



Adobe Campaign Standard

Dynamic reporting compatibility table

Dimensions/Metrics	Sent	Delivered (incl. rate)	Bounces (incl. rate)	Hard Bounce (incl. rate)	Soft Bounce (incl. rate)	Spam (incl. rate)	Quarantine (incl. rate)	Open	Open rate	Click	Click through rate	Unsubscription	Unsubscription rate	Mirror page	Mirror page rate	Unique open	Unique click
Delivery	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Campaign	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sender domain	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Recipient domain	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Device ²	✗	✗	✗	✗	✗	✗	✗	✓	✗	✓	✗	✓	✗	✓	✗	✓	✓
Platform (OS)	✗	✗	✗	✗	✗	✗	✗	✓	✗	✓	✗	✓	✗	✓	✗	✓	✓
Browser	✗	✗	✗	✗	✗	✗	✗	✓	✗	✓	✗	✓	✗	✓	✗	✓	✓
Sender IP (IP)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Device IP	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
Tracking URL	✗	✗	✗	✗	✗	✗	✗	✗	✗	✓	✗	✗	✗	✗	✗	✗	✓
Tracking URL category	✗	✗	✗	✗	✗	✗	✗	✗	✗	✓	✗	✗	✗	✗	✗	✗	✓
Tracking URL label	✗	✗	✗	✗	✗	✗	✗	✓	✗	✓	✗	✓	✗	✓	✗	✓	✓
URL type	✗	✗	✗	✗	✗	✗	✗	✓	✗	✓	✗	✓	✗	✓	✗	✓	✓
Message type	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Variant	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓