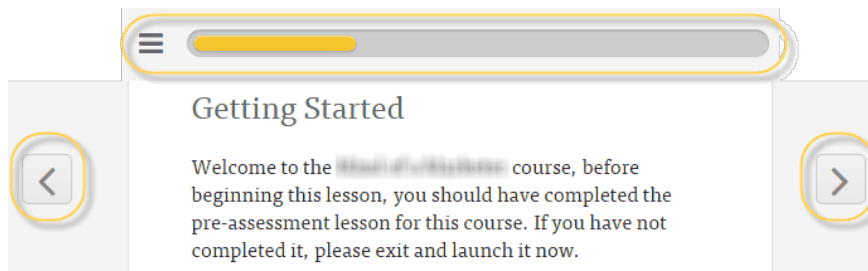# Email Client Monitor

Getting Started

Welcome to the **Email Client Monitor** course, as you move through this course you will find navigation buttons, use the following as your guide.

Previous, **Next** and **Progress Bar** -- you will find each of these on every page

When watching videos, use the **Enter Full Screen / Exit Full Screen** option in the lower right corner of the video window for a better viewing experience.
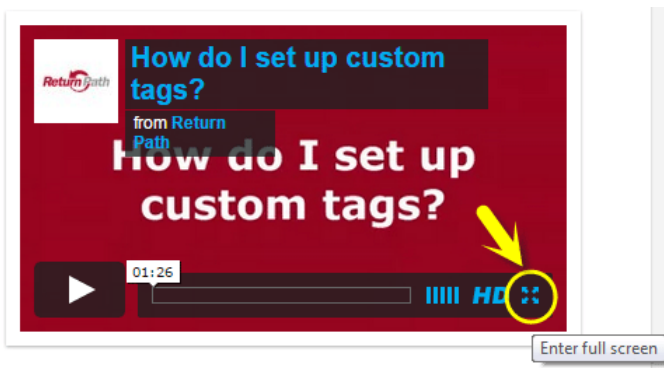
Course Duration: This course will take you approximately 35-40 minutes to complete.

Know Your Email Audience

As a marketer, a big part of your job is knowing your audience. And as an email marketer, you can't fully know your audience unless you know which mobile devices, email clients and browsers they're using to view your email.

With so many email clients and platforms on the market, understanding which ones to focus on can help decrease testing time so you can focus on designing for the best response rates.

With the data that Email Client Monitor provides, you can focus your efforts on the platforms your subscribers use most, whether they're at their desks or viewing their email on mobile phones.

Text Box with the following explanations:

Email Clients = Gmail, Yahoo!, Outlook

Email Viewing Platforms = Desktop, Webmail, Mobile

Browsers = Chrome, Firefox, Internet Explorer

Objectives

At the end of this course participants will be able to:
- Recall what Email Client Monitor is
- Explain how Email Client Monitor works
- Define the purpose of a tracking pixel
- Describe the process of setting up a tracking pixel in an email campaign
- Define the purpose of tags used in Email Client Monitor
- Describe the process of setting up tags in a tracking pixel
- Identify the information provided in Email Client Monitor
- Access and review subscriber-level data available from Email Client Monitor

What is Email Client Monitor?

Designing and developing content is just part of what you should care about when creating email that is engaging for your subscribers. You also need insight into how your subscribers view your email.

Email Client Monitor is the Return Path tool that gives you that insight! Not only does it show you which email clients your subscribers are using to view your email, it also shows you their **preferred email viewing platform**, such as desktop, webmail or mobile.
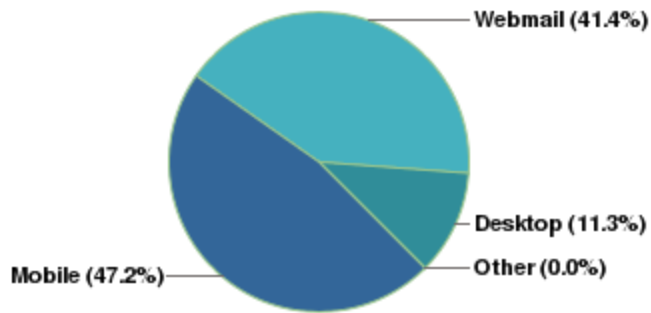
Caption: Email viewing platforms

Video -- What is ECM?
Email Client Monitor provides you the information and reporting data that helps you determine which email clients you should spend time designing for.

Knowing which email clients your customer's prefer gives you confidence that you are spending your time and resources wisely.

< [VIDEO: What is Email Client Monitor?](#) -- Vimeo file >
<[VIDEO: What is Email Client Monitor?](#) -- Video Script - Google Doc>

How Does Email Client Monitor (ECM) Work?

(page 1) Statistics show that a poorly rendered email gets an equally poor response rate.

The good news is that you can significantly reduce testing and development time by understanding which email clients to focus on. And by understanding how subscribers read your email, you can design them accordingly to make the best impression.

(page 2) To start collecting and taking action on the information that ECM provides, you need to embed a custom email tracking pixel in the HTML code of your campaign.

Once your subscribers receive and open your creative, with images enabled, the tracking pixel is triggered, sending data back to Email Client Monitor. This trigger is requesting all of the information ECM needs to categorize the opened emails into the appropriate email platform types such as: mobile, webmail and desktop.

(page 3) In addition, you can use what you learn in Email Client Monitor to segment your campaigns by platform or email client that your customers prefer.

ECM lets you create identifiers, also known as **tags**, to track individual subscribers and their email behaviors. You can also use tags to track campaign level data and get other data such as demographic information.

(page 4) **Knowledge Check**
Email Client Monitor provides the following information about what subscribers use most except for one:
Email clients (Gmail, Yahoo!, Outlook)
Email viewing platforms (desktop, webmail, mobile)
Browsers (Chrome, Firefox, Internet Explorer)
*All of the above
None of the above

Email Client Monitor can help you ensure you're designing emails for the most commonly used email clients
*True
False

What is a Tracking Pixel?
(page 1) A **tracking pixel** is an image tag that contains a URL to download a clear 1X1 image.gif when your subscriber opens your email campaign. You insert the image tag in your creative by placing it between the open and closing body tags of the email's HTML code.

When your subscriber opens the email, with images enabled, the image tag downloads the image.gif along with all of the other HTML images included in the creative.

When the image.gif is downloaded, a request is made from the subscriber's email client to Email Client Monitor. Embedded in this request is all of the information Email Client Monitor needs to categorize the open into the appropriate email platform category.

NOTE: If an email client does not have images enabled we will not be able to collect this information. Typically, 50% of email recipients download images.

How Do I Set Up a Tracking Pixel?

You can find your company's unique tracking pixel, which is on the **Pixel Setup** page, and this is your starting point.

Use the tracking pixel example on this page as a guideline for embedding the tracking pixel in your email campaign.

Here is an example of a company's personal tracking pixel:

The URL of a tracking pixel's image tag begins with HTTPS and **must** contain a unique ID for your company so Return Path knows who you are. Your company's unique ID begins with **r=** and is specific to your company and the campaigns that you send.

Here is an example of a tracking pixel in an HTML image tag with a company identifier and tag name/value pairs:
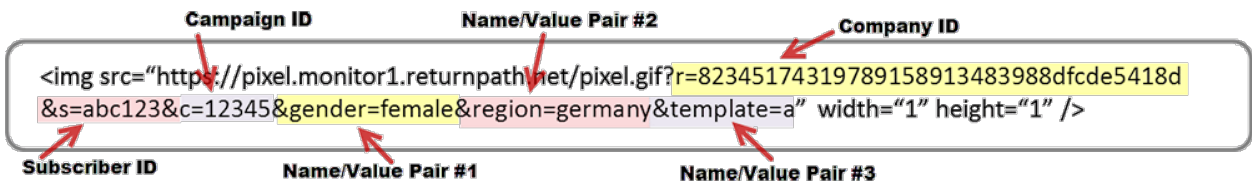
< [VIDEO: How do I set up a tracking pixel?](#) -- Vimeo file >
< VIDEO: [How do I set up a tracking pixel?](#) -- Video Script - Google Doc>

Knowledge Check

A tracking pixel is:
A trigger embedded in an email that provides demographic information about the subscriber
A hyperlink embedded in an email that, when clicked, reveals information about the subscriber's behavior
*An image tag that contains code to download a transparent 1X1 image.gif when your subscriber opens your email campaign
A visible image that, when clicked, reveals information about the subscriber's email behavior

Images must be enabled in an email in order to trigger the tracking pixel
*True
False

Which identifier is required in the tracking pixel so Return Path knows who you are:
(c=) your campaign ID
*(r=) your company ID
(s=) subscriber ID

Return Path does not provide a tracking pixel for your account to be embedded in your emails; you must create one
True
*False

What are Tags?

(page 1) A **tag name** represents a category that you can use to segment your data. A **tag value** is a sub-category associated with a tag name.

Tag name/value pairs are used in Email Client Monitor to enable you to identify, mark and collect data about your subscribers' email habits.

This data breaks down subscriber behavior into segments that you can use when trying to determine which campaigns are working and why.
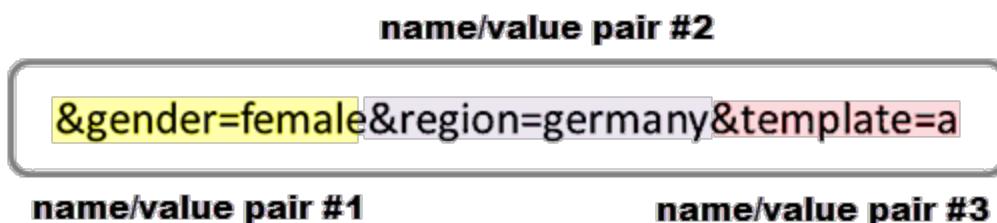
(page 2) There are two types of tags: **special** and **custom**. All tags have a **name=value** relationship:
name=value
gender=male
region=germany

NOTE: Tags are case sensitive, therefore we suggest that you use all lowercase when creating tag name and values.

Knowledge Checks
A tag is a specific identifier that when added to the pixel provides the ability to get subscriber viewing behavior data
*True

False

Tag Name/Value pairs enable you to do one of the following:
Identify and address issues at specific mailbox providers
*Identify, mark and collect data about your subscribers' email viewing habits
Identify, collect and respond to subscribers complaints

What are Special Tags?

(page 1) Email Client Monitor uses three special tag: "r', 'c' and 's'.

'r' represents your **company ID**
'c' represents your **campaign ID**
's' represents a **subscriber ID**

As mentioned earlier **your company ID tag (r=)** is required, While not the campaign and subscriber IDs are not required, they are two other tags that are commonly included in the tracking pixel.

(page 2) **'r' Tag**
'r' represents your **company ID**. We referenced the personal tracking pixel earlier in this course, and it's required.

This **'r'** value should be the same for every campaign you send. You will copy and paste your company ID into your image HTML code as shown in Pixel Setup.

You will have one company ID for all campaigns.This is a 1:1 relationship


Company ID

(page 3) **'c' Tag**
'c' represents your **campaign ID**. Your campaign ID should be included in each campaign you want to track, because it will help you see how campaign opens happen over time giving you access to subscriber level data so you can drill down and find what you need.

The information in the Time Series report (discussed later in this course) requires the campaign ID to be included in your tracking pixel.

NOTE: The campaign ID value is limited to 100 characters.

You will have one campaign ID per campaign send. This is a 1:1 relationship
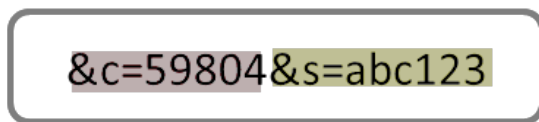
(page 4) **'s' Tag**
's' represents a **subscriber ID**. These are the same subscriber IDs you already use and are typically stored in a subscriber database.

This ID should be a unique value for each subscriber that does NOT contain any Personally Identifiable Information (PII) such as an email address or name.

Subscriber ID allows you to get data on your subscribers preference for viewing your email.

You will have many different subscribers per email campaign, depending on things like your list size and segmentation. This is a 1:many relationship.
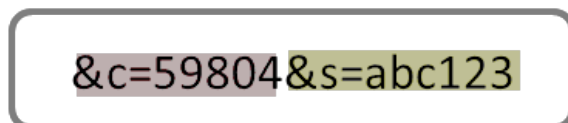
Knowledge Check
Which of the follow is NOT considered a special tag:
'r' represents your company ID
'c' represents your campaign ID
*'p' represents the product ID
's' represents a subscriber ID

What are Custom Tags?

(page 1) Unlike the special tags we just talked about that are recognized automatically by the system, you create your own custom tag name/value pairs to meet the needs of your marketing program.

Custom tags allow you to get even more from your pixel data. You can add custom tag name/value pairs to segment your customers and see how they behave differently.

Create and use **customized tags** to refine search parameters, such as brand, gender, point of acquisition, geographic region, offer or promo code. Creating custom tags allows you to engage in more sophisticated marketing analysis.
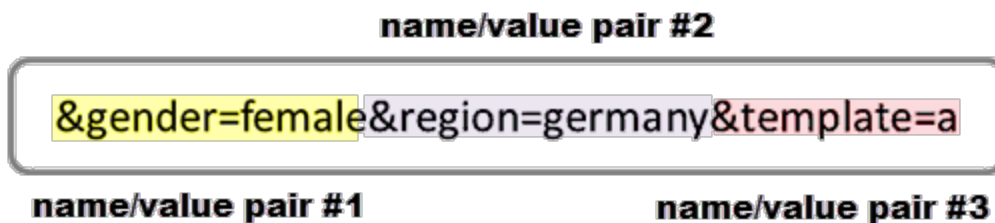
(page 2) Each subscriber can be segmented into many customer tags, giving you tremendous power in focusing on specific subscribers.

For instance, you could tag specific promos to track their engagement, or tag certain countries to see how email client usage differs by region

NOTE: You can include **up to 5** custom tags in each tracking pixel.

Knowledge Check
What is the maximum number of custom tag name/value pairs can you have in one tracking pixel?
1
*5
10
15

How Do I Set Up Custom Tags?

(page 1) Using tracking information such as the Campaign ID and Subscriber ID, as well as custom tags like region, can provide specific information about your subscribers and the platform they are using to open your email.

Adding these tags can help you to make more accurate connections between your subscribers, their demographics, their email viewing platforms and their engagement patterns.

To view platforms used by your subscribers, according to specific tags like region, you must add the custom tag to your tracking pixel.

< [VIDEO: How do I set up custom tags?](#) -- Vimeo file >
<[VIDEO: How do I set up custom tags?](#) -- Video Script - Google Doc>

(page 2) When creating custom tags, you have already determined your name/value pairs, so it's now time to add them to your tracking pixel.

As a reminder, the tracking pixel is your starting point and the image tag can contain your customer_ID (r=), campaign ID (c=) and subscriber ID (s=).

Add each additional tag by specifying the name and tag value, each separated by an "&".
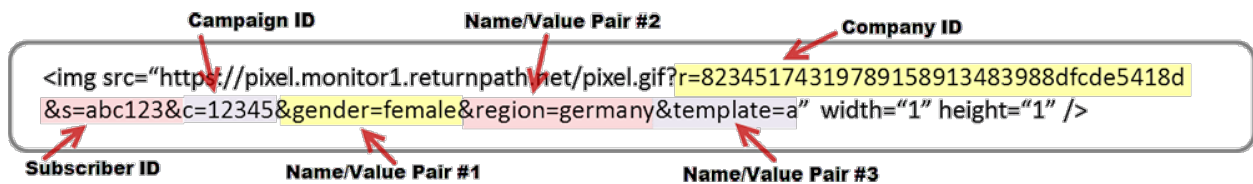
Knowledge Check
Once name/value pairs are created for custom tags, they can be added to the tracking pixel
*True
False

Which character is placed between tag name/value pairs?
 %
*&
#
=

Custom Tag Limitations

(page 1) Some tags have limitations. To ensure that you are successful and receive the data that you expect, we need to address the do's and don'ts when creating and using custom tags.

In this section we will cover the following:
- Special Characters
- Limits
- Extracts
- Best Practice

(page 2) **Special Characters**
You cannot use the following special characters within your tag name/values:

- Semi-colons (;)
- Greater-than or less-than symbols (<) (>)
- Question marks (?)
- Ampersands (&)
- Single quotes (')
- Double-quotes (")

(page 3) **Custom Tag Limits**

As mentioned before, but worth repeating -- you can include no more than 5 custom tags in one tracking pixel.

Email Client Monitor will store the **500 most recently used tag values**. Once the 500 limit has been reached, the least recently seen tag value is purged from the system.

You can then filter ECM reports by the tag name and values that are current in the user interface.

(page 4) **Extracts and Best Practices**

Extracts

If tag values are purged in the UI, that data is still available in the downloadable subscriber-level data .csv files, which will be discussed in more detail later in this course.

Best Practices

Campaign and subscriber ID tags do **NOT** have limitations and should be used when attempting to track campaign and subscriber data.

Knowledge Check

What is the limit for stored tag values that, once reached, will result in unused tags being purged from the system?

250
*500
750
1000

Personally Identifiable Information (PII)

(Page 1) Now that we've gone over the different kind of tags and how to create your own custom tags, we need to address the concept of **personally identifiable information (PII)**. We happily go about our jobs, collecting, analyzing subscriber data, eventually this topic comes up and it's best to get out in front of it right away.

If you are not familiar with personally identifiable information, this is information that can directly tie behaviors and actions to an individual person or persons via things like first and last name or email address.

(Page 2) As much as we like to drill-down and uncover our subscribers preferences and behaviors, we need to be mindful of data collection best practices.

First, pixels do not by themselves identify a customer's personally identifiable information. However, if a pixel somehow got coupled with personal user information, such as name or email address, it would be considered PII.

Second, removing PII from the data being sent through Email Client Monitor will protect you as well as Return Path from any liability around data collection best practices.

Any pixel containing PII will not be tracked by Email Client Monitor.

Knowledge Check

Personally Identifiable Information is anything that can be tied directly to an individual person
*True
False

Pixels containing personally identifiable information will be tracked by Email Client Monitor
True
*False

How Do I Set Up Campaigns

You can get even more from your tracking pixel data by using custom tagging. You can add custom tag/value pairs to segment your customers and see how they behave differently.

For example, you could tag customers by brand, gender, point of acquisition, geographic region and A/B split tests.

< VIDEO: How do I set up custom tags? -- Vimeo>
<VIDEO: How do I set up custom tags? -- Video Script - Google Doc>

Steps to Setup Campaigns
1. Login to Email Client Monitor
2. Click on Pixel Setup to find your company's tracking pixel and setup instructions and review the examples
3. Copy and paste your company's tracking pixel and add it to the HTML code within your email, within the body tags
4. Add any additional parameters, such as tags
5. Ensure the code is valid (see the example code on the Pixel Setup page)
6. Send the email campaign
7. Monitor the results

<Screen Shot here - Email client monitor Setup>

What Information is Provided in Email Client Monitor?

So, now that you understand more about tags and setting up campaigns using your company's tracking pixel, we can talk about what you will be viewing in the user interface.

You will notice that most of the different pages -- Email Clients, Trending, Time Series and Reports have the same look and feel. They display information in a variety of ways including charts and tables. You will become very familiar with the **filter box**, which is where you select the tags, campaign IDs, date ranges, platforms or report types that you want to look at.

You will also encounter drill-down capabilities and download links for your convenience.

<VIDEO: [What email clients are my customers using?](#) -- Vimeo >
<VIDEO: [What Email Clients are my Customers Using](#)? -- Video Script - Google Doc>

Knowledge Check
Which of the following lists the options available in Email Client Monitor to view results?
Email Clients, Trending Data, Date Range Data, Reports
*Email Clients, Trending Data, Time Series Data, Reports
Email Clients, Trending Data, Time Series Data, Browsers
Email Clients, Trending Data, Date Range Data, Reports

Email Clients

(page 1) When you click **Email Clients**, you are brought to the main page which displays the Email Client Platform Overview. Here you will find a wealth of information served up to you in a variety of formats, with the ability to filter on different options being reported.

Email Client Platform Overview

You have had 9,063,068 of 10,000,000 messages opened this billing period.
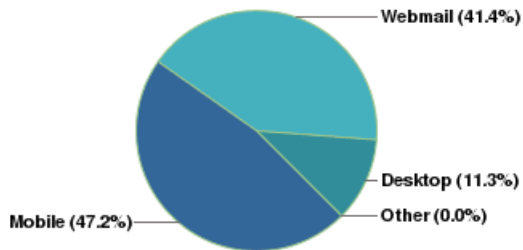
Platform	# Data Points ▼	% of Total
Mobile	2,729,250	47.2%
Webmail	2,393,768	41.4%
Desktop	653,788	11.3%
Other	343	0.0%
Total	**5,777,149**	**100%**

(page 2) **Usage Statistics**
The first thing you will see in the top-left corner of this page, is the number of subscribers that have opened their emails, triggering the tracking pixel.

Shown here is the actual number of messages opened vs the total number sent in the current billing period.

Email Client Platform Overview

You have had 9,063,068 of 10,000,000 messages opened this billing period.

Note: If the number of messages opened exceeds your monthly limit, no new opens will be recorded, but prior open data can still be accessed. Contact your Relationship Manager to discuss increasing your monthly limit.

Platform Breakdown
You will also see the breakdown of your subscribers' preferred platform for viewing your email. Here you can see the total number of opens by platform for the time period of the report.

In this example, you can see that 47.2% of subscribers prefer using mobile to the view their email.
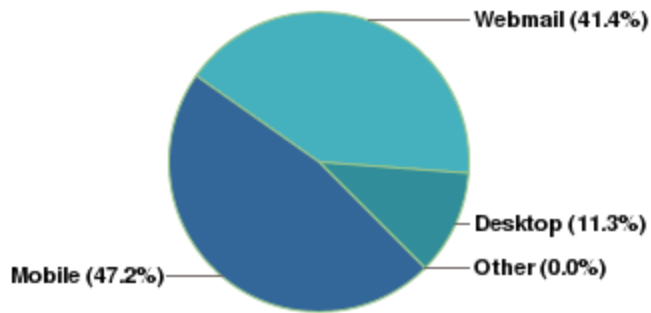
If you prefer to view this data in a bar-chart, click the **Toggle Chart Type** link found in the filter box.

Using the Drop-Down Filter Box
At the top-right side of the page, you will find a **filter box** with drop-down menus that allow you to filter the data that gets displayed.

You can sort data by Tag Name and Date Range, reset filters or toggle the display chart between pie-chart and bar-chart view.

Note: Tag Name represents the tags included in your tracking pixel(s).

Apply and Reset Filter Box Options
To sort your data in a filter box:
1. Click the drop-down menu(s)
2. Select the desired value(s)
3. Click **Apply**

To reset the filters to their default selection, click **Reset**.

Note: Once you have selected a **Tag Name,** you will then have the option to select a **Tag Value**.

Platform Table Data

The Email Clients page also shows a table in the lower-left corner of the page detailing the number of data points (number of emails opened) and total percentage each platform had.

Platform	# Data Points ▼	% of Total
Mobile	2,729,250	47.2%
Webmail	2,393,768	41.4%
Desktop	653,788	11.3%
Other	343	0.0%
Total	**5,777,149**	**100%**

Note: The information show here is based on the Tag Name and Data Range selected in the data filter box.

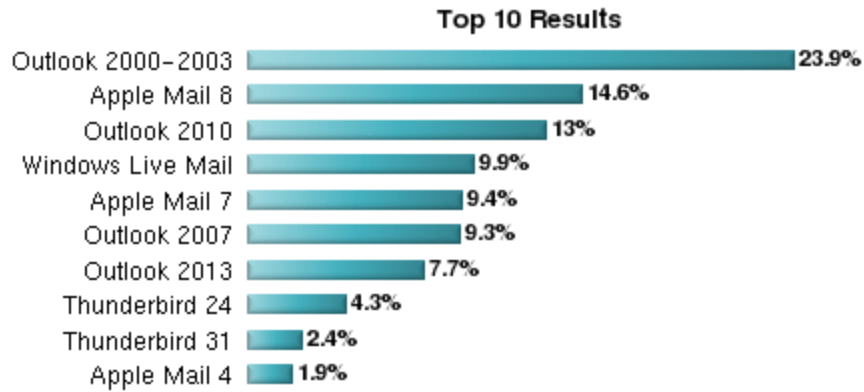(page 1) **Email Clients Drill-Down Options**

To learn more details about the information shown on this page, clicking on either:
Slice in the pie
Link in the table

Once you've chosen your drill-down method, you'll be able to review the **top ten** results for the selected category.

16

Top 10 Results

Platform	Percentage
Outlook 2000-2003	23.9%
Apple Mail 8	14.6%
Outlook 2010	13%
Windows Live Mail	9.9%
Apple Mail 7	9.4%
Outlook 2007	9.3%
Outlook 2013	7.7%
Thunderbird 24	4.3%
Thunderbird 31	2.4%
Apple Mail 4	1.9%

The default chart used to display the top ten list is the in bar graph.

(page 2) The data table in the Platform Drill-down page lists all data points for a particular category.

Desktop	# Data Points ▼	% of Total
Outlook 2000-2003	6,062	23.9%
Apple Mail 8	3,694	14.6%
Outlook 2010	3,300	13.0%
Windows Live Mail	2,503	9.9%
Apple Mail 7	2,389	9.4%

Note: By default, the table is listed with the highest usage at the top - to change this view, click the **Data Points** link.

You also get the same filter box in the top-right of the page like you have seen on other pages - allowing you to sort the data by:

● Platform
● Tag Name / Tag Value pair
● Date Range

Customer: Direct Marketing Inc.
Platform: Mobile
Tag Name: All Tag Names
Date Range: Last 7 Days

Apply   Reset

Knowledge Check

The Email Client page shows all of the following except for one:

Number of messages opened vs. the total number sent

Breakdown of subscribers' preferred platform

*Subscriber usage trend data

Number of data points (email opened) and total percentage each platform had
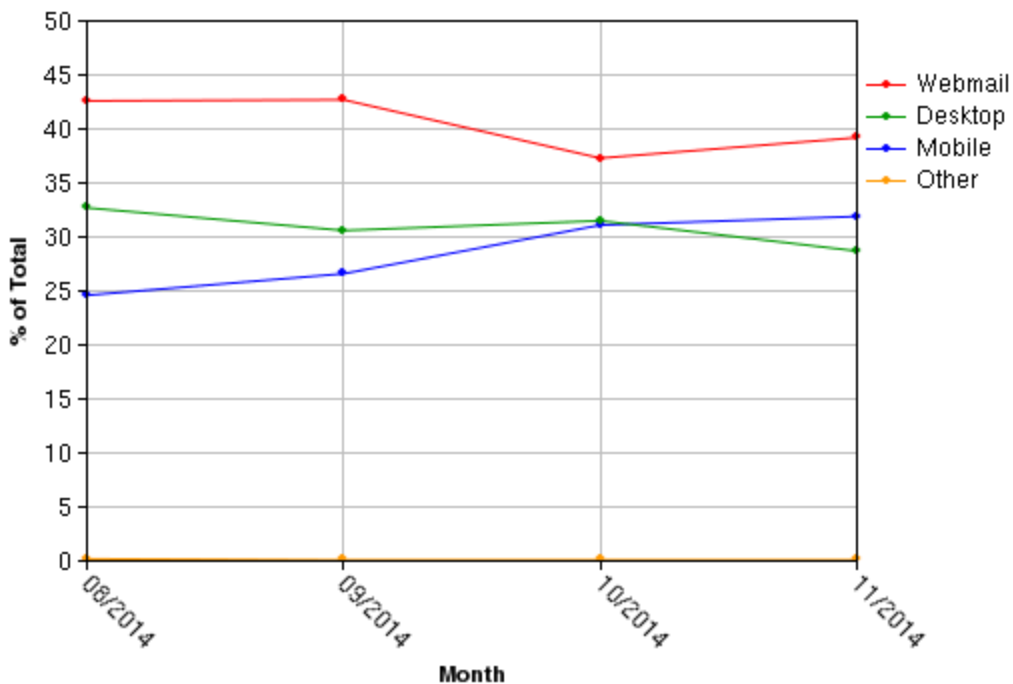
If you exceed your monthly limit of messages opened, additional opens will not be recorded

*True

False

Trending Data

From the **Trending** page you will see that the trend report provides a quick overview of how different platforms have changed over time. The default view shows results for last 90 days.

Click on a graph line to see trend report for that platform's clients.

You can sort the data by Report Type, Tag Name, and Date Range— using the filter drop-downs. You have the option to toggle between the Month or Week view.

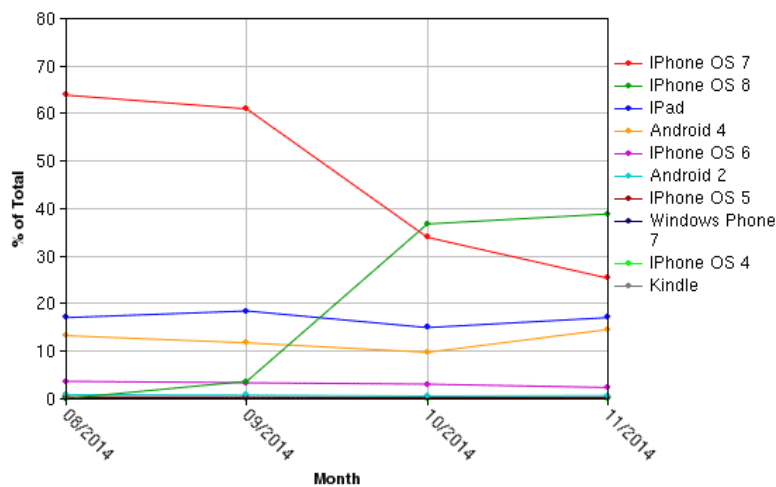Once you've made your selections in the filter box don't forget to click **Apply** to see your changes.

Platform Drilldown
By clicking one of the lines in the graph or links in the table, you can drill down into details for the chosen platform.
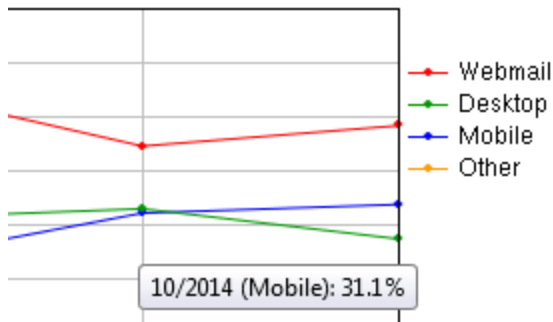
Once you drill-down into one of the different platforms (desktop, webmail, mobile), you will see the **top ten** email clients or mobile platforms your subscribers have been using.

The table lists **every** email client or mobile platform in the chosen tag and date range. You can sort the data by clicking on the heading links within the first two columns.

Download data in spreadsheet

Mobile	Avg % of Total Over Date Range ▼	08/2014		09/2014	
		# Data Points	% of Total	# Data Points	% of Total
IPhone OS 7	46.1%	2,957,911	63.9%	2,883,703	61.0%
IPhone OS 8	19.9%	3,348	0.1%	174,546	3.7%
IPad	16.9%	791,740	17.1%	872,977	18.5%
Android 4	12.4%	616,302	13.3%	557,485	11.8%
IPhone OS 6	3.1%	170,842	3.7%	159,508	3.4%

Note: By default, the information in the table shows the device with the highest usage during the time specified (last 90 days). In this example, IPhone OS 7 was used the most among mobile devices to view emails within the last 90 days.

Knowledge Check
The Trending page will automatically show how usage of platforms has changed during a 30-day period
True
*False

Trend data can be sorted by the following categories except for one:
Report Type
*Platforms
Tag Name
Date Range

Time Series Data
The data on the **Time Series** page is great when you need to track pixel downloads **individual campaigns**. To view the information on this page, you must have already added the campaign ("c=") tag to the HTML code for the campaign.

< VIDEO: When do my customers open my emails? -- Vimeo file >
<VIDEO: When do my customers open my emails? -- Video Script Google Doc>

In the filter box you have the option to use the Campaign ID drop-down to select a specific campaign, change the date rage or toggle between Day or Hour view, allowing you to focus on individual campaigns for both a specific day and time frame throughout the day.

Once you've made your selections in the filter box don't forget to click **Apply** to see your changes.

Note: By default, all campaigns are grouped together, but you can use the Campaign ID drop-down in the filter box to focus on a different campaign.

Tip: For information about including the campaign ("c") tag, see the **How to Set Up Campaigns** section.

Time Series Elements: Graph and Table

(Page) You have two formats to view the individual campaign data you selected: graph and table.

The graph will show how subscribers opened emails for a chosen day or hour, and highlights weekend days in gray. This helps you more quickly identify the difference between weekday and weekend trends in subscriber engagement.
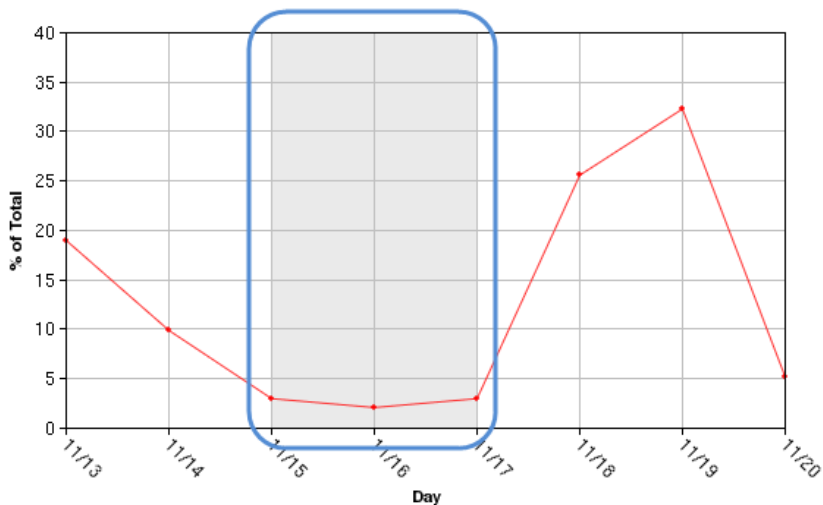
You can also view the same information in a table view. Here we've included a link so you can download the data to a spreadsheet.

Download data in spreadsheet

Hour ▲	# Data Points	% of Total
11/14/2014 23:00	1	8.3%
11/15/2014 21:00	2	16.7%
11/16/2014 12:00	1	8.3%
11/16/2014 14:00	3	25.0%
11/16/2014 22:00	1	8.3%
11/16/2014 23:00	1	8.3%
11/17/2014 10:00	1	8.3%
11/17/2014 20:00	1	8.3%
11/19/2014 07:00	1	8.3%

Knowledge Check

In order to track opens for individual campaigns, the campaign ID tag must be included in the HTML code for the campaign

*True

False

The Time Series filter box allows you to filter by the following categories except for one:

Day or hour view

Date range

Specific campaign

*Tag name

Reports

If you'd like to see additional reports about your data, click the **Reports** tab.

On the Reports page you have access to three different types of reports:

● Browser Distribution Report -- displays subscriber opens by browser, such as Chrome, Internet Explorer and Firefox.

● QA Rendering Report -- displays subscriber opens by both email client and the associated browser, such as accessing Yahoo email through a Firefox browser.

● Email Clients Report -- displays top 10 overall email clients used to view your email regardless of platform. In other words, you could see listed in your top 10 results Yahoo (which is an example of webmail), Outlook (which is an example of desktop), and iPhone 5 (which is an example of mobile).

To access one of the reports, either click one of the links or select a report from the drop down menu in the filter box.
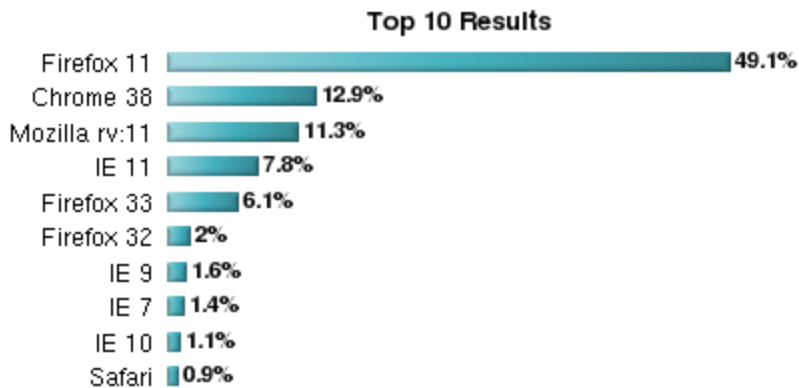
These reports are formatted just like the other pages we have discussed, you will be presented with:
- ● Top ten results
- ● Table listing with all values
- ● A download option, to save as an Excel spreadsheet

Browsers Distribution Report

Top 10 Results

Firefox 11	49.1%
Chrome 38	12.9%
Mozilla rv:11	11.3%
IE 11	7.8%
Firefox 33	6.1%
Firefox 32	2%
IE 9	1.6%
IE 7	1.4%
IE 10	1.1%
Safari	0.9%

The top 10 data points account for **94.2%** of the results found.

If you'd like to take this data and include it in a report or merge it with other data you have about your subscribers, you can download it to a spreadsheet by clicking on the download link.

Knowledge Check
Additional reports are available about your data, including which of the following:
Mobile Distribution Report, QA Rendering Report, Email Clients Report
Browser Distribution Report, QA Rendering Report, Webmail Report
Browser Distribution Report, Image Rendering Report, Email Clients Report
*Browser Distribution Report, QA Rendering Report, Email Clients Report

Subscriber Level Data

(page 1) In addition to all of the information you've seen in the Email Client Monitor user interface, we want to let you know that yes, there is more!

An automatic job runs every night and creates a file that contain the previous days subscriber level data for every campaign and open - including all of your tags. But it also includes things like: full subscriber IDs, open IP addresses and open timestamp. We have a whole list of what it includes, but you need to know this information is available to you so you can further analyze and strategize for your next email campaign send.

Are you getting the results you expected? If the answer is no, what changes will you make next time?

(page 2) Subscriber-level data shows opens down to each individual subscriber and Email Client Monitor not only tracks this information but it also makes it available to you so you can easily compare and understand your subscribers on a whole new level. For example, you can see which subscribers use smartphones in the morning, desktops at work and a table in the evening.

You have two download options, you choices are:
1. Download through emails from your Relationship Manager
2. Automatically via FTP or SFTP

Once you contact your Account Manager to receive subscriber-level email alerts, you will get emails with the subject line: **Email Client Monitor Subscriber Level Data for [date]**, as seen in the example below.

From: Email Client Monitor Support [mailto:support@returnpath.net]
Sent: Friday, November 21, 2014 5:42 AM
To: CustomerName@acme.com
Subject: Email Client Monitor Subscriber Level Data for 11/20/2014

(page 3)
The zipped CSV file is delivered with the following data included:
● Timestamp Opened: Time the pixel request was made (i.e. when the email was opened)
● Subscriber ID: Information identified by the "s" parameter
● Matching ID: information identified by the "c" parameter
● Open IP: IP address of the machine requesting the image
● Platform: Platform identified (webmail, desktop, mobile, other)
● Email Client
● Browser
● Operating System
● Other Subtype: Type of email client if it is not typical (i.e. API, HTML Editor, Proxy or Unknown)
● Custom Tags

● Query String: All parameters received

Here are examples of what you might see in your own subscriber level data report:

6 rows X first 6 columns

Timestamp Opened	Subscriber ID	Matching ID	Open IP	Platform	Email Client
04/Oct/2014:01:35:32 +0000	2	12345	99.61.83.56	webmail	Windows Live Hotmail
04/Oct/2014:17:35:06 +0000	3	12345	76.177.86.234	webmail	Windows Live Hotmail
04/Oct/2014:17:37:16 +0000	4	12345	74.47.206.122	mobile	
04/Oct/2014:20:17:34 +0000	5	12345	72.255.235.2	desktop	Outlook 2000-2003
04/Oct/2014:20:17:44 +0000	6	12345	74.177.146.195	webmail	Unspecified

6 rows X Second 4 columns

Browser	Operating System	Other Subtype	Custom Tags
Firefox 29	Windows XP		custom_tag_1=custom_value_1
Firefox 29	Windows XP		custom_tag_1=custom_value_1
	Android 2		custom_tag_1=custom_value_1
IE 10	Windows XP		custom_tag_1=custom_value_4
IE 11	Windows XP		custom_tag_1=custom_value_2

NOTE: Links to subscriber-level data expire after 30 days.

Knowledge Check
Subscriber-level data is available for every campaign and every open:
*True
False

Subscriber-level data includes data on all of the following items except for one:
Timestamp Opened
Subscriber ID
Open IP
*Mobile Device
Email Client
Browser
Platform