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Reading an e-mail campaign report: sent, opens, clicks, top links and unsubscribes

SEO & Marketing

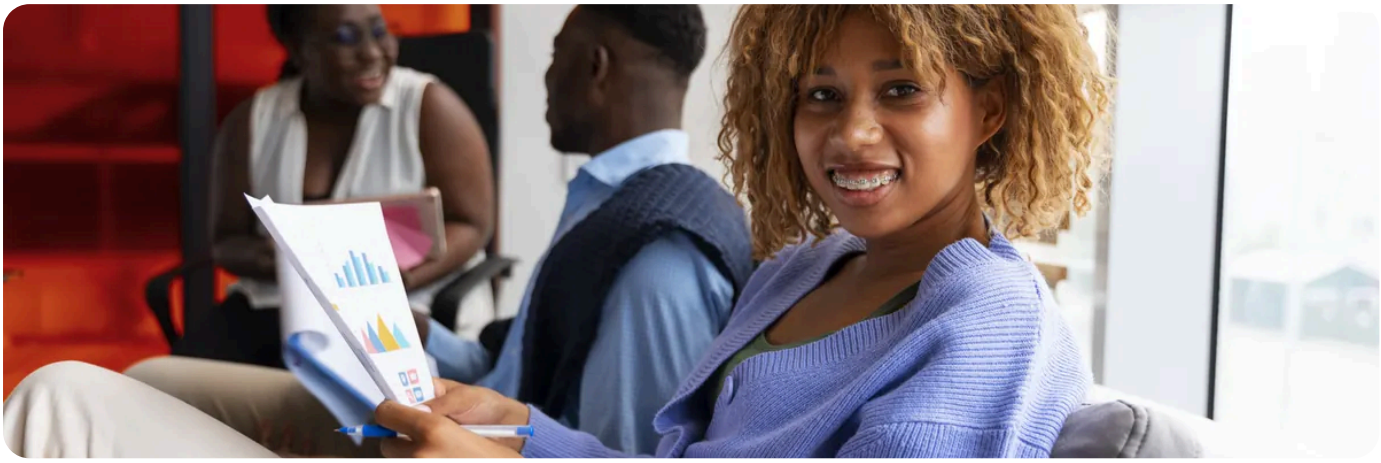
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Reading an e-mail campaign report: sent, opens, clicks, top links and unsubscribes

SEO & Marketing Created on **November 13, 2026** 2 min read



The short answer: each campaign shows **how many e-mails were sent, how many opened, how many clicked, the most clicked links and who unsubscribed**, as well as who opened and who clicked. They are there for one thing: making the next campaign better.

What each number tells you

Number	What it measures	Watch out
Sent	How many e-mails went out to the group.	It is the base for the other sums.
Opens	How many people opened the e-mail.	The least reliable number: some services open messages automatically and others block images.
Clicks	How many people clicked a link.	The most honest sign of interest.
Top links	Which button or link got the most clicks.	Tells you what caught people inside the e-mail.
Unsubscribed	How many left the list with this campaign.	A jump in one send is a warning.

A worked example

The E-mail Marketing page shows a panel with example figures: **2,000 sent, 920 opens, 280 clicks and 12 unsubscribes**. From those:

Sum	Result	Reading
Opens ÷ sent	920 ÷ 2,000 = 46%	Almost half opened, bearing in mind opens can overstate or miss.
Clicks ÷ sent	280 ÷ 2,000 = 14%	The click rate across the whole list.
Clicks ÷ opens	280 ÷ 920 = about 30%	Of those who opened, how many found it worth a click.
Unsubscribed ÷ sent	12 ÷ 2,000 = 0.6%	Compare with your own previous campaigns, not with other people's.

The figures are only an illustration. What counts is **yours, from one campaign to the next**.

What to change next

1. **Few opens:** look again at the subject and the sender. See **the subject line of a campaign e-mail**.
2. **Opened but not clicked:** the content does not deliver what the subject promised, or the button is hard to see.
3. **Many unsubscribes:** too frequent, or the wrong group. See **segments**.

Want to know what happens after the click?

Add **UTM links** to the buttons and see in Google Analytics which sales or enquiries came from the campaign. The limits of open tracking are explained in **tracking pixels in e-mail**.

RECOMMENDED

Want to send e-mail campaigns to your customers? Tell us how many e-mails you send a month and we will prepare a proposal.

Talk to us →

SEE ALSO

- **E-mail campaign segments: sending only to the customers of a city or a product** →
- **The subject line of a campaign e-mail: short, honest and saying what is inside** →

UTM links: finding out which campaign brought each visit →

Read receipts and tracking pixels in e-mail: what they tell you and what they do not →

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