Exporting Campaign Statistics

You can export the data of Campaign Statistics as per your requirement by creating a custom report using objects Converse Campaign and Recurring Statistics. Following is the step-by-step process for the same.

Create Report Type



1. Click on Setup. For classic click on Setup and for lightning click on Gear Icon ⚙ > Setup.
2. In Setup search for Report Types.
3. Click on New Custom Report Type
4. In step one: Define the Custom Report Type
   - Select Primary Object as Converse Campaigns
   - Give any value to Report Type Label and Report Type Name
   - Add Description
   - Select Store in Category as Administrative Reports
   - In Deployment Status select Deployed
   - Click Next



5. In step two: Define Report Records Set
   - Click on Click to relate another object.
   - Select another object as Recurring Statistics.
   - Select A to B Relationship as “A” records may or may not have related “B” records.
   - Click Save.



Create Custom Report

1. Go to the Reports tab.
2. Click on New Report.
3. In Report Type, search the report type that you have created earlier in the above steps.
4. Select the report type and click create/continue.

1. You will land on the report creation page. Here you have to choose desired columns that you want in your report.
2. First Click on Remove All Columns Option. This will remove all columns from the report.

8. Next, in the quick find box of the Field section, search for Converse Campaign ID.

9. Similarly, do the same for the following fields. (follow steps 7 and 8)

Object	Field	Description
Converse Campaign	Name	Name of the Campaign
Converse Campaign	Converse Campaign ID	ID of the Campaign
Recurring Statistics	Recurring Statistics ID	ID of the Recurring Campaign
Converse Campaign	Converse Template: Converse Template Number	Template used for the Campaign
Converse Campaign	isRecurring	Describes if the Campaign is Recurring

Recurring Statistics	Status	Status of the Campaign
Converse Campaign	Failed Reason	Failed Reason for the failed Campaign
Converse Campaign	Created Date	Created Date of the Campaign
Converse Campaign	End Date	End Date of the Campaign
Recurring Statistics	Executed Date	Last Executed Date of the Campaign
Converse Campaign	Next Scheduled Date	Next Scheduled Date of the Campaign
Converse Campaign	Object	Object selected to run the Campaign
Recurring Statistics	Total Records	It is the total number of records that were present in your List view or Report at the time of processing
Recurring Statistics	Processed	It is the number of valid records processed from List view/ Report to trigger messages. Records that do not have phone field value won’t be processed.
Recurring Statistics	Sent	It is the total number of messages sent after processing valid records from the List view/ Report, excluding messages failed in the system with SMS-History status as ‘ERROR’ or ‘FAILED’.

Recurring Statistics	Delivered	It is the total number of messages delivered successfully
Recurring Statistics	Response	It is the total number of incoming messages received against the delivered messages
Recurring Statistics	Response Rate	It is the percentage of the number of incoming messages received divided by the total delivered messages
Recurring Statistics	Credits Consumed	Total credits consumed for the Campaign

10. You can add Filters from the Filters Section i.e. Range of created dates must be from <x> to <y>.



11. Click on Run Report.
12. Click on Save As.
13. Add Report Name, Report Description, Report Unique Name, Report Folder, and click on Save.
14. Your report is saved now.
15. You can customize it again by clicking on your Report and clicking on Customize.
16. To Export your report data in Excel form, click on Export Details.



17. Select desired Export File Encoding and Export File Format and click on Export.

