Email Delivery Statistics

Mavilyn Carlos - 2026-10-16 - Reporting

You can check **email delivery statistics** in Gym Lead Machine in three places, depending on how the email was sent: bulk emails sent from Contacts, campaigns built in the Email Builder, and individual messages inside a workflow.

What you can do with email delivery statistics

- See how many bulk emails sent successfully and how many failed
- See which contacts fall under each delivery status
- Review conversion and engagement summaries for email campaigns
- Find your top-performing and most recent campaign emails
- Check delivered, opened, clicked, replied, and bounced rates for workflow emails
- Check delivered, clicked, and failed rates for workflow SMS messages

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Which statistics view should you use?

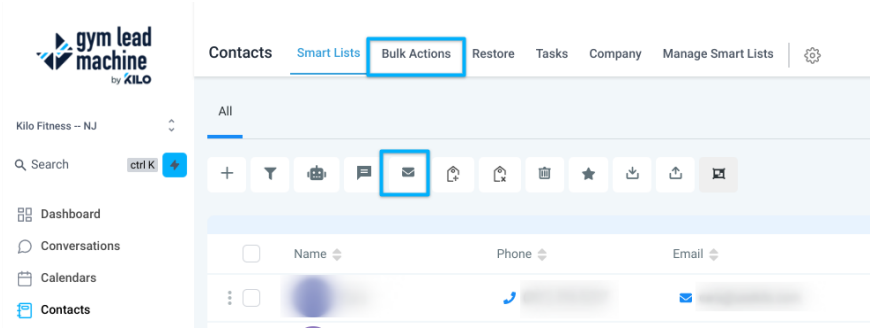
If you sent the email from	Check stats in	What you'll see
Contacts, using **Send Email**	**Contacts → Bulk Actions**	Total, Successful, and Error counts, with status breakdowns
The Email Builder	**Marketing → Emails → Statistics**	Conversion and engagement summaries, top-performing and recent emails
A workflow	**Automation**, then the email inside the workflow	Delivered, Opened, Clicked, Replied, and Bounced rates

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How do I check stats for an email sent from Contacts?

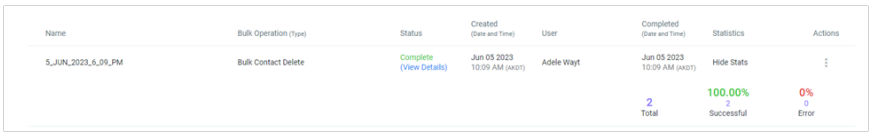
Use this for emails sent with the **Send Email** button in Contacts.

1. Go to **Contacts** in the left menu of your Gym Lead Machine account.
2. Click **Bulk Actions** in the upper menu.



3. Find the email you want to check.

4. Click **Show Stats** on the right side of the email. The total number of messages sent appears, along with the number marked **Successful** and the number marked **Error**.



5. Click the **Successful** number to open a pop-up with detailed statistics.

The top of the pop-up lets you switch between lists of contacts by delivery status. The bottom shows each status as a percentage of the total contacts included.

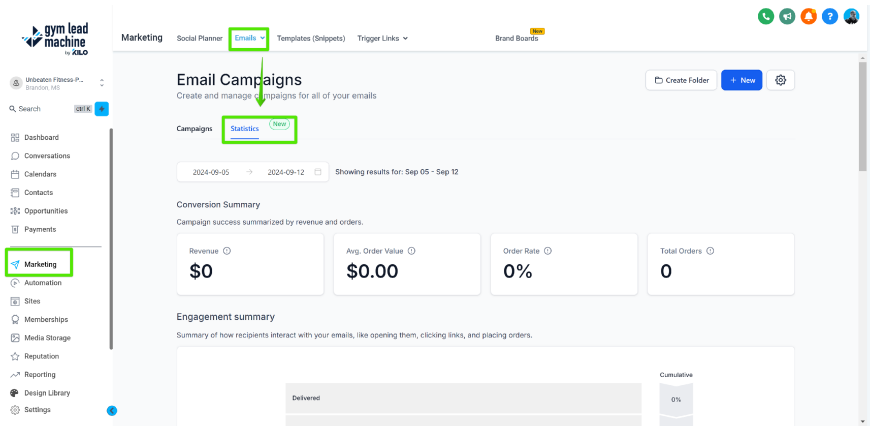
How do I check stats for an email campaign?

Use this for campaigns built in the Email Builder.

1. Go to **Marketing** in the left menu of your Gym Lead Machine account.

2. Click **Emails** in the upper menu.

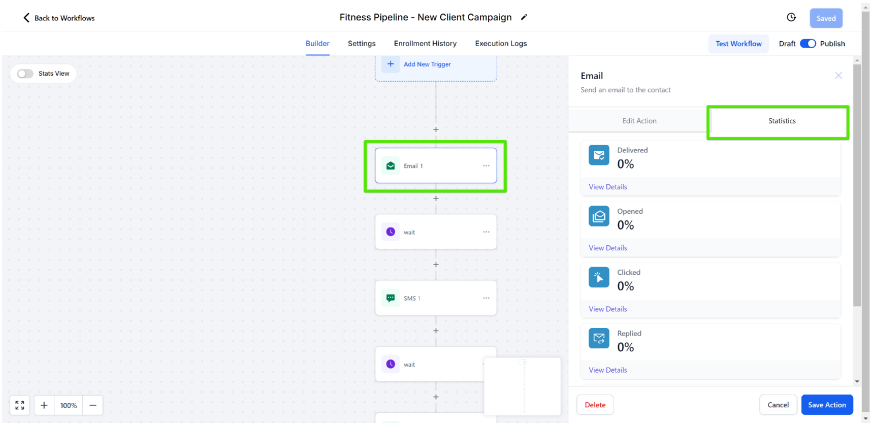
3. Select **Statistics**.



The Statistics page shows your **Conversion Summary**, **Engagement Summary**, **Performance Analysis**, **Your Top Performing Emails**, and **Recent Emails**.

How do I check stats for an email in a workflow?

1. Go to **Automation** in the left menu of your Gym Lead Machine account.
2. Search for the workflow or open its folder, then click the workflow to open it.
3. Click the email message you want to check.
4. In the sidebar editor, click the **Statistics** tab. You'll see percentages for **Delivered**, **Opened**, **Clicked**, **Replied**, and **Bounced**.

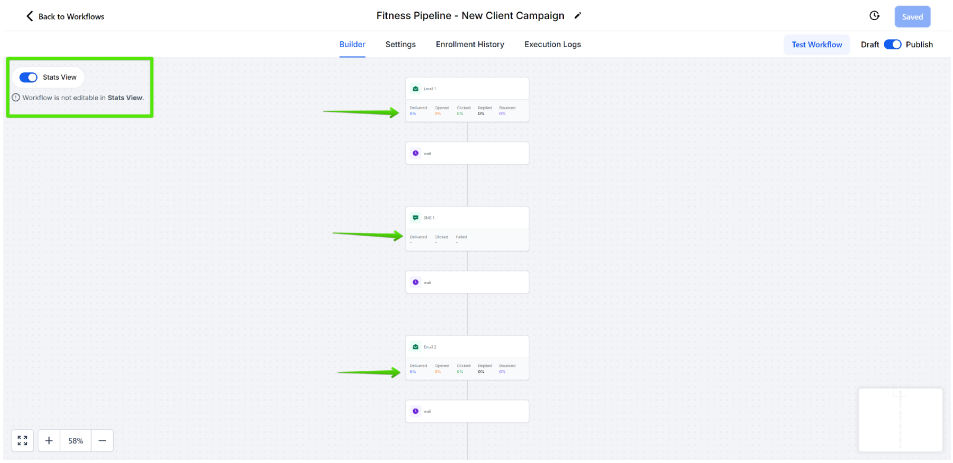


5. Click **View details** under any statistic to see the contacts it represents.
6. Click **View all statistics** near the bottom of the sidebar to see **Accepted**, **Stored**, **Rejected**, and **Complained**.

Note

The View details pop-up is filtered by date range. If the contacts you expect are missing, adjust the date range to match the period you're checking.

You can also see statistics in the **Stats View**, to the left of the workflow builder.



Frequently asked questions

Can I see SMS statistics in a workflow?

Yes. Click an SMS message in the workflow and open the Statistics tab. You'll see the percentage of messages **Delivered**, **Clicked**, and **Failed**. Click **View details** to see the names of the contacts behind each number.

Why doesn't View details show all the contacts I expected?

The View details pop-up in a workflow is filtered by date range. Adjust the date range in the pop-up to cover the period when the email or text message was sent.

If you have questions about email delivery statistics in Gym Lead Machine, our Support team is happy to help. Reach us at **hello@usekilo.com**.

- Tags
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