

Email and SMS Reports

What Are Email and SMS Reports?

Email and SMS Reports provide a centralized view of all communication activities performed within AgentRoof CRM.

These reports help you monitor message delivery, track recipient engagement, and identify potential delivery issues.

By reviewing these reports, you can better understand how your email and SMS campaigns are performing and take appropriate actions when needed.

Access Reports

1. Navigate to **Reports** from the left-hand menu.

The Reports page will be displayed.

From here, you can access both:

- Email Reports
 - SMS Reports
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Email Reports

Access Email Reports

1. Navigate to **Reports**.
2. Click **Email Reports**.

The Email Reports page will be displayed.

This page provides detailed information about email delivery status, recipient engagement, and email performance.

Email Report Fields

Subject

Displays the subject line of the email that was sent.

Date

Displays the date and time when the email activity occurred.

Recipients

Displays the recipient who received the email.

Delivered

Indicates that the email has been successfully accepted by the recipient's mail server.

Opened

Indicates that the recipient opened the email with images enabled.

This event is recorded each time the email is viewed.

Clicked

Indicates that the recipient clicked a call-to-action link within the email.

This helps track recipient engagement.

Skipped

Indicates that the email was not sent because the recipient's email address was invalid or unsubscribed.

Processed

Indicates that the email was successfully sent from AgentRoof CRM, but no status update was received from the recipient's mail server.

Dropped

Indicates that the recipient's email provider blocked or filtered the email before it could be delivered.

This commonly occurs due to spam filtering policies.

Deferred

Indicates that the email could not be delivered immediately.

The system will continue attempting delivery for up to 72 hours.

Bounced

Indicates that the recipient's mail server permanently rejected the email.

Spam Reported

Indicates that the recipient marked the email as spam.

SMS Reports

Access SMS Reports

1. Navigate to **Reports**.
2. Click **SMS Reports**.

The SMS Reports page will be displayed.

This page provides information about SMS delivery activity and recipient details.

SMS Report Fields

Content

Displays the content of the SMS message that was sent.

Date

Displays the date and time when the SMS was sent.

Recipients

Displays the number of leads selected to receive the email or SMS.

Delivered

Indicates that the SMS was successfully delivered to the recipient.

Benefits of Using Reports

Reports help you:

- Monitor communication activity
 - Track recipient engagement
 - Identify delivery issues
 - Review message history
 - Improve communication performance
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Conclusion

You have successfully learned how to access and use Email Reports and SMS Reports in AgentRoof CRM.

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