# Your MailerLite reporting guide

MailerLite · Built with Datapipe

Start with Campaigns. Then open Audience and Automations to see how your groups and automated emails are doing.

## Explore the report

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

02 Audience
Each group’s active, unsubscribed, unconfirmed, bounced and junk subscribers, with its open and click rates.

03 Automations
Each automation’s status, emails sent, completed subscribers and rates.

## Use your own data

**1 Add MailerLite in Datapipe.**
Paste a MailerLite 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, with MailerLite’s totals so far. Opens and clicks keep counting after a send.

Open and click rates divide unique opens and clicks by emails sent; totals combine every campaign, so big sends count more.

Groups and automations show your account on the day of the refresh. A subscriber can be in several groups, so don’t add group counts together.

Sample data · A coffee roaster’s MailerLite account, read on 14 November 2026.

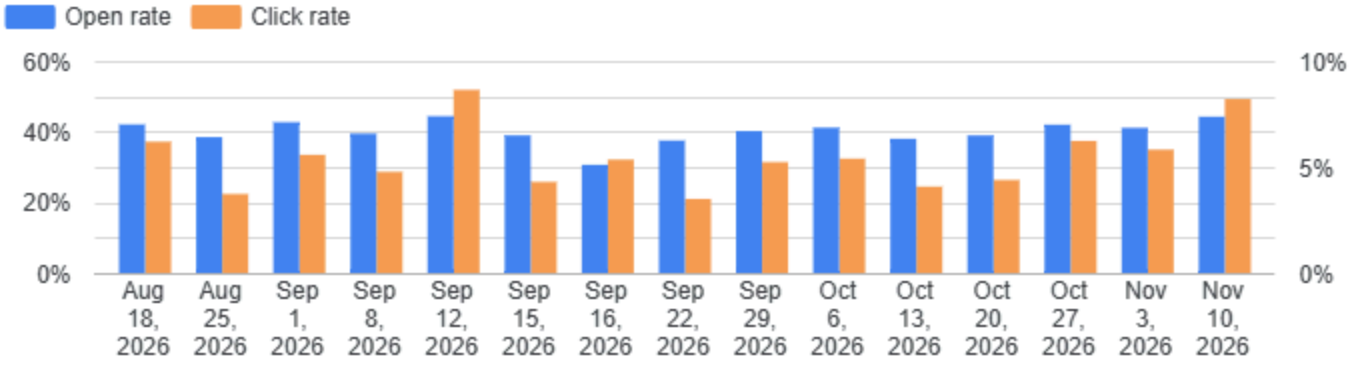
# Campaigns

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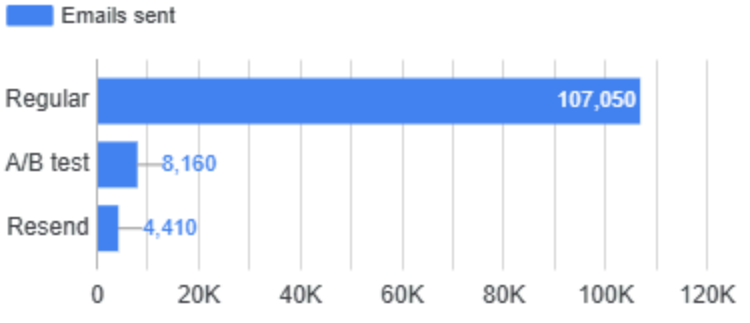
Aug 17, 2026 - Nov 14, 2026

| Campaigns sent | Emails sent | Open rate | Click rate |
|---|---|---|---|
| 15 | 119,620 | 40.3% | 5.4% |

## Open and click rate by send date




## Emails sent by campaign type




## Campaigns

| Sent on | Campaign | Type | Emails sent | Open rate | Click rate | Click-to-open rate | Unsubscribes |
|---|---|---|---|---|---|---|---|
| Nov 10, 2026 | Holiday gift guide 2026 | Regular | 8,410 | 44.2% | 8.2% | 18.5% | 15 |
| Nov 3, 2026 | Roast notes: Gift subscriptions are open | Regular | 8,385 | 41.1% | 5.8% | 14.2% | 13 |
| Oct 27, 2026 | Roast notes: Holiday blend preview | Regular | 8,350 | 42.0% | 6.2% | 14.8% | 9 |
| Oct 20, 2026 | Roast notes: Behind the farm visit | Regular | 8,320 | 38.9% | 4.4% | 11.3% | 11 |
| Oct 13, 2026 | Roast notes: Espresso basics | Regular | 8,295 | 38.0% | 4.1% | 10.7% | 14 |
| Oct 6, 2026 | Roast notes: Kenyan Nyeri lands this week | Regular | 8,270 | 41.1% | 5.4% | 13.1% | 10 |
| Sep 29, 2026 | Roast notes: October subscription box | Regular | 8,240 | 40.2% | 5.2% | 13.0% | 12 |
| Sep 22, 2026 | Roast notes: Decaf that tastes like coffee | Regular | 8,215 | 37.5% | 3.5% | 9.3% | 17 |
| Sep 16, 2026 | Harvest sale ends tonight | Resend | 4,410 | 30.6% | 5.4% | 17.5% | 9 |
| Sep 15, 2026 | Roast notes: Brewing with a V60 | Regular | 8,190 | 38.9% | 4.3% | 11.0% | 13 |

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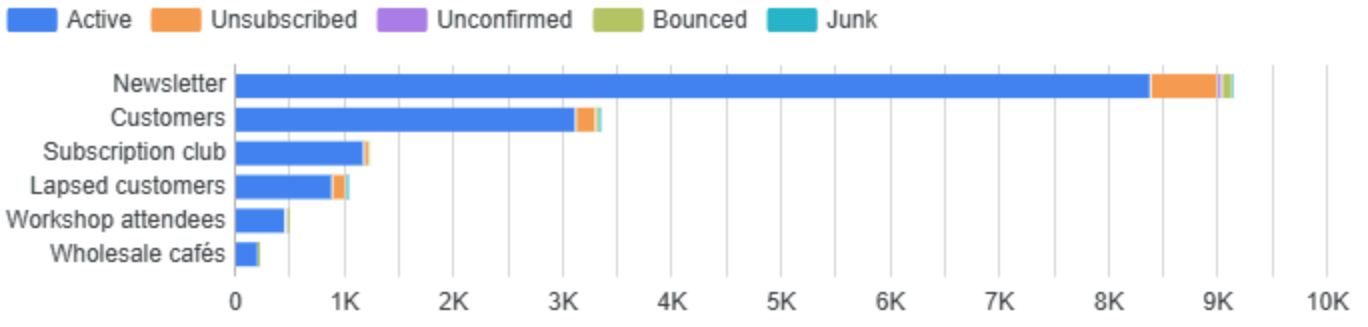
Campaigns sent in the report dates, with MailerLite's totals so far. Open and click rates divide unique opens and clicks by emails sent, and click-to-open rate divides unique clicks by unique opens.

# Audience

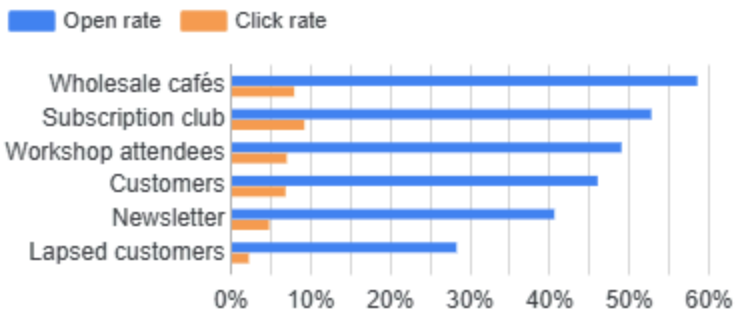
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| Groups | Largest group | Best group open rate | Best group click rate |
|---|---|---|---|
| 6 | 8,384 | 58.7% | 9.3% |

## Subscribers by group and status




## Open and click rate by group




## Groups

| Group | Active | Unsubscribed | Unconfirmed | Bounced | Junk | Campaigns sent | Open rate | Click rate |
|---|---|---|---|---|---|---|---|---|
| Newsletter | 8,384 | 612 | 41 | 96 | 7 | 64 | 40.7% | 4.9% |
| Customers | 3,120 | 184 | 0 | 38 | 2 | 58 | 46.2% | 7.0% |
| Subscription club | 1,180 | 46 | 0 | 9 | 0 | 52 | 52.9% | 9.3% |
| Lapsed customers | 890 | 121 | 0 | 22 | 1 | 12 | 28.4% | 2.4% |
| Workshop attendees | 460 | 18 | 12 | 4 | 0 | 9 | 49.1% | 7.1% |
| Wholesale cafés | 214 | 6 | 0 | 2 | 0 | 7 | 58.7% | 8.1% |

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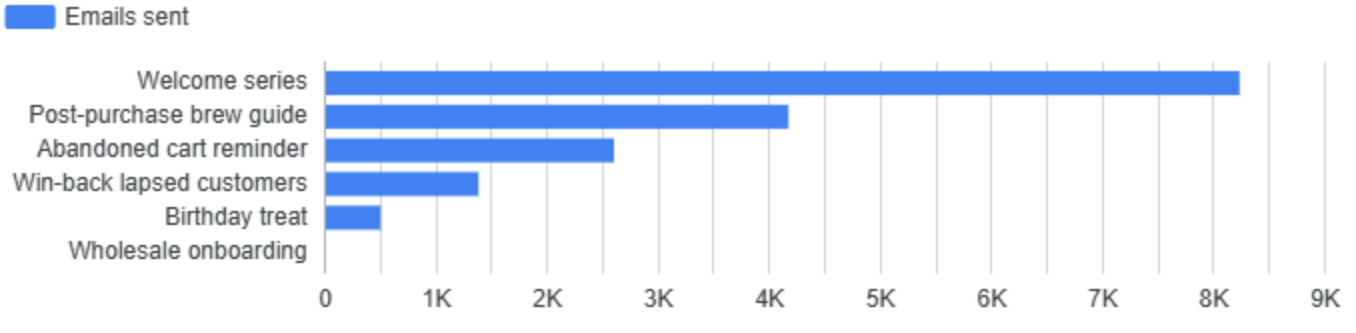
Groups as they are on the day of the refresh; report dates don’t change this page. A subscriber can be in several groups, so don’t add group counts together. Open and click rates are MailerLite’s own figures for each group.

# Automations

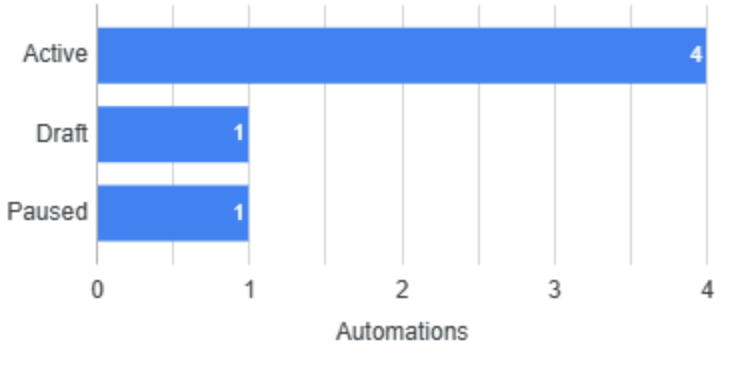
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| Active automations | Emails sent | Open rate | Subscribers completed |
|---|---|---|---|
| 4 | 16,930 | 57.8% | 6,974 |

## Emails sent by automation




## Automations by status




## Automations

| Automation | Status | Emails in flow | Qualified | Completed | In queue | Emails sent ▾ | Open rate | Click rate |
|---|---|---|---|---|---|---|---|---|
| Welcome series | Active | 3 | 2,860 | 2,510 | 96 | 8,240 | 61.3% | 13.3% |
| Post-purchase brew guide | Active | 2 | 2,190 | 2,064 | 61 | 4,180 | 59.1% | 13.7% |
| Abandoned cart reminder | Active | 2 | 1,420 | 1,288 | 38 | 2,610 | 56.3% | 16.1% |
| Win-back lapsed customers | Active | 2 | 740 | 602 | 57 | 1,390 | 34.2% | 5.7% |
| Birthday treat | Paused | 1 | 510 | 510 | 0 | 510 | 64.7% | 19.4% |
| Wholesale onboarding | Draft | 0 | 0 | 0 | 0 | 0 | 0.0% | 0.0% |

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Automations as they are on the day of the refresh, with MailerLite's totals since each one started; report dates don't change this page. The open rate scorecard weights each automation's open rate by its emails sent.