

Dashboards and Reporting

When you're running a messaging campaign, you need reporting over the entire lifecycle of each message – and a quick visualization of results and trends.

That's why our Dashboards and Reporting lets you track metrics, troubleshoot problems, and identify ways you can tweak and improve your messaging programs.

Reporting at every stage

From the moment you send a message, we start collecting data: Did we accept the message? Did the end user receive it? How long did it take to reach them? Over the lifecycle of each message, we track and record its status and what happened along the way.

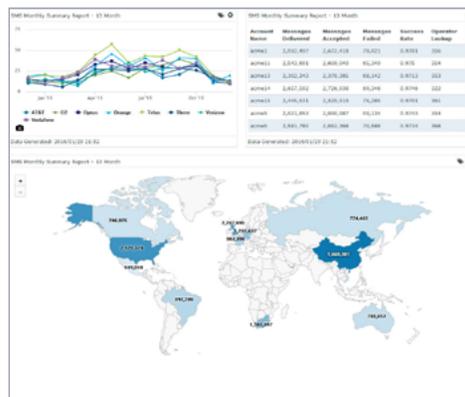
Our Dashboards & Reporting gives you access to this comprehensive data. You can use it to create custom reports that you can view online or download. Or better still, you can create graphical reporting dashboards with charts, tables and geo-maps to help you instantly visualize the data.

Getting started

We make it easy to get going with a set of starter reports. These reports give you

message volumes, success/failure rates, and the status codes associated with your messages.

You can easily make a copy of a standard report and customize it. Or you can create a custom report from scratch. The data fields and filters used in a custom report are entirely up to you – as is the schedule for running the report, where it's delivered and in what format. You can even have the Dashboards & Reporting application notify you when your reports are ready.



Key features

- Standard reports generated and delivered by us. You can view them online or have them delivered to an email, HTTPS, SFTP or FTPS destination, with the data in CSV, XML, or JSON.
- Custom reports designed by you with exactly the data you need. You can generate and have them delivered whenever and wherever they're needed.
- Data visualization widgets with chart styles (bar, line, column, scatter), geo-maps, and features like drill-down and data aging.
- Administrative access controls for managing who can access data sources, shared reports and dashboards.
- Multi-device support for PCs, laptops and tablets.

We're OpenMarket.

We help the biggest brands in the world use mobile messaging to connect with their customers in the moments when it counts. When they need to be there and be responsive in real-time. When customer experience isn't just a buzzword: it's an obsession. We'd love to do the same for you. Visit www.openmarket.com for more information.