SimplyCast

Powering Automation, Igniting Growth for Smarter Connections

SimplyCast 360

Reports User Guide

Updated on: July 1st, 2025

Contents

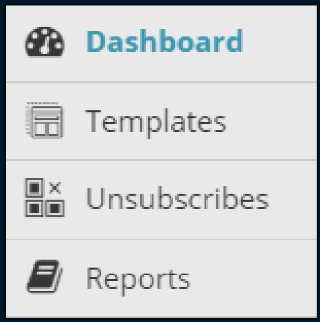
Overview

SimplyCast 360 allows organizations to easily map out and automate communication processes to make day-to-day communications, marketing efforts, and internal processes more efficient. SimplyCast 360 is a tool that brings all the main SimplyCast communication channels (email, SMS, voice, fax, and more) into one standard interface where they can be integrated into a campaign and deployed automatically with all the platform's other marketing and communication tools.

With SimplyCast 360, you can use a variety of drag-and-drop elements to create extensive campaigns, as well as rules and decisions to determine which messages are sent to whom and when exactly they are sent. Once you have a campaign structure with all the required elements and decisions, you can create and customize content for each message.

Reports

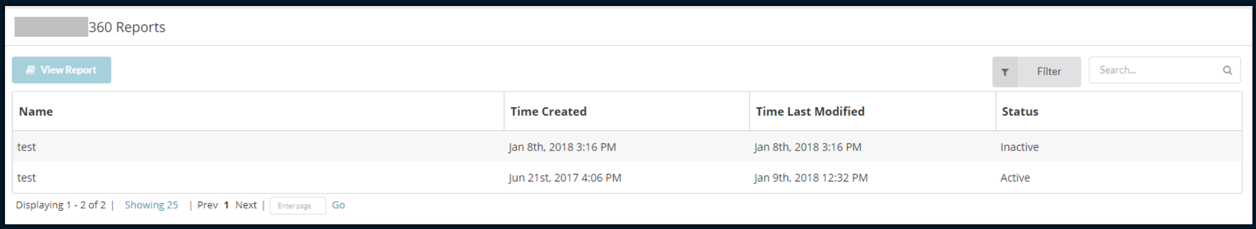
To view a report for any of your SimplyCast 360 campaigns, you must navigate to the SimplyCast Reporting interface.



To do this:

1. Go to the main SimplyCast 360 Dashboard.
2. Click the Reports option from the menu on the left side of your screen.
3. You will be directed to the SimplyCast 360 Reporting Dashboard.

View the List of Reports



When you enter the 360 Reports Dashboard, you should immediately see a list of all the SimplyCast 360 campaigns you have created with the most recent campaign at the top. If no campaigns are on the list, you have not yet created any.

Each report in the list is broken down into four columns:

1. **Name**: The name you gave to the SimplyCast 360 campaign when you created it
2. **Time Created:** The date and time the SimplyCast 360 campaign was created
3. **Time Last Modified:** The date and time the SimplyCast 360 campaign was last edited
4. **Status:** Whether the SimplyCast 360 campaign is currently active or inactive

Navigate Multiple Pages of Reports

If you have created enough SimplyCast 360 campaigns, they will be displayed on multiple pages in the Reports Dashboard.

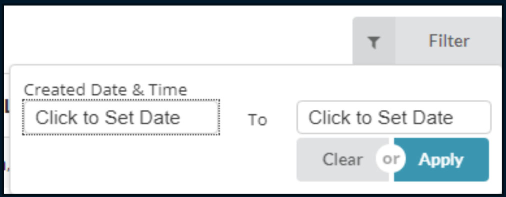
To view a campaign that does not appear on the first page of the list:

1. Navigate down to the bottom of your screen, where you will find the page numbers indicating the total number of pages of SimplyCast 360 campaigns you have created.
2. Proceed to another page of reports by clicking either the page number you would like to
3. visit, or the Next button which will take you to the next page.
4. If you know the page number you would like to go to, enter the page number in the provided field and select Go.
5. You can also choose how many SimplyCast 360 campaigns to display at a time by clicking on the "Showing..." link located to the right of the number of displayed campaign reports.

Filter Reports

You can filter your SimplyCast 360 reports to show reports from a particular date, at a specific time, or within a certain window.

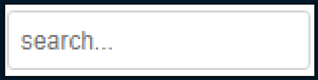
To filter your reports:



1. Find the gray Filter button at the top right-hand side of your screen in the SimplyCast 360 Reporting Dashboard, beside the search bar.
2. Click the Filter button, and a drop-down menu will appear with two boxes that say Click to Set Date.
   2.1. You can indicate the range of dates and times for gathering reports.
3. Click either box, and another dropdown menu will show up with two fields labeled Date and Time.
   3.1. You can manually insert the date and time to filter SimplyCast 360 reports.
4. Below these fields is a calendar you can also use to choose the date and time to use to filter reports.
5. Click the blue Apply button to implement the filter.
   5.1. Or, click Clear if you do not wish to filter your reports, which will close the dropdown menu.

[**Note:** When a filter is applied, the formerly gray Filter button will appear green. To remove a filter, click the green button and then select Clear.]

Search/Sort Reports



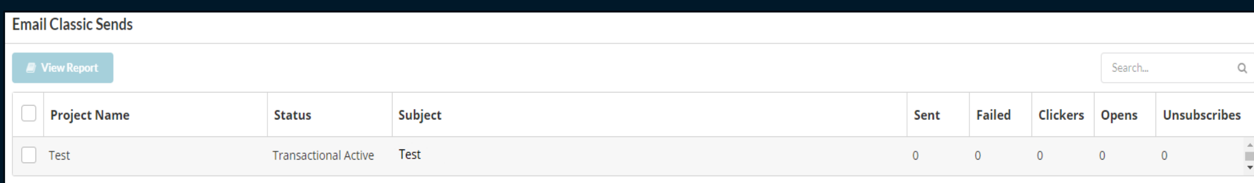
1. To find a particular SimplyCast 360 report, use the search bar at the top right of the screen above the list of all the reports in the main SimplyCast 360 Reporting page.
   1.1. The results will automatically be filtered to show the matches to the typed-in text.
   1.2. You can also sort your reports by any of the four information columns in the table by clicking on the column name in the Reports Dashboard.
   1.3. c. Once clicked, your list of reports will reorder automatically.
   1.4. Sorting by the Name column will sort the reports alphabetically or reverse alphabetically, while clicking Time Created or Time Last Modified will sort the reports in chronological or reverse chronological order.

View Reports

To view the report of a particular SimplyCast 360 campaign:

1. Select the campaign you would like to see the report for by clicking on the row in the table for that particular campaign.
2. Once you have chosen a campaign, the blue View Report button at the top of the SimplyCast 360 campaign list will become active and able to be clicked on.
3. Click View Report, and you will be directed to the report for that particular campaign.
4. If you click View Report for a campaign with no data to report (e.g. a campaign that has not been activated yet), you will not see the report and will see a message explaining this.

Email Classic Sends

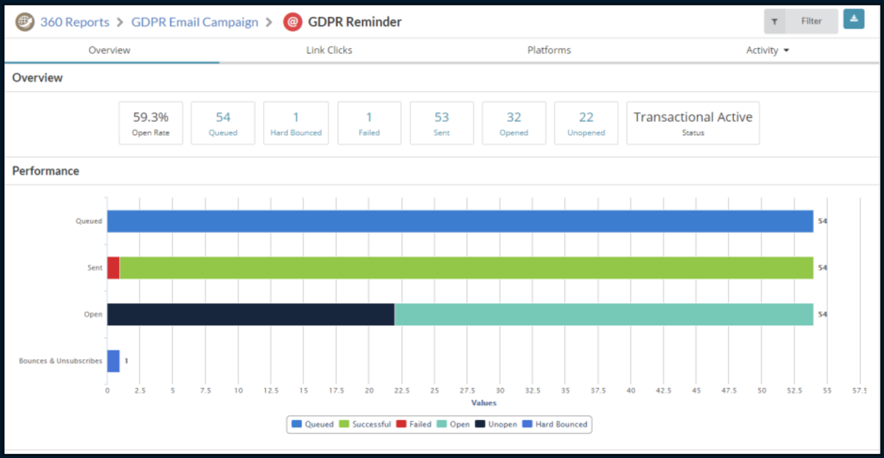


Project Name	Status	Subject	Sent	Failed	Clickers	Opens	Unsubscribes
Test	Transactional Active	Test	0	0	0	0	0

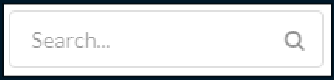
If you have included any Email Classic elements in your SimplyCast 360 campaign, you will see them all in the Email Classic Sends table.

This table contains up to eight columns of information:

1. **Project Name:** The name of the email campaign given to it when it was created as part of the campaign.
2. **Status:** The current status of the email, whether active or not.
3. **Subject:** The subject line provided to the email when it was set up in the Email Editor.
4. **Sent:** The total number of emails sent successfully.
5. **Failed:** The number of emails that failed to send as part of the email campaign.
6. **Clickers:** The total number of link clicks by contacts the email received.
7. **Opens:** The number of opens received from the email recipients.
8. **Unsubscribes:** The total number of email recipients who unsubscribed from receiving further communications from you after receiving the particular email.



1. Click on the checkbox located to the left of any email campaign in the list that appears in the Email Classic Sends table.
2. Click the blue View Report button at the top of the section to enter the full report for that specific email campaign.
3. Search for a specific email campaign using the search bar at the top right corner of the Email Classic Sends table.

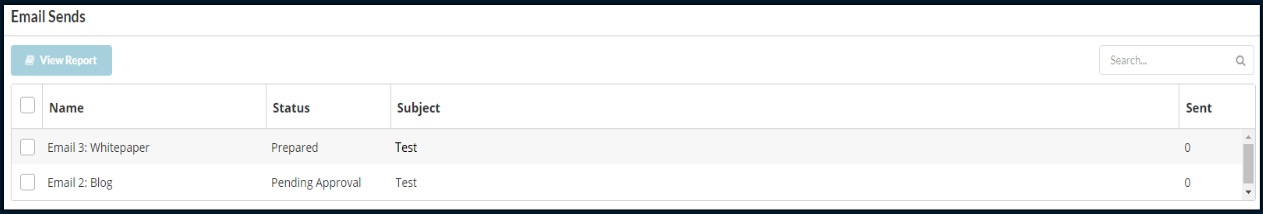


4. Type in your search query, and the table will filter results to match the typed-in text.
    4.1. You can also select multiple emails to combine or compare reports.

Refer to the *SimplyCast Email User Guide* for more information on email reporting.

Email Sends

If you have included any email elements in your SimplyCast 360 campaign, you will see them all in the Email Sends table.


Email Sends

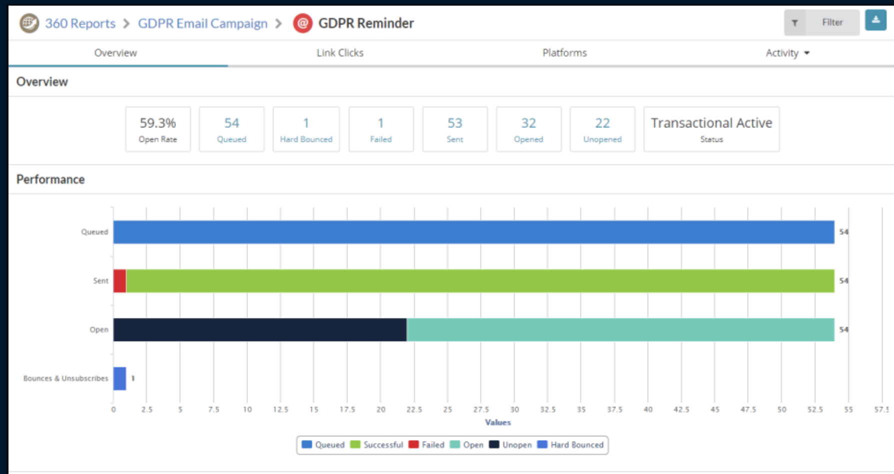
View Report

Search...

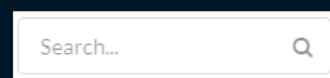
Name	Status	Subject	Sent
Email 3: Whitepaper	Prepared	Test	0
Email 2: Blog	Pending Approval	Test	0

This table contains four columns of information:

1. **Name:** The name of the email campaign given to it when it was created as part of the campaign.
2. **Status:** The status of the email, whether active or not.
3. **Subject:** The subject line provided in the email when it was set up in the Email Editor.
4. **Sent:** The total number of emails sent successfully.



1. Click on the checkbox to the left of any email campaign in the list that appears in the Email Sends table.
2. Click the blue View Report button at the top of the section to enter the full report for that specific email campaign.
3. Search for a specific email campaign using the search bar at the top right corner of the Email Sends table.



4. Type in your search query, and the table will filter results to match the typed-in text. You can also select multiple emails to combine or compare reports.

Refer to the *SimplyCast Email User Guide* for more information on email reporting.

Fax Sends

If you have included any fax elements in your SimplyCast 360 campaign, they will appear in a list in the Fax Sends table.

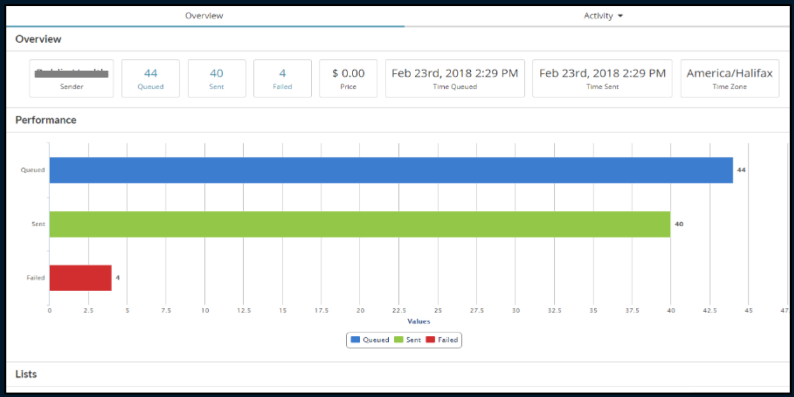
Fax Sends

View Report | Search...

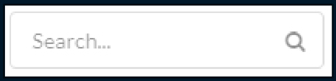
	Name	Status	Sender Name	Queued	Sent	Failed	Price
	Draft	Draft	sdg	0	0	0	N/A

This table contains up to seven columns of information:

1. **Name:** The name of the fax campaign given to it when it was created as part of the SimplyCast 360 campaign.
2. **Status:** The status of the fax campaign, whether active or not.
3. **Sender Name:** The account user's name used to send fax campaigns.
4. **Queued:** The total number of contacts the system tried to send the fax to.
5. **Sent:** The total number of faxes sent successfully.
6. **Failed:** The number of faxes that failed to be sent as part of the fax campaign.
7. **Price:** The total cost (if any) is incurred by sending the fax to contacts.



1. Click on the checkbox to the left of any fax campaign in the Fax Sends table.
2. Click the blue View Report button at the top of the section to enter the full report for that specific fax campaign.
3. Search for a specific fax campaign using the search bar at the top right corner of the Fax Sends table.



4. Type in your search query, and the table will filter results to match the typed-in text. You can also select multiple fax messages to combine or compare reports.

Refer to the *SimplyCast Fax User Guide* for more information on fax reporting.

SMS Sends

If you have included any SMS elements in your SimplyCast 360 campaign, they will appear in a list in the SMS Sends table.

SMS Sends

View Report

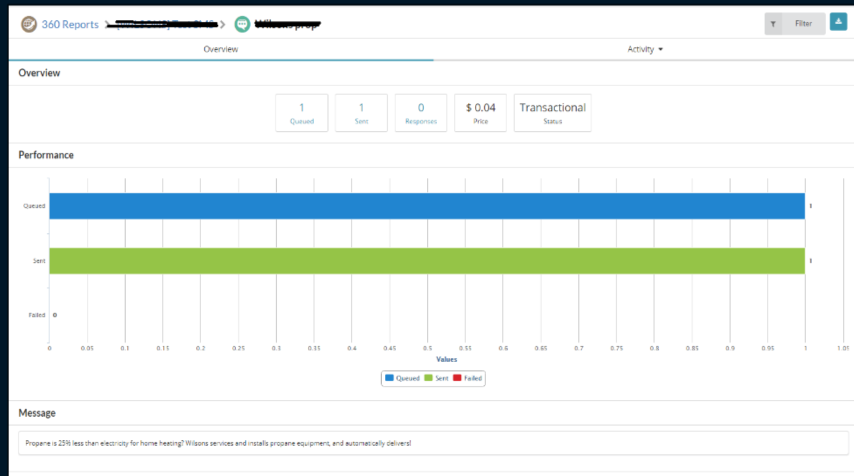
Search...

	Project Name	Status	Message	Sent	Price
	Webinar Link US	Transactional Active	Can't wait for you to join me. Click the link below to signup for the webinar!	0	$0.00
	Webinar Link CAD	Transactional Active	Can't wait for you to join me. Click the link below to signup for the webinar!	0	$0.00

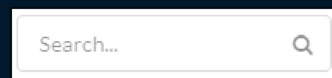
This table contains up to five columns of information:

1. **Campaign Name:** The name of the SMS campaign given to it when it was created as part of the SimplyCast 360 campaign.
2. **Status:** The status of the SMS message, whether active or not.
3. **Message**: The text of the SMS message configured in the SMS editor.
4. **Sent:** The total number of SMS messages sent successfully.
5. **Price:** The total cost (if any) is incurred by sending the SMS messages to contacts.

1. Click the checkbox to the left of any SMS campaign in the SMS Sends table.
2. Click the blue View Report button at the top of the section to enter the full report for that specific SMS campaign.



3. Search for a specific SMS campaign using the search bar at the top right corner of the SMS Sends table.

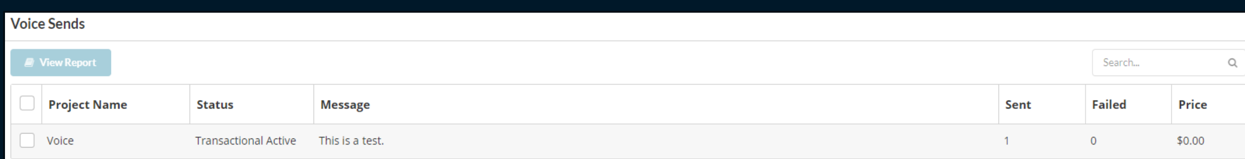


4. Type in your search query, and the table will filter results to match the typed text.
5. You can also select multiple SMS messages to combine or compare reports.

Refer to the *SimplyCast SMS User Guide* for more information on SMS reporting.

Voice Sends

If you have included any voice elements in your SimplyCast 360 campaign, you will see them in the Voice Sends table.



Voice Sends

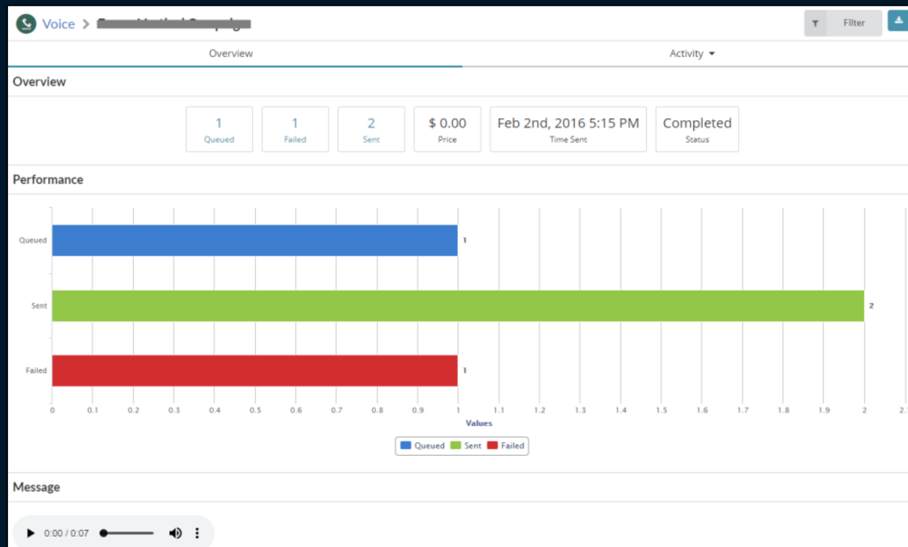
View Report

Search...

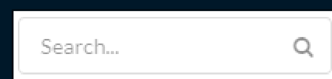
	Project Name	Status	Message	Sent	Failed	Price
	Voice	Transactional Active	This is a test.	1	0	$0.00

This table contains up to six columns of information:

1. **Campaign Name:** The name of the voice campaign given to it when it was created as part of the SimplyCast 360 campaign.
2. **Status:** The status of the voice campaign, whether active or not.
3. **Message:** The text of the voice message configured in the Voice Editor.
4. **Sent:** The total number of voice messages sent successfully.
5. **Failed:** The number of voice messages that were unable to send as part of the voice campaign.
6. **Price:** The total cost (if any) is incurred by sending voice messages to contacts.



1. Click on the checkbox to the left of any voice campaign in the Voice Sends table.
2. Click the blue View Report button at the top of the section to enter the full report for that specific voice campaign.
3. Use the search bar at the top right corner of the Voice Sends table to find a specific voice campaign.



4. Type in your search query; the table will filter results to match the typed-in text.
5. You can also select multiple voice messages to combine or compare reports.

Refer to the *SimplyCast Voice User Guide* for more information on Voice reporting.