



MARKETING

# Reports & Revenue Tracking

What gets tracked per campaign, cross-campaign trends, and how revenue attribution links sends to bookings.

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After a campaign or automation sends, Marketing tracks engagement and (optionally) revenue. This guide covers what's tracked, where to find it, and how to attribute revenue to specific sends.

## Per-Campaign Reports

After a campaign sends, the campaign page shows real-time metrics:

- **Sent** — total emails accepted by the email provider
- **Delivered** — emails that reached the inbox (sent minus bounces)
- **Opened** — unique opens (each contact counts once, even if they open twice)
- **Clicked** — unique clicks (each contact counts once, even if they click multiple links)
- **Bounced** — soft (temporary, retried) or hard (permanent, contact suppressed)
- **Complained** — marked as spam by the recipient (contact suppressed)
- **Unsubscribed** — clicked the unsubscribe link

## Open Tracking

Opens are detected by a 1×1 invisible pixel embedded in the email. Limitations:

- Apple Mail Privacy Protection (introduced 2021) prefetches the pixel for **all** Apple Mail users automatically — these "opens" don't reflect a real human reading. The reported open rate for Apple Mail users overstates actual engagement.
- Plaintext-only email clients (rare) don't render the pixel and report as unopened even when read.
- Image-blocking email clients (some corporate inboxes) only register opens after the recipient clicks "show images."

#### ADVISOR TIP

Click rate is a more reliable engagement signal than open rate in 2026+. Opens are still useful for trend-watching, but the absolute number is inflated by ~30-40% across most audiences.

## Click Tracking

Every link in your email is rewritten to pass through a Marketing redirect (`marketing.urtravelpro.com/c/...`) that records the click before sending the recipient to the real destination. Click reports show:

- Total clicks and unique clickers
- Click-by-link breakdown (which links got which clicks)
- Click-by-contact breakdown (who clicked what)

## Cross-Campaign Reports

Under **Reports** in the main nav:

- **Subscriber growth** — net new subscribers per day/week/month
- **Engagement trends** — open/click rates over time
- **Top campaigns** — your highest-performing sends ranked by open or click rate
- **Unsubscribe drivers** — which sends are losing you the most subscribers
- **Bounce trends** — sudden bounce-rate spikes are a deliverability warning sign

## Revenue Attribution

If you have other UrTravelPro apps (Books, Trips) connected, Marketing can attribute revenue back to specific sends. A booking entered in Books within N days of a contact clicking your email is credited to that campaign.

### How Attribution Works

- A contact clicks a link in your campaign at time T
- The same contact appears as the client on a Books invoice or Trips booking within the attribution window (default: 14 days)
- The revenue is attributed to the campaign

## Attribution Caveats

- Attribution requires the email contact and the booking client to match by email address — different addresses for the same person break the link
- The window is configurable (default 14 days)
- A single booking is credited to the **last-touched campaign** (the most recent send the contact clicked before booking)
- Attribution is shown as "attributed revenue" — it's an estimate, not a contract

## Exporting Report Data

Most report views have an **Export CSV** button. Use it to bring data into spreadsheets, BI tools, or share with stakeholders. Exports include all the fields shown on screen plus a few additional columns (contact ID, custom fields, timestamps).