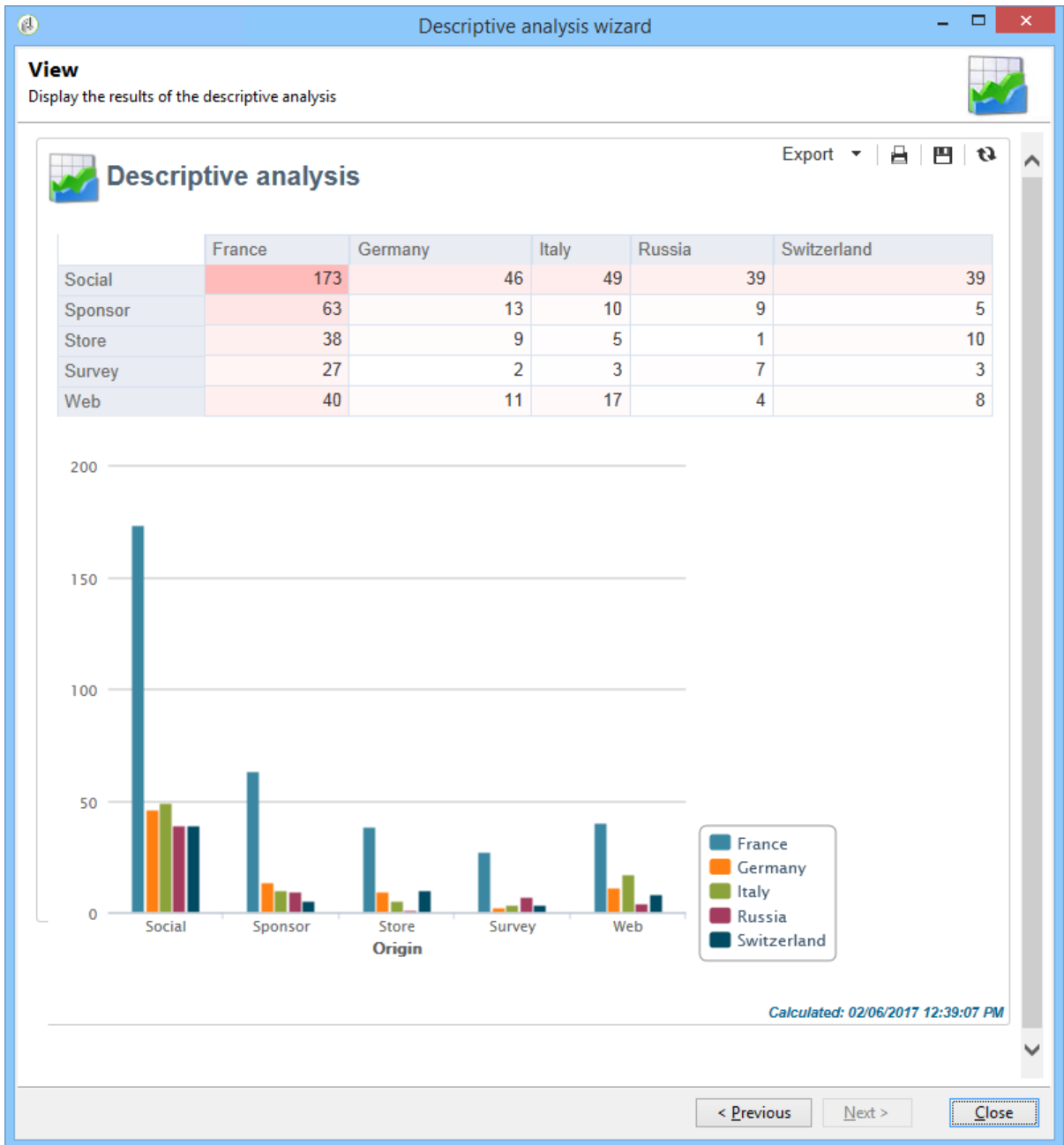
5.4 Get started with descriptive analysis

In order to produce statistics on the data in the database, create descriptive analysis reports using the dedicated wizard and adapt their content and presentation to suit your needs.

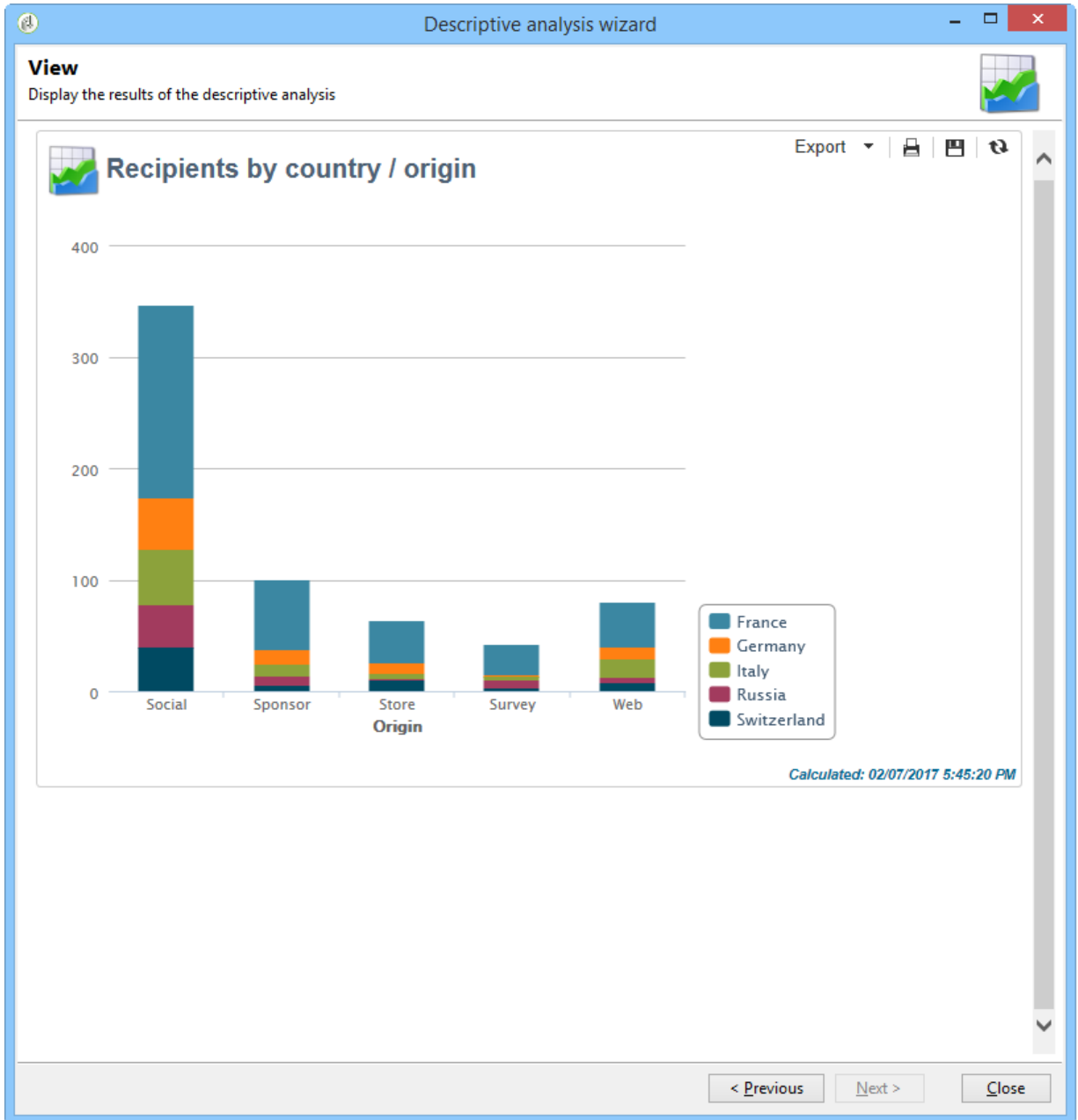
These reports concern populations and should only be used to analyze small data volumes.

You can generate quantitative or qualitative analysis reports. Qualitative analyses enable you to represent data as follows:

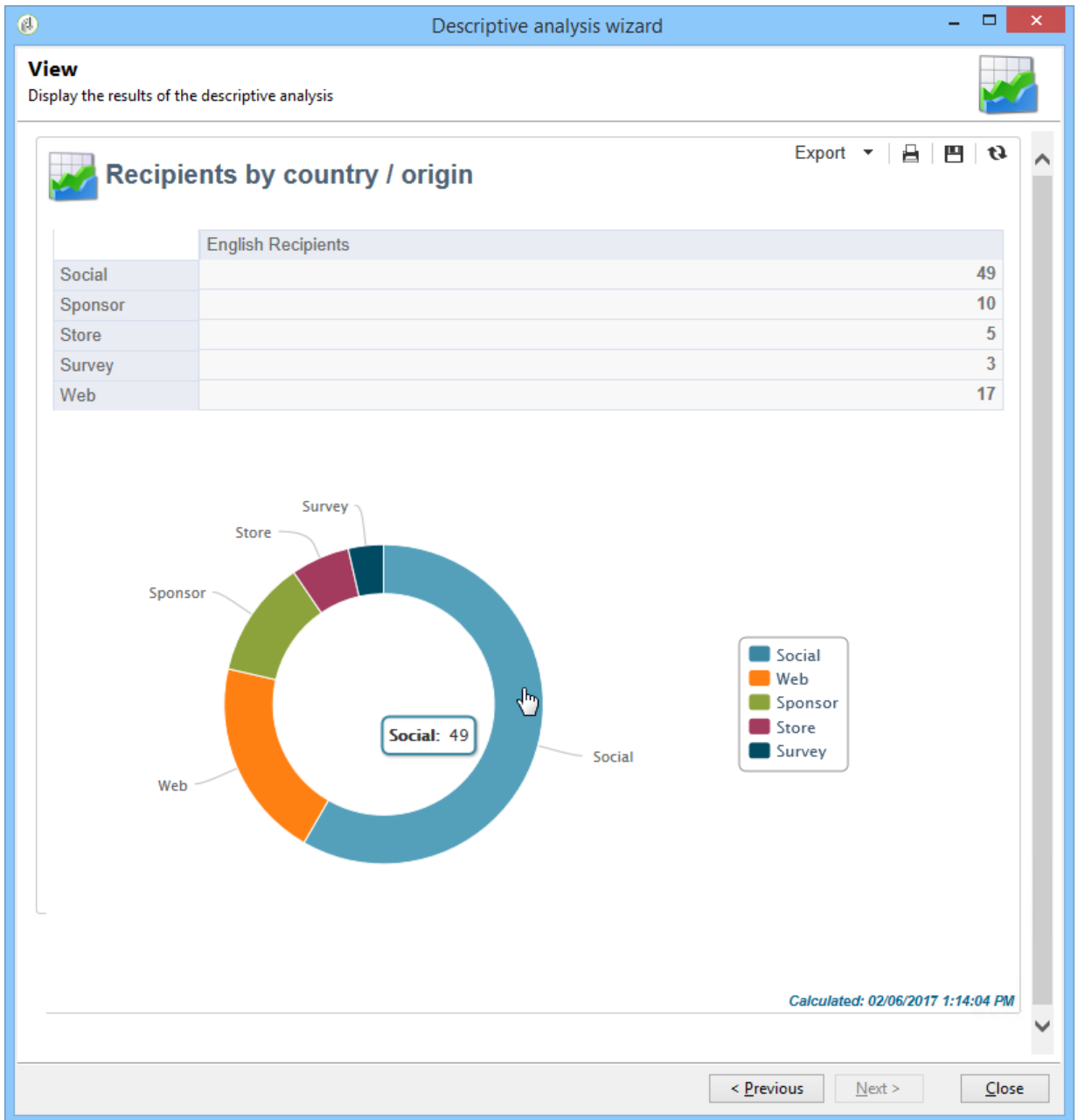
- Table and histogram:



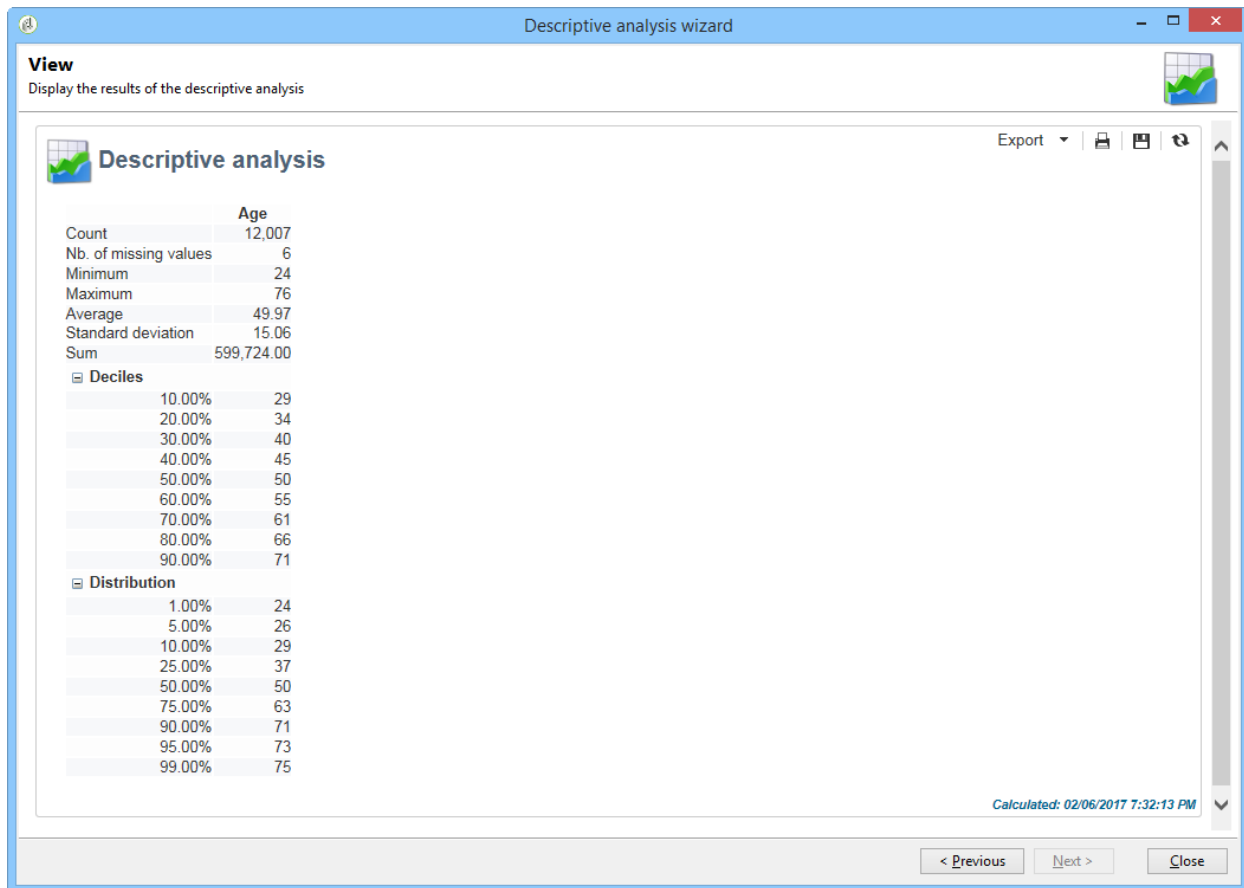
- Cumulated values, without the table:



- Breakdown by line of business



Quantitative analyses provide overall statistics on the numerical data of the selection, as shown below:



These reports are created via the descriptive analysis wizard, which based on various steps, lets you choose the type of report you want to create as well as the data and layout. The report is displayed in the last step. If necessary, the report can be published and shared with other operators, printed, exported in Excel, PDF or OpenDocument format.

Descriptive analysis wizards aren't as powerful as Adobe Campaign reports but they do provide a quick overview of the database content or a selection of data.

CAUTION

A descriptive analysis does not enable you to explore large data volumes.

5.6 Get started with permissions

Adobe Campaign lets you define and manage the rights assigned to the various operators. These are a set of rights and restrictions that authorize or deny:

- Access to certain functionalities (via the named rights),
- Access to certain records,
- Creation, modification and/or deletion of records (actions, contacts, campaigns, groups, etc.).

The permissions apply to operator profiles or operator groups.

They are completed by safety parameters linked to the operator's connection mode to Adobe Campaign. For more about security zones in [this page](#).

There are two types of permissions you can grant to a user:

- You can define groups of operators to which you attribute rights, then associate the operators with one or more groups. This enables you to reuse rights and make operator profiles more consistent. It also facilitates the management and maintenance of profiles. Group creation and management are presented in [this section](#).
- You can attribute named rights directly to users, in some cases to overload the rights allocated via groups. These rights are presented in [this page](#).

NOTE

Before starting defining permissions, Adobe recommends you to read the [Security configuration checklist](#).

Learn how to grant access and set up permissions in these sections:

- [Create operators](#)
- [Define groups](#)
- [Add Named rights](#)
- [Manage Campaign folder access](#)
- [Access rights matrix](#)

See also:

- [Manage permissions for workflows](#)
- [Manage permissions for distributed marketing](#)
- [Manage permissions for the interaction module](#)
- [Filter access to schemas](#)
- [Restricting PI view](#)