Your SendGrid reporting guide

SendGrid · Built with Datapipe

Start with Delivery to check that your email arrives. Then open Mailbox providers to find where email gets blocked, and Engagement to see who opens and clicks.

Explore the report

01 Delivery
Requests, delivery, bounce and spam report rates, and bounces, blocks and deferrals day by day.

02 Mailbox providers
Delivery, bounces, blocks, deferrals and spam reports at each mailbox provider.

03 Engagement
Open and click rates by day, opens by device type and email client, and clicks by browser.

Use your own data

1 Add SendGrid in Datapipe.
Paste a SendGrid API key with read access to Stats.

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

Each day is a day in your SendGrid account's time zone. The report reads up to yesterday, and SendGrid can still add opens and clicks to recent days. Each card compares your dates with the same number of days before them, so every refresh reads twice the date range from SendGrid.

Delivery and bounce rates divide delivered emails and bounces by requests. Open, click and spam report rates divide unique opens, unique clicks and spam reports by delivered emails; totals combine every day, so busy days count more.

Unique opens and clicks count once per day, so they don't add up across days. Device type and email client split opens and Browser splits clicks, so don't add the breakdowns together.

Sample data · A class-booking app's SendGrid account, read on 14 November 2026.

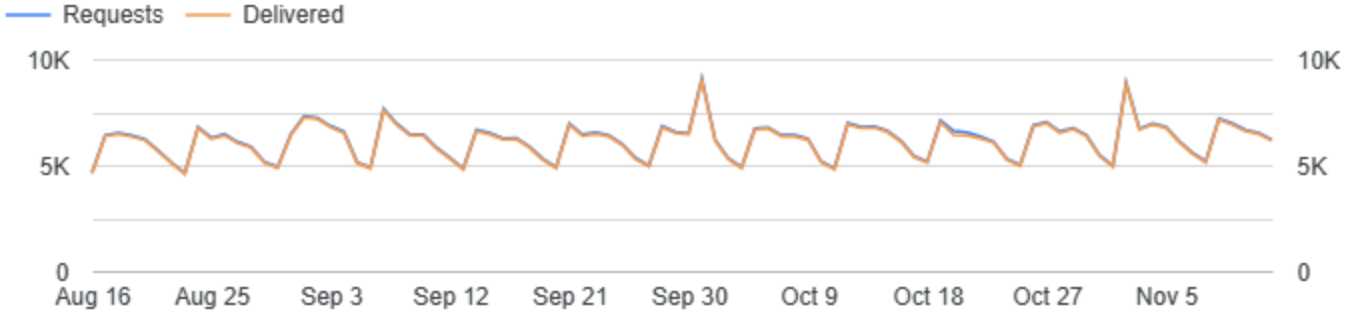
Delivery

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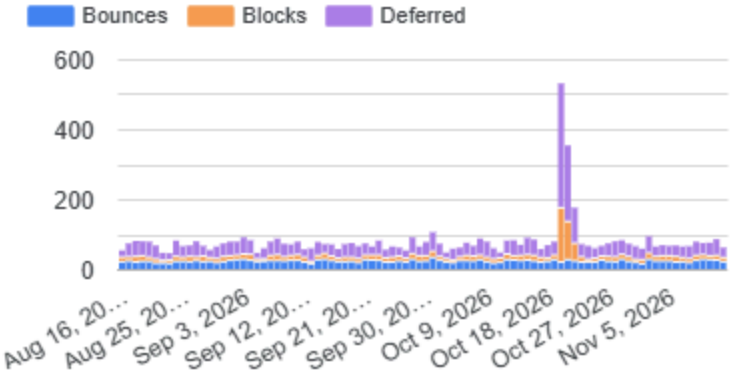
Aug 16, 2026 - Nov 13, 2026

Requests	Delivery rate	Bounce rate	Spam report rate
557,839	99.11%	0.32%	0.010%
↑ 10.7% vs previous period	↓ -0.04% vs previous period	↓ -0.01% vs previous period	↓ -0.001% vs previous period

Requests and delivered emails by day



Bounces, blocks and deferrals by day



Delivery by day

Day	Requests	Delivered	Delivery rate	Bounces	Blocks	Deferred	Spam reports	Unsubscribes
Nov 13, 2026	6,189	6,136	99.14%	18	12	31	1	3
Nov 12, 2026	6,515	6,461	99.17%	23	13	49	0	3
Nov 11, 2026	6,657	6,599	99.13%	24	11	40	0	3
Nov 10, 2026	6,962	6,902	99.14%	25	13	36	0	4
Nov 9, 2026	7,199	7,142	99.21%	22	14	42	1	4
Nov 8, 2026	5,166	5,124	99.19%	15	12	38	1	4
Nov 7, 2026	5,584	5,536	99.14%	18	12	34	1	3
Nov 6, 2026	6,129	6,074	99.1%	17	16	34	1	4
Nov 5, 2026	6,796	6,741	99.19%	20	15	31	1	3
Nov 4, 2026	6,951	6,897	99.22%	20	15	33	1	4

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Every email the SendGrid account sent, by day in the account's time zone. Delivery and bounce rates are shares of requests; the spam report rate is a share of delivered emails. SendGrid retries deferred emails, and most are delivered later.

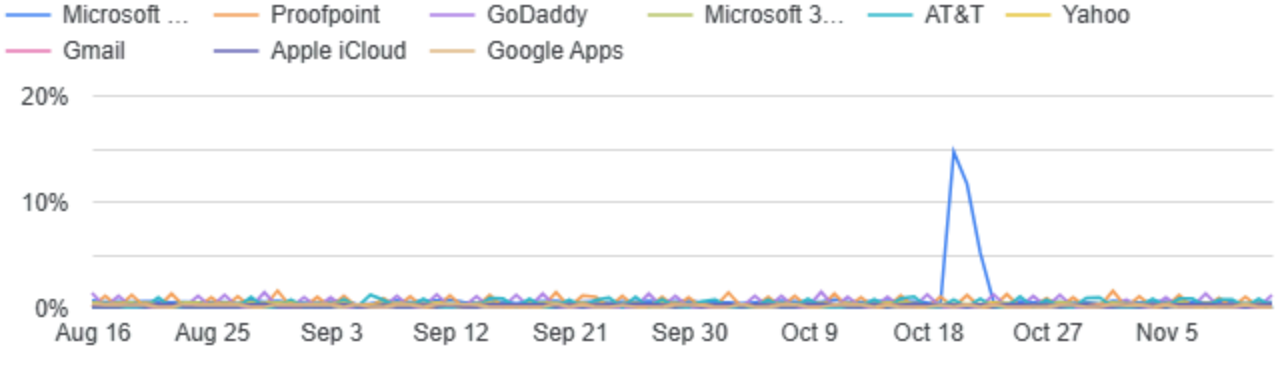
Mailbox providers

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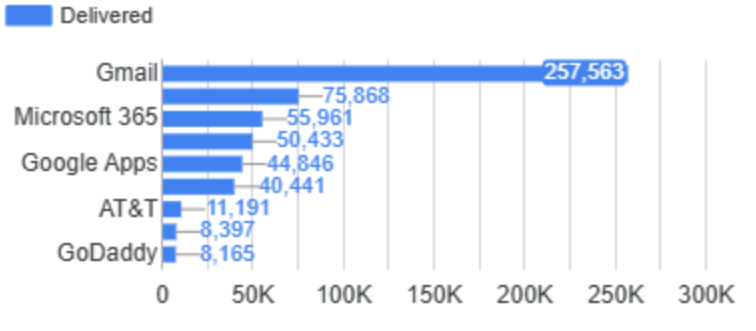
Aug 16, 2026 - Nov 13, 2026

Mailbox providers	Delivered	Block rate	Deferral rate
9	552,865	0.26%	0.70%
	↑ 10.7% vs previous period	↑ 0.05% vs previous period	↑ 0.09% vs previous period

Block rate by mailbox provider



Delivered emails by mailbox provider



Delivery by mailbox provider

Mailbox provider	Requests	Delivered	Delivery rate	Bounces	Blocks	Block rate	Deferred	Spam reports
Gmail	259,520	257,563	99.25%	802	342	0.13%	1,211	30
Microsoft Outlook	77,048	75,868	98.47%	292	641	0.83%	924	4
Microsoft 365	56,454	55,961	99.13%	142	172	0.3%	376	6
Yahoo	50,870	50,433	99.14%	175	105	0.21%	813	5
Google Apps	45,163	44,846	99.3%	124	45	0.1%	176	3
Apple iCloud	40,725	40,441	99.3%	110	51	0.13%	167	2
AT&T	11,316	11,191	98.9%	57	34	0.3%	117	1
Proofpoint	8,484	8,397	98.97%	30	34	0.4%	71	1
GoDaddy	8,259	8,165	98.86%	38	27	0.33%	66	2

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SendGrid groups recipients by the provider that hosts their inbox, such as Gmail or Microsoft Outlook. Block and deferral rates are shares of requests. A high rate at one provider points to a reputation or content problem there.

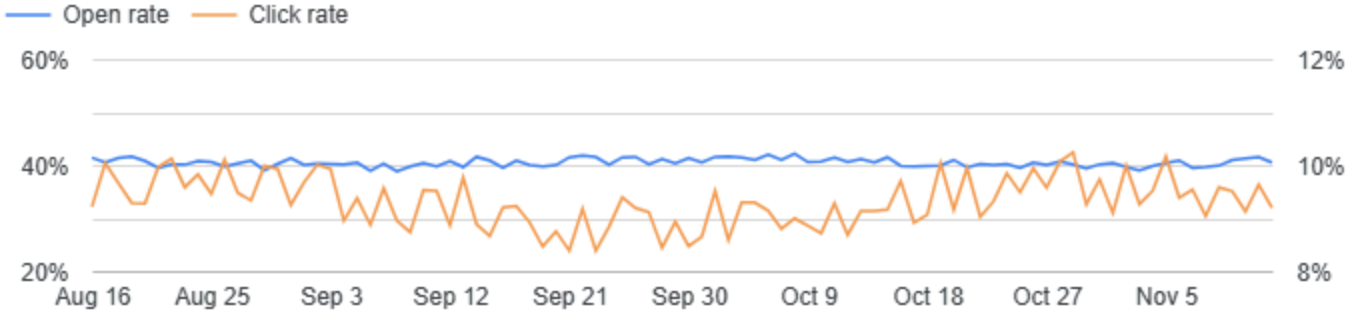
Engagement

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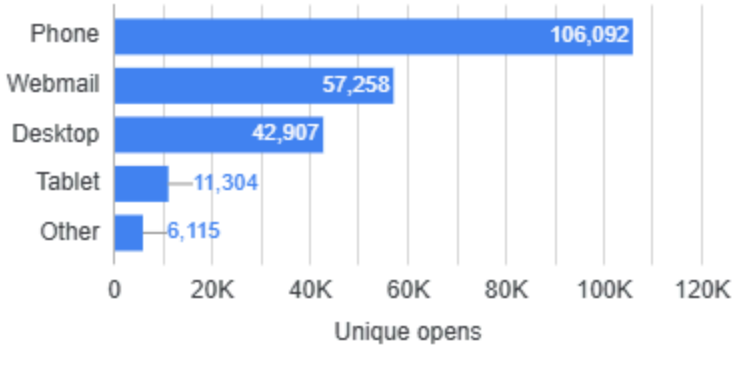
Aug 16, 2026 - Nov 13, 2026

Unique opens	Open rate	Unique clicks	Click rate
223,676	40.46%	51,501	9.32%
↑ 9.9% vs previous period	↓ -0.29% vs previous period	↑ 11.2% vs previous period	↑ 0.04% vs previous period

Open and click rate by day



Opens by device type



Opens by email client

Email client	Unique opens ▾	Opens
Gmail	90,575	155,597
Apple Mail	75,067	128,963
Outlook	29,449	50,590
Yahoo Mail	15,876	27,284
Samsung Email	8,172	14,038
Thunderbird	4,537	7,790

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Clicks by browser

Browser	Unique clicks ▾	Clicks
Chrome	25,564	34,765
Safari	16,274	22,136
Edge	4,692	6,389
Samsung Internet	2,613	3,554
Firefox	2,358	3,198

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Device type and email client split opens; Browser splits clicks. SendGrid counts unique opens and clicks once per day, so don't add the breakdowns or days' unique counts together.