

# Using Request Metrics

<https://university.reputation.com/knowledgebase/using-request-metrics/?preview=0> | Last Updated: October 11, 2018

Identify how successful your request efforts are in terms of review conversion and other factors.

The **Requests > Metrics** page allow you to view aggregated metrics about the performance of review requests, such as which template is most successful. Download report data to CSV for further analysis.

## Filters

In addition to the top line filters below the Menu Bar, the following options re available to filter and group the data in the report:

Filter	Description
Date Range	The time period for the report data: All, 7 days, 30 days, 90 days, 180 days, one year, or custom.
Mode	The request mode: SMS, Email, and/or Kiosk.
Group by	The groupings to include in the report: Custom filter(s), Location, Template Name, Mode, Requester, Role, Time. Each filter chosen appears as its own column in the report.

## Summary/Detail Area

Displays the results of the report. The Details option includes additional data for Sent, Opened, and Clicked columns.

Metric	Description
	The group by filter(s) chosen.
Received	The number of requests invoked on behalf of your account (i.e., the number of requests "received" by the Reputation Generation Engine).
Sent	<p>The number of requests sent to the designated recipients. (i.e., the number of requests "sent" from the Reputation Generation Engine). The Details option also shows the number of requests not sent. The percentage indicates the ratio of received to sent.</p> <p>A request might not be sent if the request includes an address/phone number with failed validation or that has already been solicited within your account's survey protection threshold.</p>
Delivered	The number of requests delivered. The percentage indicates the ratio of sent to delivered.

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Metric	Description
Opened	The number of unique opens. The Details option also shows the total number of opens (not unique). The percentage indicates the ratio of delivered to opened.
Clicked	The number of unique clicks. The Details option also shows the total number of clicks (not unique). The click count correlates to any links within the email or SMS message. The number of clicks does not correlate directly to a review posting beyond the initial message if the user abandons the request process, but it is a good indicator of interest.
CTR	The ratio of opened to clicked. A good click through ratio is above 50% (i.e., half of the recipients who open the message start the review process).