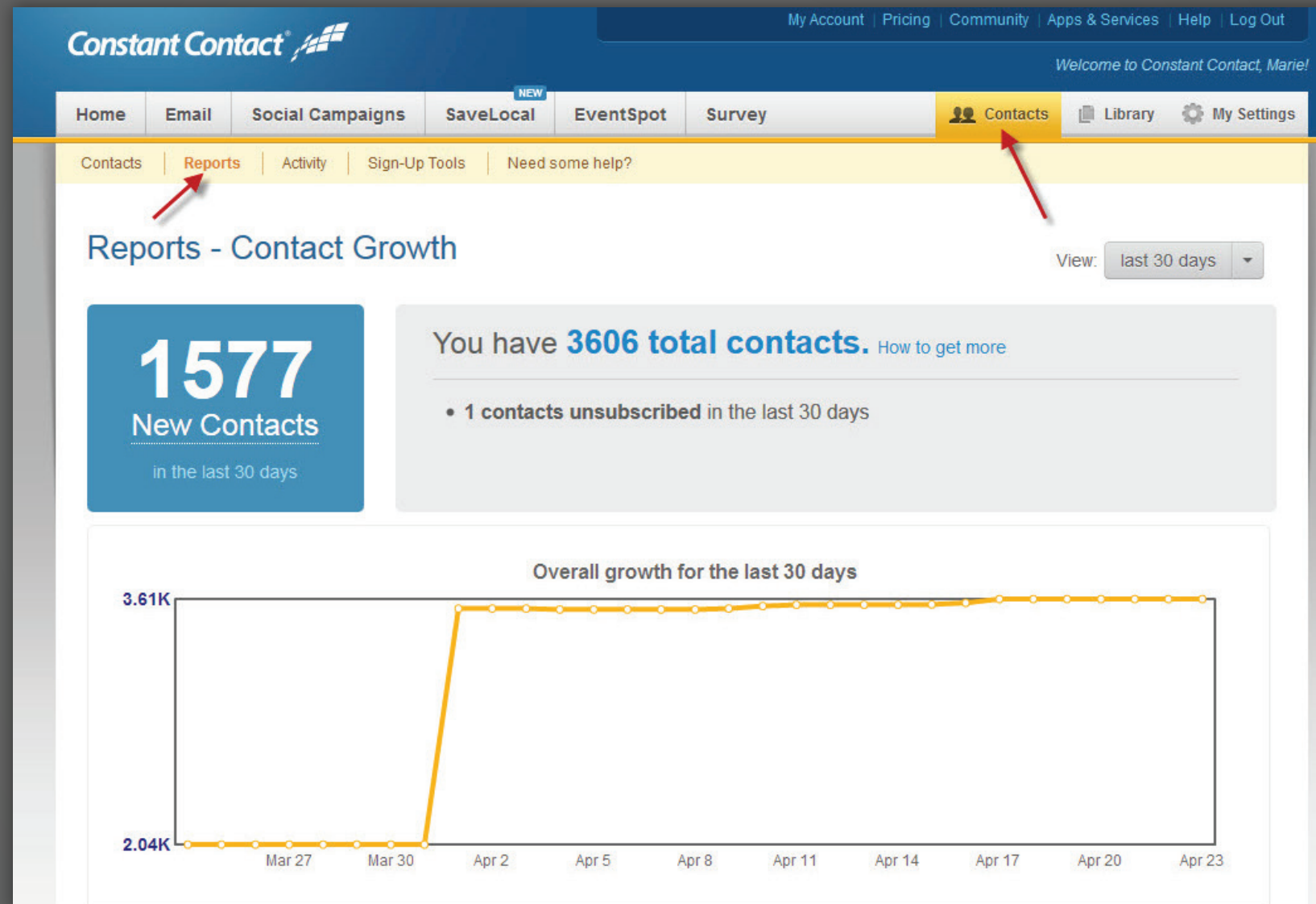# A Quick Glance at Your *New*
Contact Management and Reporting Features

We've made enhancements

to the contact management and reporting features within your Constant Contact account.

You now have **more control over your contact information** as well as **more insights** into what worked, what didn't, and what to do next so you can get better—and more meaningful—results from your campaigns.

Let's take a look at the great new functionality available to you!

| More Insights Into What Is and Isn't Working	More Control of Your Contact Information
+ Contact Growth report by source	+ Store *all* of your contact information in one place
+ Did Not Open Email report	+ Categorize your contacts with tags
+ Contact Activity Stream	+ Filter email lists during scheduling with tags
+ Enhanced Email Click report	+ Enhanced bounce management
	+ Enhanced custom fields

Contact Growth Report by Source

With the enhanced "Contact Growth" report you can quickly discover which contact growth tactics are working, which ones need another look, and new ones to try.

TIP: Always give people a reason why they should sign up for your emails. By highlighting what's in it for them, you'll increase the chances of people saying yes. You can make it easy for people to join wherever they connect with you by using Constant Contact's free tools like Text-to-Join, Scan-to-Join, the website sign-up form, and the sign-up form for Facebook. You can see the direct impact of your tactics in the "Contact Growth" report.
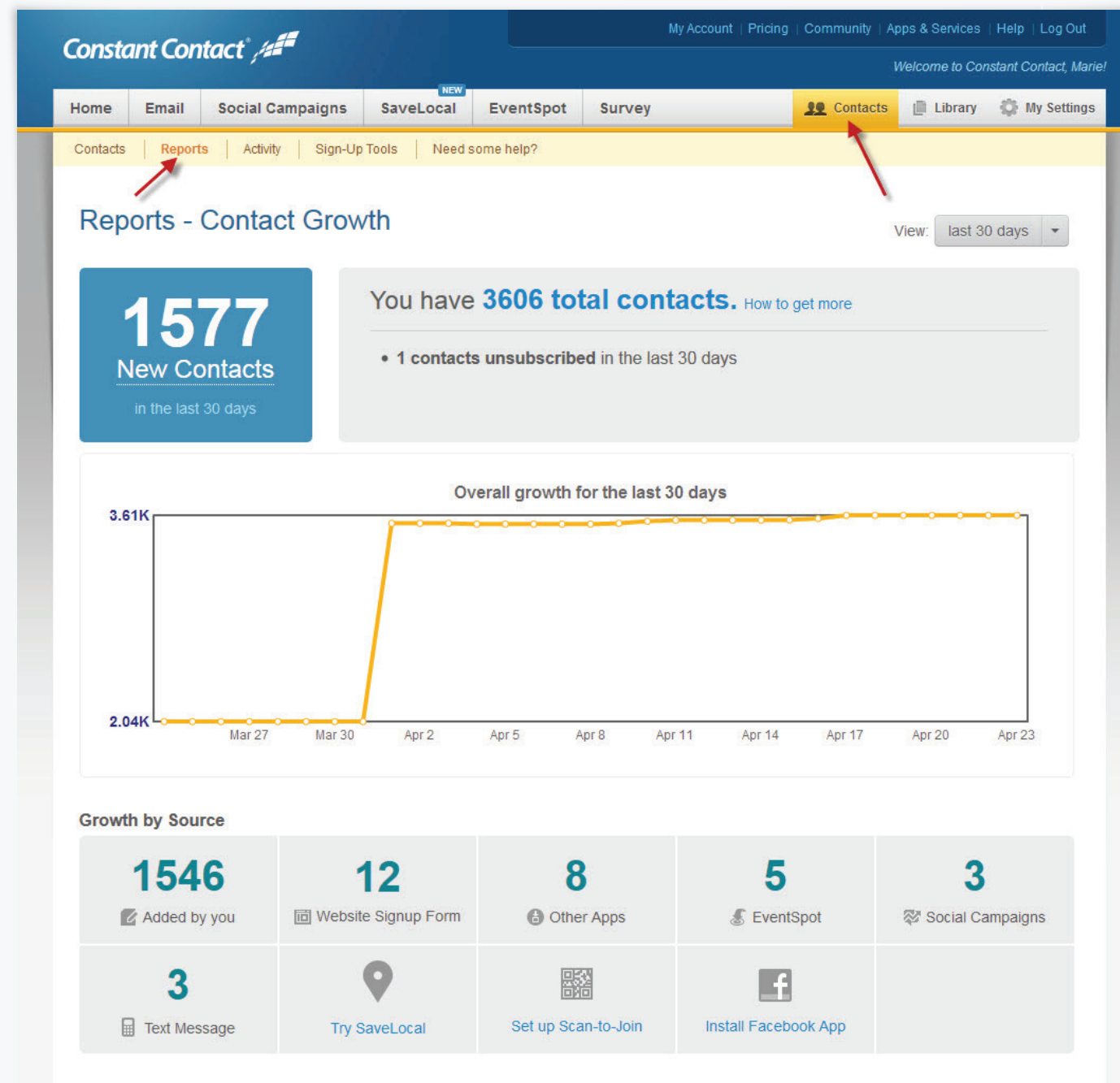
Did Not Open Report

With the new "Did Not Open" email report you can quickly identify your unengaged contacts and win them back. Instead of resending the same email to people who didn't open the first time, think about creating special reengagement campaigns specifically designed to get back on the radar of contacts that are continuously not opening.

Perhaps it's an email with the subject line: "Because we miss you…" Inside the email there's an exclusive offer for these contacts.
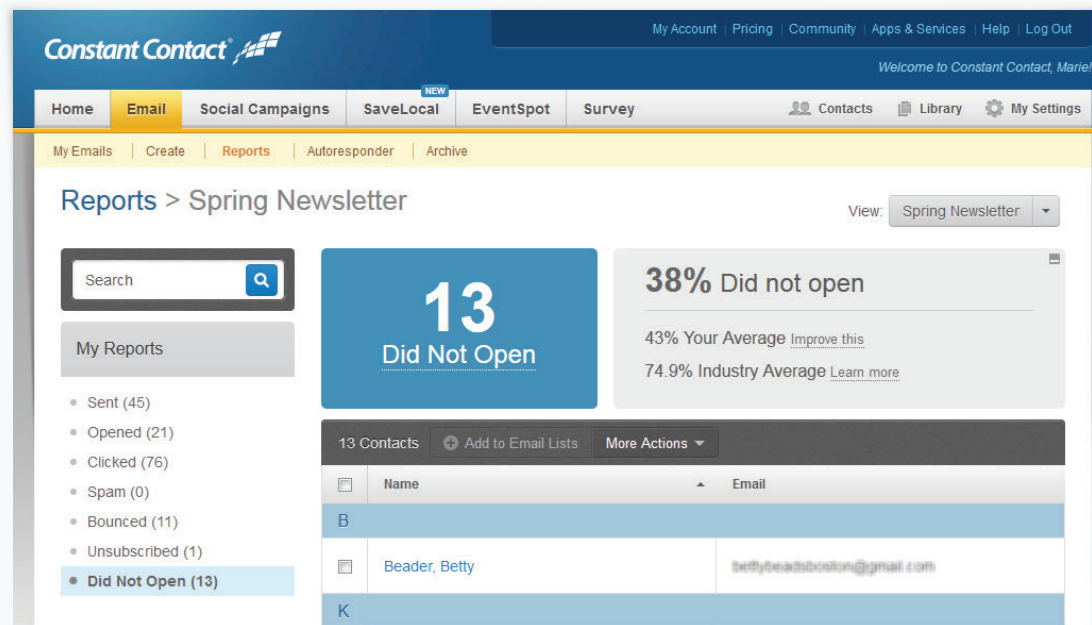
All email reports now provide at-a-glance top level stats with more details than ever before available at your fingertips, including tips and best practices for getting better results. You can even select contacts directly from reports to save to an email list or to categorize with tags.
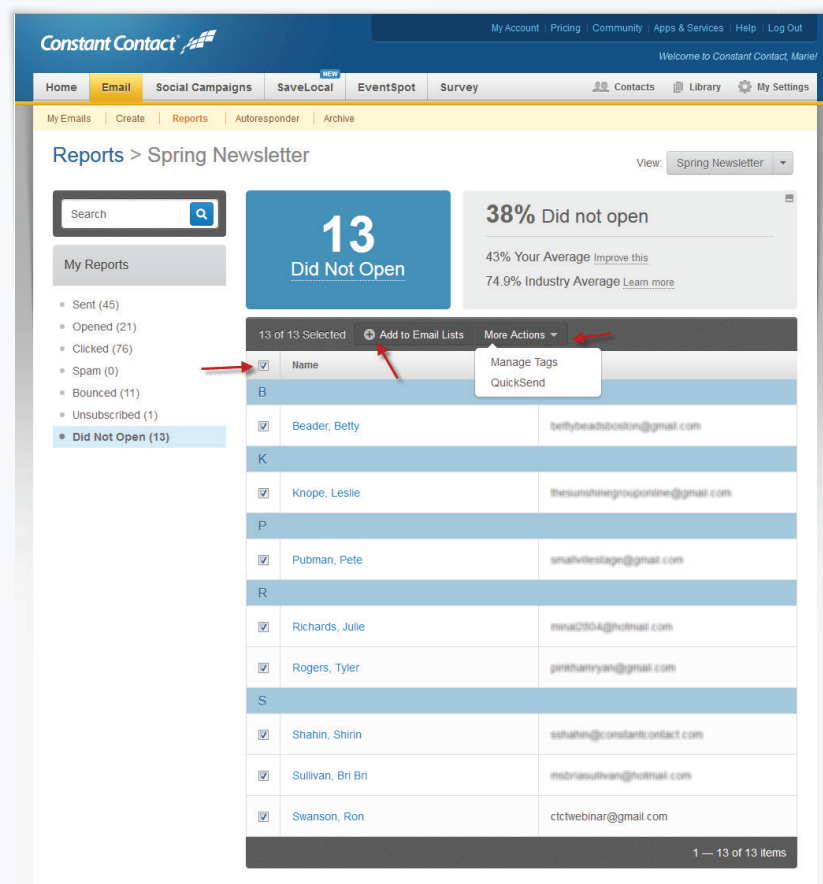
You'll be able to save the contacts in the Did Not Open report directly to a new list or even tag them for later. Find out more about tags here.

Contact Activity Stream

With the new "Contact Activity Stream", you can see a history of each of your contact's engagement with you in one place—newsletter opens and clicks, event invitation opens and clicks, notes, and more—so you can identify the next best step to drive deeper engagement.

Click on any of your contacts to see what topics, products, or news they're most interested in.

More Reporting Data
The immediate reporting data available to you has doubled from 90 to 180 days. Going forward we'll accumulate even more data for you. You'll be able to compare data for up to 5 years!

Enhanced Click Reports

With the enhanced click reports you'll get a count of *all* clicks for each contact, all on one page. You'll see which contacts are visiting your website, reading the blog posts you link from your newsletter, clicking on the product links you provide, and if they're taking advantage of all the resources you offer in your communications. This gives you a better idea of what you can send them as relevant follow-up information in your next emails.
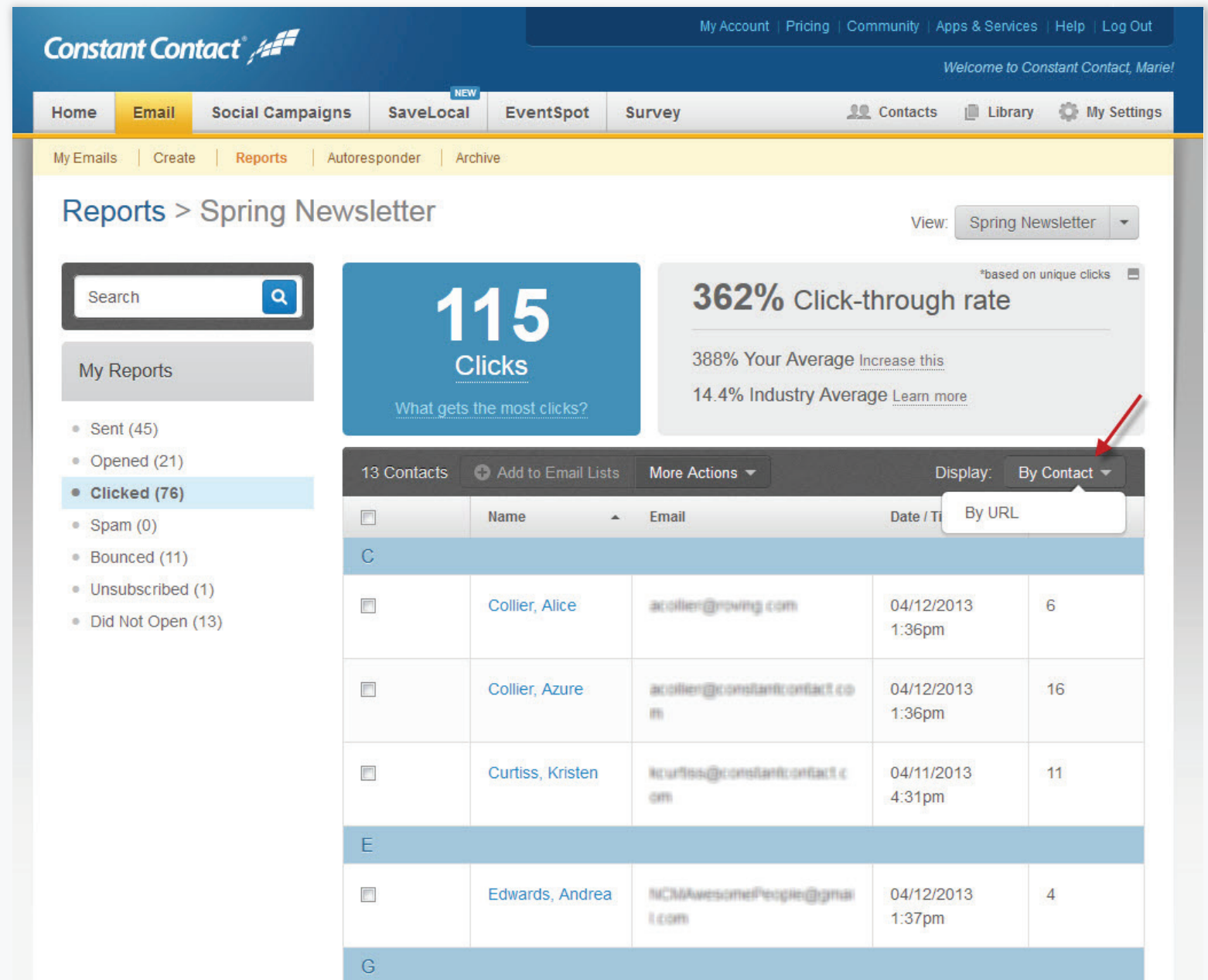
Store *All*
Your Contact
Information
in One Place

You can now store all of your contact information in one place—add contacts *without an email address* and store more information than ever before. Whether you have just a Twitter handle, a mobile phone number, or multiple email addresses for one contact—add what you have and build your contact records and relationships over time.

For example, maybe you have some patrons that don't have email addresses and prefer to receive regular mail, you no longer need to store contact information in multiple locations. You can store their mailing information right within your Constant Contact account. You'll be able to organize, search, update, and export *all* your contacts. Then, use Constant Contact to email those on your email lists.

Easily Categorize Contacts with Tags

New contact tags let you easily categorize or group people for targeted messages without having to make a new email list every time. You can create custom tags for things like VIP, prospects, did not open, donors—whatever you need to more easily engage with specific contacts and send targeted messages that get better results.

What's the difference between email lists and tags?
Email lists are sets of contacts that you want to repeatedly email. On the other hand, tags can be used when you just want to categorize or store a bit of extra info for a set of contacts, you may or may not frequently email that set.

Easily Categorize Contacts with Tags (cont.)

Here's an example of how you might use a tag directly from the Contacts tab. Let's say you held an event at your store and while at the event a group of customers put their names on a sign-up sheet to be notified first when your new line of products is available. You could select these customers and add the tag "notify". Then when the products were available you could easily find these contacts and send them an email.

Easily Categorize Contacts with Tags (cont.)

Here's how you could tag contacts directly from your reports. Let's say you sent an email with links to specific products, you could then check your "Clicked" reports to see what links people clicked on. Directly from the report you could tag the contacts with the product name so you could easily send a follow-up email to those contacts with more information about that product without having to create a special list for that email.

Filter Email Lists While Scheduling an Email with Tags

The new ability to filter email lists while scheduling an Email Marketing or SaveLocal email makes it easier than ever to get the right message to the right contacts. You can narrow down by tags when sending to an email list so you can target specific contacts on the fly. No need to create a new list!

Let's say you're sending a special in-store offer to an email list of people who have purchased from you in the past. You could filter this email list by tags you created, let's say you added the tag "notify" to some contacts. You could filter the list so just those with the "notify" tag receive advanced notice on an upcoming product line.

Enhanced Bounce Management

With more comprehensive bounce reporting it's now easier than ever to clean your list of outdated email addresses right from within the report. A clean and healthy list means higher open rates and better engagement too!

Just click "Recommended for removal" from the dropdown menu to easily select and remove any email addresses that are no longer working.

Enhanced Custom Fields

With *unlimited* custom fields and a *new date field* it's easier than ever to create personalized communications that get more engagement. Add as much information about each contact that's important for your business to have. You can create custom fields from any place you're adding or editing a contact.

Maybe you want to collect a date of birth for special birthday promotions or perhaps you want to learn about who referred someone to your business. You can use custom fields to collect this information on your sign-up form or just add it manually to your contact's profile.

Want to learn how to use these great new features? Get specific How To's [here](). And be sure to check out the [Contacts Webinar]().
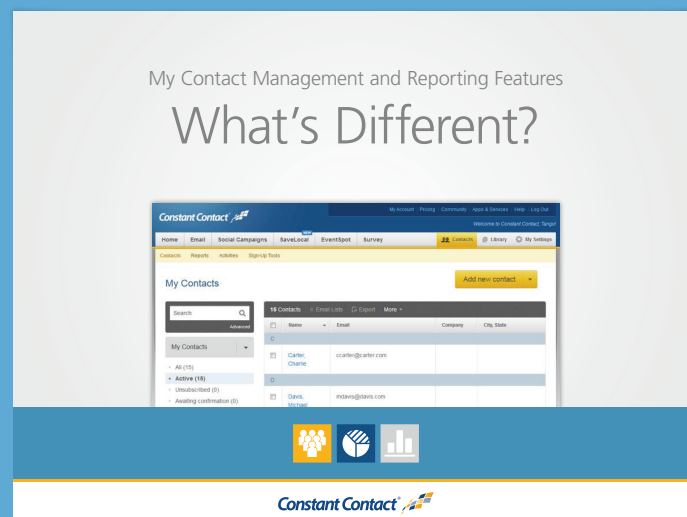
Did you miss our first guide, "[My Contact Management and Reporting Features — What's Different?]()" We show you how much easier it is to accomplish your top contacts and reporting related activities including:

- Where to find your email lists
- How to create email lists
- How to send an email to specific contacts
- How to add and find contacts
- How to export contacts
- How to grow and track the growth of your contact list
- How to manage bounced emails
- How to see how your emails are doing

Constant Contact ®