

Hyperdrive CRM Email Blast Analytics Feature Update

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A super cool feature has been added to our HyperDrive CRM. There is now a new option in the reporting of Email Blast Analytics which is the **Add Blast Recipients to Marketing Button**.

You can now click this button in the Email Blast Reporting and it will add all of the contacts that received the blast to Marketing.

The screenshot displays the 'Email Blast Analytics' window. At the top, it shows the email subject: "Hi %%FirstName%%, You Can Become a HomeOwner in 2021". Below this is a 'View Message Body' button and a refresh icon. The main area is divided into two columns of statistics. The left column shows: Total Emails (37), Processed (37 of 37), Scheduled (0), In Queue (0), Delivered (37), and Delivered % (100.00%). The right column shows: Bounces (0, 0.00%), Spam Reports (0, 0.00%), Opt-Outs (0, 0.00%), Opens (26, 40.54%), Unique Opens (15), Opened %, Total Click-Thrus (3), Unique Click-Thrus (3), and Click-Thru % (8.11%). A red box highlights the 'Add Blast Recipients to Marketing' button located below the left column of statistics, with a red arrow pointing upwards to it. A 'Close' button is located at the bottom center of the window.

Category	Value
Total Emails	37
Processed	37 of 37
Scheduled	0
In Queue	0
Delivered	37
Delivered %	100.00%
Bounces	0
Bounce %	0.00%
Spam Reports	0
Spam %	0.00%
Opt-Outs	0
Opt Out %	0.00%
Opens	26
Unique Opens	15
Opened %	40.54%
Total Click-Thrus	3
Unique Click-Thrus	3
Click-Thru %	8.11%

Note: You will only see this button on blasts sent after December 2019. It will not show contacts that were sent the blast that is no longer in the system.