

CONNECT Home Page - Active/Inactive

On the home page, you might have noticed you have a bar graph that shows "Active/Inactive" percentages. This graph will give you great insight into how much of your contact base is currently engaging in your email programs.

For an in depth description on the graph, see below.

The Active/Inactive graph shows you the percentage of contacts you've deployed that are actively engaging in your email campaigns. This is calculated by reviewing all campaigns sent over the past 3 months and determining out of all contacts sent to, which contacts are older than 6 months and which contacts have opened or clicked in the past 6 months. Below you'll find a description for each element of the the graph.

1. **Percent** - The Y axis of the graph uses a percentage value that changes based on the the largest value in the graph.
2. **Groups** - The X axis of the graph displays 3 groups that are defined as the following.

The **Active Group** is the percentage of contacts you have been deploying to for at least 6 months that have opened or clicked any email campaign within the past 6 months. For you to have an Active group in CONNECT you need to have been deploying for at least 6 months before an active group can be determined.

The **Inactive group** is the percentage of contacts you have been deploying to for at least 6 months that have **not** opened or clicked any email campaign within the past 6 months. For you to have an Inactive group in CONNECT you need to have been deploying for at least 6 months before an active group can be determined.

The **New group** is the percentage of contacts you have been deploying to for at less than 6 months. If you have been deploying in CONNECT for less than 6 months, the New group will be 100%.

3. **Value** - By hovering over a bar on the graph, you can see the exact value and the group it applies to.
4. **Updated** - The data that the graph uses is updated on a daily basis. The "Updated" date/time stamp provides insight into when the data for the graph was last updated by the system.

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