Your Brevo reporting guide

Brevo · Built with Datapipe

Start with Campaigns. Then open Transactional to check your order and account emails arrive, and Lists to see the size of each list.

Explore the report

01 Campaigns
Emails sent, delivered, open, click and click-to-open rates and unsubscribes for every campaign sent in the report dates.

02 Transactional
Your transactional email day by day: requests, delivery rate, bounces, blocked emails, opens and clicks.

03 Lists
Unique contacts in each contact list, grouped by folder.

Use your own data

1 Add Brevo in Datapipe.
Paste a Brevo API key. Nothing else to set up.

2 Create this dashboard.
Authorize Google Sheets when prompted.

3 Open your private Data Studio copy.
Datapipe refreshes the same workbook.

Read the numbers correctly

Campaigns are the ones sent in the report dates (UTC), with Brevo’s totals so far. Opens and clicks keep counting after a send.

Open and click rates divide unique opens and clicks by delivered emails; totals combine every campaign, so big sends count more. Apple Mail Privacy Protection opens are counted separately.

Transactional shows one row per day Brevo has statistics for. Lists show your account on the day of the refresh; a contact can be in several lists, so don’t add list counts together.

Sample data · A houseplant shop’s Brevo account, read on 14 November 2026.

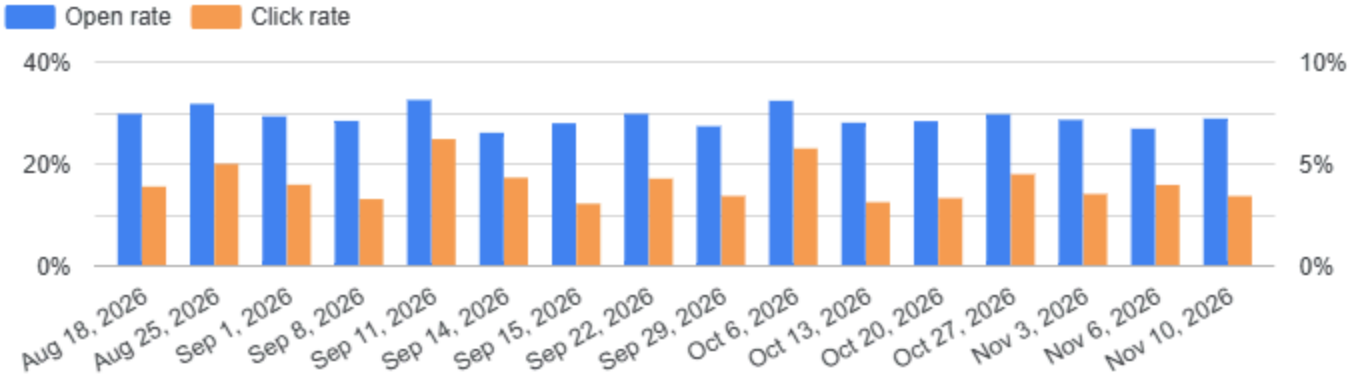
Campaigns

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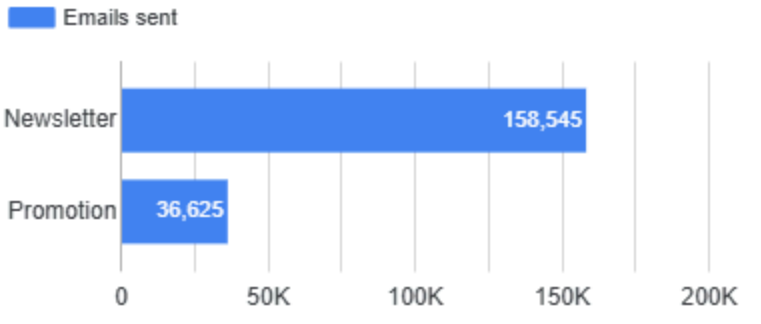
Aug 17, 2026 - Nov 14, 2026

Campaigns sent	Emails sent	Open rate	Click rate
16	195,170	28.95%	4.02%

Open and click rate by send date



Emails sent by tag



Campaigns

Sent on	Campaign	Type	Emails sent	Open rate	Click rate	Click-to-open rate	Unsubscribes
Nov 10, 2026	The Leaf Letter: Winter light tips	Regular	12,500	28.71%	3.38%	11.76%	18
Nov 6, 2026	Gift cards are here	Regular	12,450	26.72%	3.92%	14.68%	22
Nov 3, 2026	The Leaf Letter: Care cards for gifting	Regular	12,430	28.47%	3.48%	12.22%	19
Oct 27, 2026	The Leaf Letter: Holiday gift ideas	Regular	12,380	29.54%	4.45%	15.05%	16
Oct 20, 2026	The Leaf Letter: Bulbs to plant now	Regular	12,330	28.21%	3.28%	11.62%	17
Oct 13, 2026	The Leaf Letter: Humidity for tropicals	Regular	12,280	27.91%	3.08%	11.03%	18
Oct 6, 2026	The Leaf Letter: Rare plant drop on Friday	Regular	12,240	32.2%	5.71%	17.73%	15
Sep 29, 2026	The Leaf Letter: Workshop dates for October	Regular	12,190	27.2%	3.38%	12.42%	19
Sep 22, 2026	The Leaf Letter: Fungus gnats, solved	Regular	12,150	29.62%	4.24%	14.3%	16
Sep 15, 2026	The Leaf Letter: Overwintering tender plants	Regular	12,110	27.8%	3%	10.81%	18

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Campaigns sent in the report dates, with Brevo's totals so far. Open and click rates divide unique opens and clicks by delivered emails, and click-to-open rate divides unique clicks by unique opens.

Transactional

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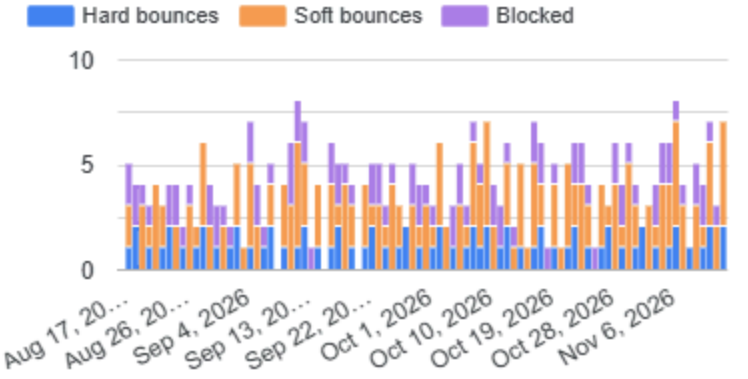
Aug 17, 2026 - Nov 14, 2026

Email requests	Delivery rate	Bounce rate	Open rate
47,688	99.20%	0.56%	52.97%

Email requests and delivered by day



Bounced and blocked by day



Transactional email by day

Day	Email requests	Delivered	Hard bounces	Soft bounces	Blocked	Open rate	Click rate
Nov 14, 2026	603	596	2	5	0	52.01%	16.95%
Nov 13, 2026	607	604	0	2	1	52.98%	16.06%
Nov 12, 2026	620	613	2	4	1	54%	15.01%
Nov 11, 2026	564	560	1	1	2	55%	13.93%
Nov 10, 2026	572	566	0	3	2	56.01%	13.07%
Nov 9, 2026	513	512	1	0	0	50%	16.99%
Nov 8, 2026	639	635	0	3	1	51.02%	16.06%
Nov 7, 2026	837	829	2	5	1	51.99%	14.96%
Nov 6, 2026	861	855	1	3	2	52.98%	14.04%
Nov 5, 2026	589	582	0	4	2	53.95%	13.06%

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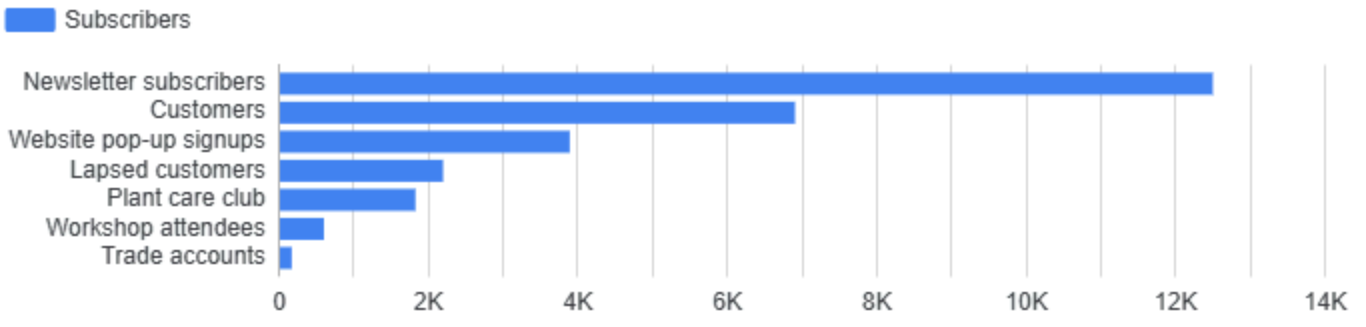
Transactional email Brevo sent each day in the report dates: order, account and other automatic emails, not campaigns. Days with no transactional email have no row. Open and click rates divide unique opens and clicks by delivered emails; daily unique counts are not unique across days.

Lists

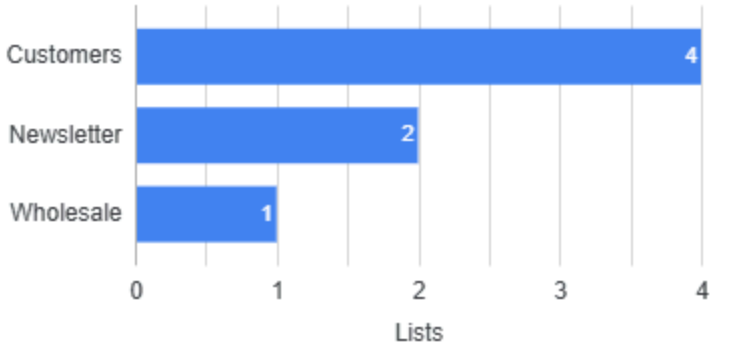
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Lists	Folders	Largest list	Average list size
7	3	12,512	4,027

Subscribers by list



Lists by folder



Lists

List	Folder	Unique subscribers ▾
Newsletter subscribers	Newsletter	12,512
Customers	Customers	6,920
Website pop-up signups	Newsletter	3,905
Lapsed customers	Customers	2,210
Plant care club	Customers	1,840
Workshop attendees	Customers	615
Trade accounts	Wholesale	184

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Contact lists as they are on the day of the refresh; report dates don’t change this page. Unique subscribers is Brevo’s count of unique contacts in each list. A contact can be in several lists, so don’t add list counts together.