What is the Advanced Analytics Dashboard?

Last Modified on 02/13/2025 4:41 pm EST
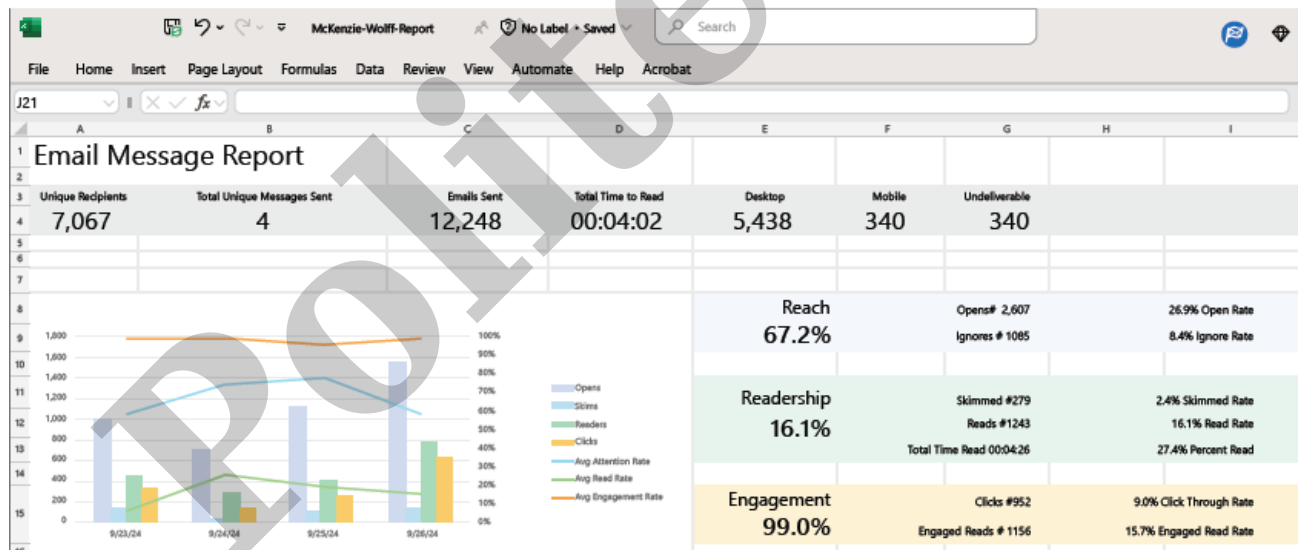
Applies To: 🟦 **PoliteMail Desktop**   🟩 **PoliteMail Online**   🟧 **PoliteMail M365**

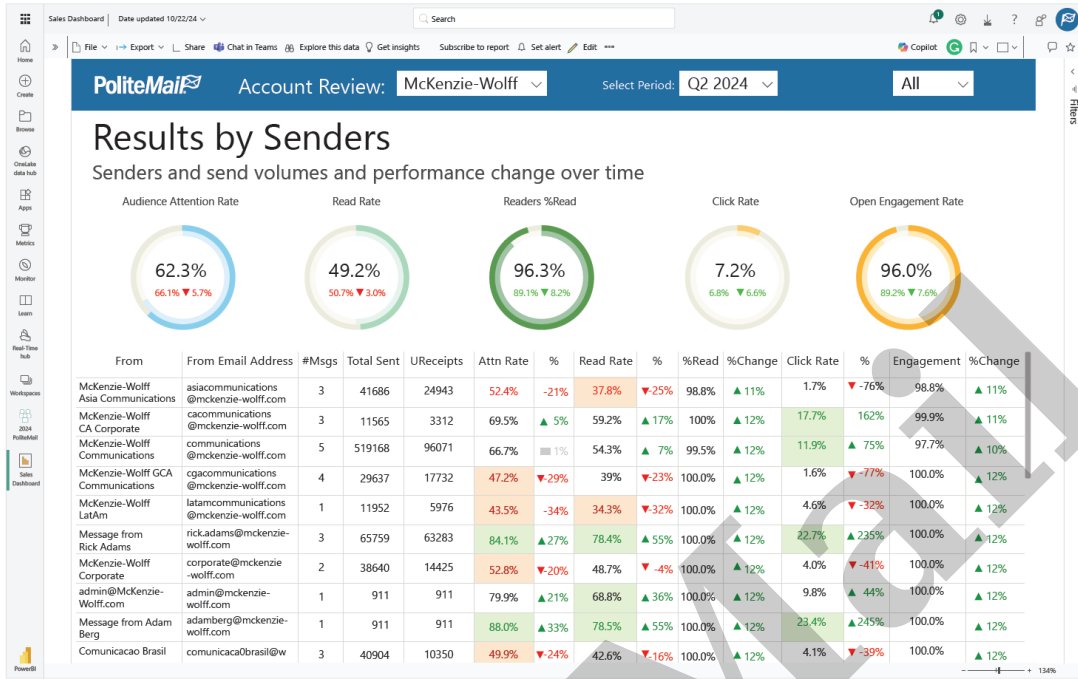**Version:** ☐ 4.9   ☐ 5.0   🟧 **5.05+**

PoliteMail metrics are awesome and powerful, but if your reporting is typically in Excel or you use dashboards through PowerBI, wouldn't it be even better if metrics data could link with Excel or PowerBI in real time?

The Advanced Analytics Dashboard provides just that, allowing you to sync PoliteMail metrics in Excel or PowerBI! This allows you to:

- Share live data reports in Excel files or PowerBi dashboards
- Produce your own custom reports, create your own KPIs and choose which data fields to display
- Combine other data sources into your report
- Modify fonts, colors, styles and charts. Utilize your own formulas or pivot tables, add custom visualizations, and modify filters to generate custom data reporting to fit your unique needs
- Easily track year-over-year and month-over-month trends

Connect with your sales representative for more information. You can start with our free, prebuilt Excel report, and go from there!

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PoliteMail — Account Review: **McKenzie-Wolff** ⌄ Select Period: **Q2 2024** ⌄ **All** ⌄

Results by Senders

Senders and send volumes and performance change over time

Audience Attention Rate	Read Rate	Readers %Read	Click Rate	Open Engagement Rate
62.3% 66.1% ▼ 5.7%	**49.2%** 50.7% ▼ 3.0%	**96.3%** 89.1% ▲ 8.2%	**7.2%** 6.8% ▼ 6.6%	**96.0%** 89.2% ▼ 7.6%

From	From Email Address	#Msgs	Total Sent	UReceipts	Attn Rate	%	Read Rate	%	%Read	%Change	Click Rate	%	Engagement	%Change
McKenzie-Wolff Asia Communications	asiacommunications@mckenzie-wolff.com	3	41686	24943	52.4%	-21%	37.8%	▼-25%	98.8%	▲11%	1.7%	▼-76%	98.8%	▲11%
McKenzie-Wolff CA Corporate	cacommunications@mckenzie-wolff.com	3	11565	3312	69.5%	▲5%	59.2%	▲17%	100%	▲12%	17.7%	162%	99.9%	▲11%
McKenzie-Wolff Communications	communications@mckenzie-wolff.com	5	519168	96071	66.7%	▬1%	54.3%	▲7%	99.5%	▲12%	11.9%	▲75%	97.7%	▲10%
McKenzie-Wolff GCA Communications	cgacommunications@mckenzie-wolff.com	4	29637	17732	47.2%	▼-29%	39%	▼-23%	100.0%	▲12%	1.6%	▼-77%	100.0%	▲12%
McKenzie-Wolff LatAm	latamcommunications@mckenzie-wolff.com	1	11952	5976	43.5%	-34%	34.3%	▼-32%	100.0%	▲12%	4.6%	▼-32%	100.0%	▲12%
Message from Rick Adams	rick.adams@mckenzie-wolff.com	3	65759	63283	84.1%	▲27%	78.4%	▲55%	100.0%	▲12%	22.7%	▲235%	100.0%	▲12%
McKenzie-Wolff Corporate	corporate@mckenzie-wolff.com	2	38640	14425	52.8%	▼-20%	48.7%	▼-4%	100.0%	▲12%	4.0%	▼-41%	100.0%	▲12%
admin@McKenzie-Wolff.com	admin@mckenzie-wolff.com	1	911	911	79.9%	▲21%	68.8%	▲36%	100.0%	▲12%	9.8%	▲44%	100.0%	▲12%
Message from Adam Berg	adamberg@mckenzie-wolff.com	1	911	911	88.0%	▲33%	78.5%	▲55%	100.0%	▲12%	23.4%	▲245%	100.0%	▲12%
Comunicacao Brasil	comunicaca0brasil@w	3	40904	10350	49.9%	▼-24%	42.6%	▼-16%	100.0%	▲12%	4.1%	▼-39%	100.0%	▲12%

134%