

---

# Report Types Overview

Reports help you to analyze people, programs, landing pages, emails, and social assets. This guide provides information on available reports, and what they are used for. A glossary of common reporting terms is also included below.

Follow this [link](#) to see how to create different Report Types on Marketo.





## Report Types




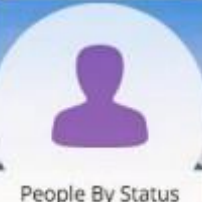

- [Email Performance](#)
- [People Performance](#)
- [Web Page Activity](#)
- [Engagement Stream Performance](#)
- [Program Performance](#)
- [Email Link Performance](#)
- [People By Status](#)
- [Company Web Activity](#)
- [Sales Insight Email Performance](#)


## Common Reporting terms

- [Email Performance](#)
- [Web Page Activity](#)
- [Program Performance](#)
- [Email Link Performance](#)
- [Company Web Activity](#)

## Report Types

 <p>Email Performance</p>	<p><b>Email Performance:</b></p> <p>This report shows how your emails are performing with stats such as <i>Sent, Delivered, Opened, Soft and Hard Bouncebacks, Clicked, Unsubscribed, etc.</i></p> <p><a href="#">Click here for my details</a></p>
 <p>People Performance</p>	<p><b>People Performance:</b></p> <p>On this report you can see how your database is growing - you can check how many people are in the system and when they were added to your database. By default, this Report is grouping people by Created At month, but you can filter it further to learn more about your audience e.g. People by Lead Source.</p> <p>Please refer to this link to understand Set up &amp; Drill Down Set up: <a href="#">Click Here</a> Drill Down: <a href="#">Click Here</a></p>
 <p>Web Page Activity</p>	<p><b>Web Page Activity:</b></p> <p>This report shows activity on your website. You can check who is visiting it, and you can filter either by known people or anonymous people. You will have to create separate reports for known people and anonymous people, as both categories cannot be created on the same report.</p> <p><a href="#">Click here for more details</a></p>
 <p>Engagement Stream Performance</p>	<p><b>Engagement Stream Performance:</b></p> <p>This report shows the performance of Emails in Engagement Programs in particular. Metrics available for reporting include: <i>Sent, Delivered, Opened, Soft and Hard Bouncebacks, Clicked, and Unsubscribed.</i></p> <p><a href="#">Click here for more details</a></p>

 <p>Program Performance</p>	<p><b>Program Performance:</b></p> <p>In this report you can analyze your Programs based on simple metrics, such as number of members acquired by the program, number of members who achieved success, and total cost of 2 the Programs.</p> <p><a href="#">Click here for more details</a></p>
 <p>Email Link Performance</p>	<p><b>Email Link Performance:</b></p> <p>To analyze the performance of individual links in your Emails go to the <i>Email Link Performance</i> report. It shows how many times links were clicked as well as the number of unique people who clicked the link.</p> <p><a href="#">Click here for more details</a></p>
 <p>Landing Page Performance</p>	<p><b>Landing Page Performance:</b></p> <p>This report shows how many people submitted forms on your landing pages and how many of them were new people in your database.</p> <p><a href="#">Click here for more details</a></p>
 <p>People By Status</p>	<p><b>People By Status:</b></p> <p>A report based on <i>Person Status</i> field, which allows you to check how your people are moving forward through your defined funnel over time.</p> <p><a href="#">Click here for more details</a></p>
 <p>Company Web Activity</p>	<p><b>Company Web Activity:</b></p> <p>This report shows which companies visited your website (where Marketo tracking code is implemented).</p> <p><a href="#">Click here for more details</a></p>

 <p>Sales Insight Email Performance</p>	<p><b>Sales Insight Email Performance:</b></p> <p>With this report you are able to see interactions with Emails sent through Marketo Sales Insight in Salesforce.</p> <p><a href="#">Click here for more details</a></p>
--	--

## Common Reporting Terms

### Email Performance

Column	Definition
Clicked Link	Number of email recipients who clicked a link in the email.
Hard Bounced	Email was rejected because of a permanent condition, such as nonexistent email address.
Pending	This number is calculated by subtracting the number of emails Delivered, Bounced, and Soft Bounced from the total number Sent.
Soft Bounced	Email was rejected because of a temporary condition, such as a server being down or a full inbox
Unsubscribed	Number of email recipients who clicked the Unsubscribe link in the email and filled out the form.

### Web Page Activity

Column	Definition
Person	The visitor's name, title, and company. <b>Click</b> to view person details and activity history.
First/Last Visit (Time zone)	Date and time of the first/last visit by anyone from this company.
Page Views	Number of pages loaded by this visitor. <b>Click</b> to view which pages were visited.
HTTP Referrer	URL of the page that contains the link the visitor followed to your page.
Entry Page	First page the person visited
Inferred Company or ISP	The company, as inferred from the visitors' IP address. <b>Names in bold</b> indicate this is the company, not the ISP.
Inferred Country, State/Region, & City	Geographic location of the visitor, as inferred from their IP address.

## Program Performance

Column	Definition
New Names	New people acquired by the program.
Success	Number of members who achieved success as defined in the program statuses
Total Cost	Sum of all period costs within the program.

## Email Link Performance

Column	Definition
Link	Grouped by email name. Click the plus (+) to see all links included that email.
Clicks	The number of times that link was clicked.
% Clicks	Of the total clicks on all links in that email, percentage on this link.
People	The number of unique people who clicked the link.
% People	Of the total unique people who clicked links in that email, percentage on this link.

## Company Web Activity

Column	Definition
Company	The visitors' company. <b>Names in bold</b> are confirmed to be the company name by at least one person.
Inferred Company or ISP	The company, as inferred from the visitors' IP address. <b>Names in bold</b> indicate this is the company, not the ISP.
Page Views	Number of pages loaded by the visitors
People	Number of people from this company who visited your site.
Country, State/Region, & City	Geographic location of the company
First/Last Visit (Time zone)	Date and time of the first/last visit by anyone from this company.