



Ping Statistics – How to View and Save

MS Dynamics Student CRM Flinders University

Ping Statistics How to View and Save

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Ping Statistics - How to View and Save

Due to Microsoft changes, from 30th October Flinders University will be using a Unified User Interface when working in MS Dynamics CRM. The Dynamics 365 - custom will no longer be available.

Marketing Area

- 1. Change area: Click Service in the Change area (bottom of the Navigation Pane).
- 2. The Change area menu pops up. Click on Marketing.
- 3. The options in the Navigation Pane will change to reflect the Marketing area.



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Locate the Email which was sent.

1. In the Navigation Pane, under Email Marketing click on Email Sends.

| Em | ail Marketing |
|--------------------------|----------------|
| M | Email Sends |
| Ľ | Email Templat |
| 7 | Sent Emails |
| 20 | Email Events |
| 20 | Unsubscribes |
| <u>(B</u>) | Profile Manag |
| Eve | ent Management |
| 17 | Events |
| 1 | Event Particip |
| Mo | obile & Social |
| Ē | Bulk Text Mes |
| ¢ | Social Posts |
| $\overline{\mathcal{R}}$ | Social Clicks |
| Μ | Marketing 🗘 |

 The My Drafts View is displayed. Click the drop down arrow and click on All Email Sends. Note – if there are two occurrences of All Email Sends, click on the first occurrence.



CRM How to Guide Ping Statistics How to View and Save.docx October, 2020 Version 4.0 Page 4 of 11 Need help with the CRM? **Use the Okta, Service One web form.** Find the appropriate form for a **Request** or **Incident** and complete the details.

Search for the Ping Email

- 3. The Ping Email needs to be located using **Search**. Click in the **Search for records** in the top right hand corner of the screen and type ***ping** (or the name of the email).
- 4. Press Enter or click the magnifying glass.



Open the Email

5. Click on the **Created On** field and click on **Sort Newest to Oldest** to sort in date order, most recent email at the top.

| Created On \checkmark | | Campai 🗸 | |
|-------------------------|-------------|---------------|--|
| | ↑ Sort Old | est to Newest | |
| ↓ Sort Newest to Oldest | | | |
| | 🍸 Filter by | | |

6. Click on the Subject of the Email to open the Email.

| Search Results 🗸 | | | | | | |
|--------------------------------------|--------|---------------|--------------------------|--|--|--|
| ✔ Subject ∨ | Jame 🗸 | Email T 🗸 | Create $\downarrow \lor$ | | | |
| Ping! 11 November Win one of ten d | | Ping! Edition | 12/11/2020 | | | |
| Ping! 11 November Win one of ten d | | Ping! Edition | 11/11/2020 | | | |

Overview Report – Email Statistics

The **Email Statistics** provides an overall performance/view of the Email. There are 2 ways to navigate to the statistics – one via the Email menu bar and as below.

1. View the Email.

2. Click on *Email Statistics* Email Statistics in the menu bar at the top of the screen.

| St | udent | CRM | | | | | | | |
|--------------|---|--------------|-----------------|----------|-----------|---------------|-------|------------|------------------|
| \leftarrow | | + New | 🗅 Activate | 🗊 Delete | 🖱 Refresh | 🕅 Full Screen | Clone | Split Test | Email Statistics |
| A | Read- | onlv This re | ecord's status: | Inactive | | | | | |
| Pi \${ | Ping! 11 November Win one of ten double passes to see the movie, Happiest Season \${Recipient.contact.okn1_preferredgivenname[0]!""} | | | | | | | | |

3. A new browser tab opens with the following information displayed.

| S ClickDimensions Ping! 11 November Win one of ten double passes to see the movie, Happiest Season \${Recipient.contact.okn1_preferredgivenname[0]!""} | Statistics |
|---|------------|
| E EXPORT STATS REPORT | |
| OVERVIEW EMAIL CLIENTS CONVERSIONS CLICK REPORT RECIPIENTS CLICK HEAT MAP SOCIAL SHARES | |
| OVERALL PERFORMANCE | |
| 18030 LISTED RECIPIENTS excludes duplicate emails 23.52% INTERACTED 4199 interactions - 178 EXCLUDED RECIPIENTS export excluded recipients 0.3% BOUNCED 5 bounces | |
| 1 unsubscribes | |
| INTERACTED | |
| 1.71% CLICK RATE 422 unique clicks 450 total clicks 7657 total opens | |
| DELIVERABILITY | |
| 0.03% HARD BOUNCES 5 0 | |
| 0 1 2 3 4 5 | |
| 📕 hard bounces 💻 soft bounces | |
| SPLIT TEST | |

Save the Overview Report – Stats Report

4. Click on **EXPORT STATS REPORT EXPORT STATS REPORT** in the top of left hand corner the screen.



- 5. The pdf file is created with the name of the Email. Open and save the pdf.
- 6. Navigate back to the Email.

Click Report

The Click Report displays a list of all the URLs clicked on in the email.

- 1. View the Email.
- 2. Click on Email Statistics Email Statistics in the menu bar at the top of the screen.



3. A new browser tab opens with the following information displayed.

| ClickDimensions Ping! 11 November V | /in one of ten double passes to see the movie, Happiest Season \${Recipient.contact.okn1_preferredgivenname[0]!""} | Statistics |
|--|--|------------|
| EXPORT STATS REPORT | | |
| OVERVIEW EMAIL CLIENTS CONVERSIONS | CLICK REPORT | |
| OVERALL PERFORMANCE | | |
| 18030 LISTED RECIPIENTS excludes duplicate emails 178 EXCLUDED RECIPIENTS • export excluded recipients 17852 MESSAGES SENT | 23.52% INTERACTED 4199 interactions 0.03% BOUNCED 5 bounces 0.01% UNSUBSCRIBED 1 unsubscribes | |
| INTERACTED | | |
| 1.71% CLICK RATE 422 unique clicks 450 total clicks | 23.36% OPEN RATE 4170 unique opens • 7657 total opens | |
| DELIVERABILITY | | |
| 0.03% HARD BOUNCES 0.00% SOFT BOUNCES | 5 0 | |
| | 0 1 2 3 4 5 | |
| | hard bounces soft bounces | |
| SPLIT TEST | | |

4. Click on CLICK REPORT CLICK REPORT at the top of the screen. The CLICK REPORT is displayed. Click twice on the Unique clicks field to sort the number of clicks in order, greatest number at the top.

| Click a link to see recipients who clicked | | | |
|--|---------------|--------------|---|
| Link Clicked | Unique Clicks | Total Clicks | |
| http://www.flinders.edu.au/international-students/services/orientation/invitation-only-event-boo | لسل | 1 | 1 |
| http://www.flinders.edu.au/international-students/study-at-flinders/study-abroad-exchange/flind | | 2 | 2 |
| http://www.onesportandfitness.com.au/wp-content/uploads/2019/05/Starting-a-Sporting-Club.pdf | | 2 | 2 |

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Save the Click Report

5. Right mouse click on a blank area of the screen and left mouse click on **Print...**.

| SclickDimensions Ping! 18 September WIN a free coffee voucher Stat | tistics | | | | | | |
|--|----------|---------------------------|---|--|--|--|--|
| EXPORT STATS REPORT | | | | | | | |
| OVERVIEW EMAIL CLIENTS CONVERSIONS CLICK REPORT RECIPIENTS CLICK HEAT MAP SOCIAL SHARES | | | | | | | |
| Click a link to see recipients who clicked | | Back Forward Reload | Alt+Left Arrow Alt+Right Arrow Ctrl+R | | | | |
| Link Clicked Unique | Clicks 🗸 | Save as | Ctrl+S | | | | |
| https://qualtrics.flinders.edu.au/jfe/form/SV_7Pru9Ir6yiEdmcZ | 146 | Cast | Ctrl+P | | | | |
| https://staff.flinders.edu.au/workplace-support/digital-services/virtualapps | 126 | Translate to English | | | | | |
| https://blogs.flinders.edu.au/student-news/2019/09/18/networking-the-key-to-emilys-success | 40 | View page source | Ctrl+U | | | | |
| https://students.fiinders.edu.au/study-support/student-computing/mfa | 27 | Inspect | Ctrl+Shift+I | | | | |
| https://www.onesportandfitness.com.au/club-list | 23 | 25 | | | | | |
| https://students.flinders.edu.au/life-at-flinders/student-art.html | 18 | 18 | | | | | |
| https://www.facebook.com/events/786115985123318 | 17 | 17 | | | | | |
| https://blogs.flinders.edu.au/student-news/2019/09/18/campus-works-september-and-october | 14 | 14 | | | | | |

6. The Print screen is displayed. Click the drop down arrow adjacent to Destination and click on **Save as PDF**.

| otal: 1 nane | | ClickDimensions Pingl 18 September WIN a free coffee voucher | Statistics | |
|---------------|-------------------|--|----------------------|-----------|
| orda. i page | | EVANOT STATE BEANDT | | |
| | Save Cancel | EXPORT 21412 KEPORT | | |
| | | OVERVIEW EMAIL CLIENTS CONVERSIONS CLICK REPORT RECIPIENTS CLICK HEA | T MAP SOCIAL SHARE | |
| actination | Save as PDE | | | |
| estination | pried02 on canon | < CLICK REPORT | | |
| 1010 | procme01 on ricoh | Click a link to see recipients who clicked | | |
| ages | See more | Lini Cicket | Unious Clicks als To | al Clicks |
| | | https://guatrics.flinders.edu.au/jte/lom/SV_3Pru/We/jEdmcZ | 146 | 150 |
| wout | Portrait | https://staffflinders.edu.au/workplace-support/digital-services/virtualapps | 126 | 142 |
| | | https://blogs.flinders.edu.au/student-news/2019/09/18/networking-the-key-to-emilys-success | 40 | 40 |
| lore settings | ~ | https://students.flinders.edu.au/study-support/student-computing/mfa | 27 | 27 |
| | | https://www.onesportandfitness.com.au/club-list | 23 | 25 |
| | | https://students.finders.edu.au/life-at-finders/student-archmil | 18 | 18 |
| | | https://www.facebook.com/events/786115985123318 | 17 | 17 |
| | | https://blogs.flinders.edu.au/student-news/2019/09/18/campus-works-september-and-october | 14 | 14 |
| | | https://students/finders.edu.au/student-services/careers/horizon | 13 | 13 |
| | | https://blogs.flinders.edu.au/student-news | 9 | 10 |
| | | https://qualtrics.flinders.edu.au/jfe/form/SV_cMEXRkIt14F368f | 9 | 9 |
| | | https://blogs.flinders.edu.au/student-news/2019/09/18/more-solar-for-a-brighter-future | 7 | 7 |
| | | https://www.eventbrite.com.au/e/flinders-things-pub-crawl-tickets-71020398925ffbclid=1wAR0.js. | 6 | 6 |
| | | https://events.flinders.edu.au/events/2019-wai-cherry-lecture | 5 | 6 |
| | | https://lusa.edu.au/elections | 5 | 5 |
| | | https://students.flinders.edu.au/finances-and-admin/fees/fees-and-charges | 5 | 5 |
| | | https://careerhub.flinders.edu.au | 4 | 4 |
| | | https://qualtrics.flinders.edu.au/fe/form/SV_3aQzuATidmikhE1 | 4 | 4 |
| | | https://www.facebook.com/onesportandfitness | 4 | 4 |
| | | https://www.flinders.edu.au/content/idam/idocuments/campus-map.pdf | 4 | 4 |

- 7. Click **Save** (above **Save as PDF**). The **Save As** window is displayed. Name appropriately and click Save in the bottom right hand corner of the Save As window.
- 8. Close the Browser tab and return to the Email.

Heat Map

The Heat Map displays how many people clicked on links in the email.

- 1. View the Email.
- 2. Click on Email Statistics Email Statistics in the menu bar at the top of the screen.



3. A new browser tab opens with the following information displayed.

| 🖻 ClickDimensions Ping! 11 November Win o | ne of ten double passes to see the movie, Happiest Season \${Recipient.contact.okn1_preferredgi | venname[0]!""} Statistics |
|--|---|---------------------------|
| EXPORT STATS REPORT | | |
| OVERVIEW EMAIL CLIENTS CONVERSIONS CLIC | K REPORT RECIPIENTS CLICK HEAT MAP SOCIAL SHARES | |
| OVERALL PERFORMANCE | | |
| 18030 LISTED RECIPIENTS excludes duplicate emails - 178 EXCLUDED RECIPIENTS • | 23.52% INTERACTED 4199 interactions 0.03% BOUNCED 5 bounces | |
| export excluded recipients 17852 MESSAGES SENT | 0.01% UNSUBSCRIBED 1 unsubscribes | |
| INTERACTED | | |
| 1.71% CLICK RATE 422 unique clicks 450 total clicks | 23.36% OPEN RATE 4170 unique opens o 7657 total opens | |
| DELIVERABILITY | | |
| 0.03% HARD BOUNCES 0.00% SOFT BOUNCES | 5 0 | |
| c c |) 1 2 3 4 5 | |
| | hard bounces soft bounces | |
| SPLIT TEST | | |

1. Click on **CLICK HEAT MAP** CLICK HEAT MAP in the menu bar at the top of the screen.

Save the Heat Map Report

2. Right mouse click on a blank area of the screen and left mouse click on Print....

| Student news at Flinders | | | | | | |
|--|---|-----------------------------|-----------------|--|--|--|
| <#assign name=Recipient.contact.okn1_preferredgivenname[0]!"/><#assign o dom_int=Recipient.contact.okn1_domesticinternational[0]!"null"/> | urrent_college=Recipient.contact.okn1_f | acultics[0]!"null"/><#assig | ţn | | | |
| <#ifname==""> Dear \${Recipient.contact.firstname[0]!""} | | | | | | |
| <#else> Dear \${Recipient.contact.okn1 preferredgivenname[0]!""} | (| Back | Alt+Left Arrow | | | |
| #it | | Forward | Alt+Right Arrow | | | |
| Ping! is your news from Flinders University in the one email, ev | ery week of semester. In this | Reload | Ctrl+R | | | |
| | | Save as | Ctrl+S | | | |
| • WIN 1 of 10 coffee vouchers. Find the MFA article | - More solar for a brighter | Print | Ctrl+P | | | |
| | | Cast | | | | |
| Just like Netflix but for University software! | 2019 Wal Cherry Lectur | Translate to English | | | | |
| Global climate change rally | Works on campus | View page source | Ctrl+U | | | |
| Graduations next week- bus service redirection and | - Plaza audio disruption - 1 | Inspect | Ctrl+Shift+I | | | |
| Registry Road limited access | | | | | | |
| International Day of Uni Sport | HerTechPath memberships | <u>to giveaway</u> | | | | |
| Calling all designers and artists | <u>Networking – the key to Em</u> | ily's success | | | | |
| FUSA Student Council nominations | Horizon Award - Get the Ed | ge | | | | |
| Have your say about how your money is spent | Flinders Things Pub Crawl to | ees on sale | | | | |

3. The Print screen is displayed. Click the drop down arrow adjacent to Destination and click on **Save as PDF**.

| <complex-block></complex-block> | Total Spages Image: Spages Image: Spages | Print | | 27/09/2019 | c | lick Map Report | |
|--|--|---|--|--|--|---|---|
| <form> betnation bet</form> | <form> Betination arge </form> | Total: 5 pages | Save Cancel | | F F | ent news at Flinders | |
| And and a set of the set | And an analysis of the set of the s | Destination Pages | Save as PDF prisd03 on canon procme01 on ricoh Save as PDF See more | stansign name sheepint ana je in har jane starting transmission Boog Silver Jones Dear Silver je in the starting open Pang Ja year means for | entertaint, anderneigionnene())??>>teorigen Liebt, dementione(0)??>UP> tact/instrume(0)?? Wact.okn1_preferredgivenname(0)?? en Flinders University in the one enuil, en | ernet, sallage-filosjant somastatet, Jassificiji''''''''''''''''''''''''''''''''' | |
| All constant and a set of the set o | A creating < | | Destarda | - WIN 1 of 10 | offee vouchers. Find the MFA article | More solar for a brieffor future | |
| More settings And the setting of the set of the | More settings More settings More settings Ansatz and a setting of the setti | | | Just like Netf | ixbut for University software! | 2019 Wal Cherry Lecture: The Art of Imperfection | |
| More settings | More settings Settings | | | <u>Global climat</u> | e change raily. | Works on campus. | |
| • • • • • • • • • • • • • • • • • • • | • • • • • • • • • • • • • • • • • • • | More settings | ~ | Graduations Besisters Rose | sed week-bus service redirection and | Plaza audio discuption - 24 September: | |
| - Considering and the second and the secon | en der soner auf en der so | , i i i i i i i i i i i i i i i i i i i | | International | Davaf Uni Sport | HerTechPath memberships to stypeway. | |
| 1 talk here frame and the state of the state | 1 calabitation < | | | Calling all des | ieners and artists | Networking - the key to Emily's success. | |
| • iseaccurate • iseac | INTERVENTION OF A PROVINCIAL OF A | | | EUSA Studen | Council territoticots | Horizon Award - Get the Edee | |
| Control of the second sec | Control of the second of the se | | | - Hanyar ar | about how your money is spent | Einders Thines Pub Crawlitees on sale | |
| benchistic legens and the legen | more a first or internet statistication are not deviced as a more deviced as a second as a more deviced as a second as | | | | Just like heldfils, but for Univ All Pikerin dates i same anarchica generation of the same and the same and same and the same and the same and same and the same and the same and same and the same and | | С |

- 4. Click **Save** (above **Save as PDF**). The **Save As** window is displayed. Name appropriately and click **Save** in the bottom right hand corner of the **Save As** window.
- 5. Close the Browser windows.

Version Control

| Version Number | Version Date | Changes |
|-------------------|-----------------|--|
| 1.0 | September, 2019 | Original Notes. Uploaded to FLO. |
| 2.0 | October, 2019 | Updated for October Upgrade. No changes made. Uploaded to FLO. |
| 3.0 | July, 2020 | Footer updated as AssystNET has been replaced by Service One. Uploaded to FLO. |
| 4.0 | October, 2020 | Upgraded for Unified User Interface. Uploaded to FLO. |

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