

# Compare Different Campaigns

Using the compare button within a single campaign you are able to compare the campaign statistics among different campaigns. In order to compare campaigns please go to "statistics" within the campaign and then click on "compare".

The screenshot shows the 'Reminder' campaign interface. At the top, the campaign status is 'Running'. Below this, there are 'Export' and 'Report' buttons. The main area is titled 'Results' and contains a sidebar with various navigation options. The 'Compare' option in the sidebar is highlighted with a red box. In the main content area, a 'Compare To' section is also highlighted with a red box, showing a dropdown menu set to 'Select Campaign', two selected campaigns ('Landing test' and 'Plugin test'), and a 'Compare' button. Below this is a table of statistics for the three campaigns: Plugin test, Landing test, and Reminder. The table shows metrics for Messages Sent, Emails opened, Clicks, and Succeeded. Below the table is a 'Trends' line chart showing the values for these four metrics across the three campaigns.

Campaign	Messages Sent	Emails opened	Clicks	Succeeded
Plugin test	1 (50 %)	0 (0 %)	1 (50 %)	0 (0 %)
Landing test	2 (100 %)	1 (50 %)	1 (50 %)	1 (50 %)
Reminder	2 (100 %)	0 (0 %)	2 (100 %)	2 (100 %)

Trends

Legend: Messages Sent (blue), Emails opened (grey), Clicks (green), Succeeded (orange)

Also, you have advanced comparison statistics that allow you to make also trend analysis:

Results

- Summary
- Statistics
- Time
- Technical Stats
- Categories
- Events
- Countries
- Top Worst
- File Downloads
- Collected Data
- Recipients
- Awareness Website
- Benchmark
- Compare
- Reports
- Exports

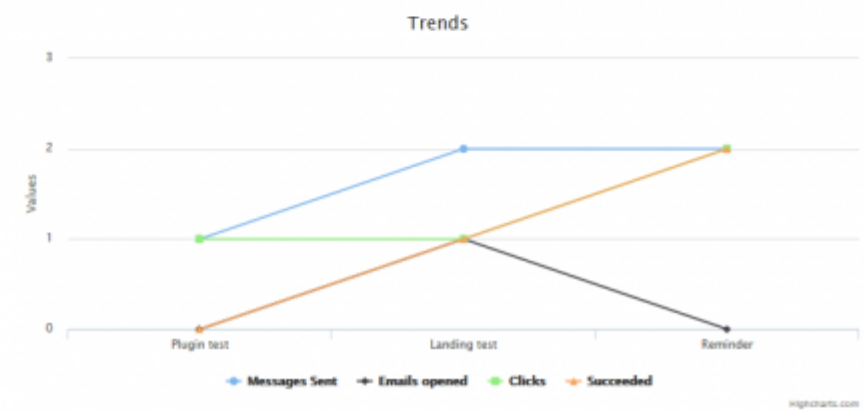
Campaign: Reminder

Compare To:

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Campaign	Messages Sent	Emails opened	Clicks	Succeeded
Plugin test	1 (50 %)	0 (0 %)	1 (50 %)	0 (0 %)
Landing test	2 (100 %)	1 (50 %)	1 (50 %)	1 (50 %)
Reminder	2 (100 %)	0 (0 %)	2 (100 %)	2 (100 %)



Configuration

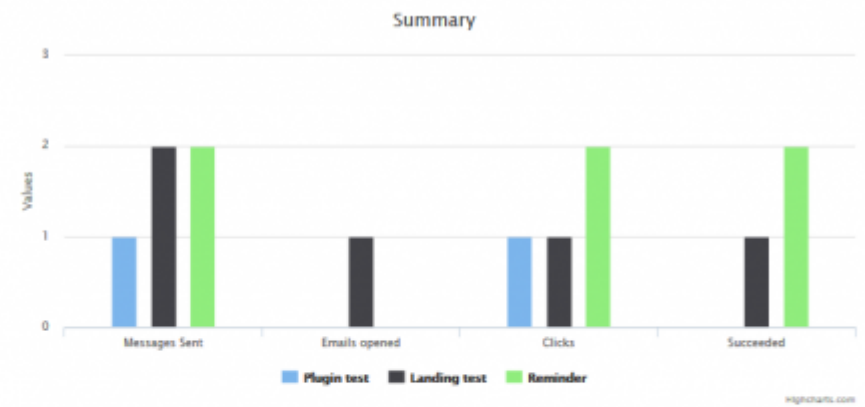
- Base Settings
- Awareness Settings
- Schedule
- Recipients

Advanced Settings

- User Settings
- Custom Fields
- Reminders

Logs

- Supervision Log
- Message Log
- Errors



Recipient Categories Comparison

Staff Type	Succeeded			All
	Plugin test	Landing test	Reminder	
N/A	0	1	2	3

Division	Succeeded			All
	Plugin test	Landing test	Reminder	
N/A	0	1	2	3

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