Email Statistics in Workflows

Mavilyn Carlos - 2026-11-05 - Automation (Workflows)

Workflow statistics in Gym Lead Machine show you how the emails and text messages in your automations are performing, from a quick summary of a whole workflow down to the results of a single message. Workflow statistics are available on the Gym Lead Machine plan and the Kilo Bundle.

Watch the video below for a walkthrough, or read on for the full guide.

What you can do with workflow statistics

- See email delivery, open, click, reply, and bounce rates for an entire workflow
- Switch to SMS to see how text messages in the same workflow are performing
- Check the results of a single email or SMS action
- Open a detailed email report covering a wider date range
- View email results as percentages or totals, broken down daily or weekly

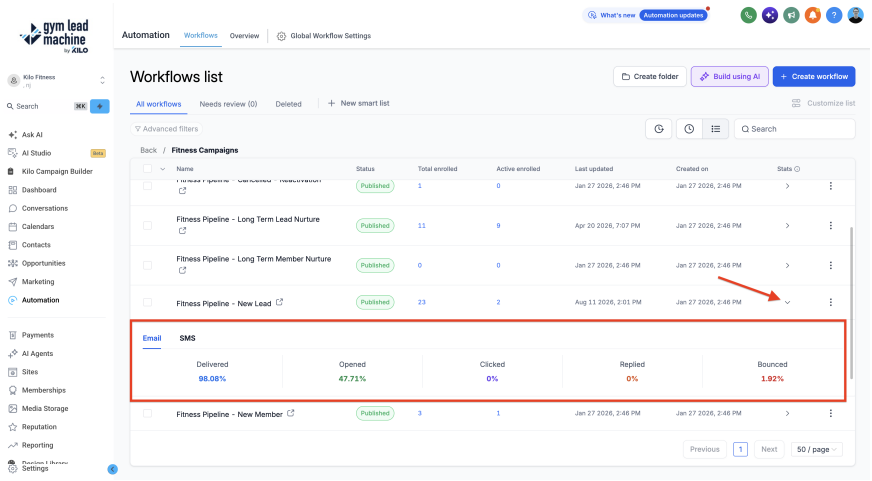
---

How do I see statistics for a whole workflow?

Workflow-level statistics give you a quick summary of how every message in a workflow is performing together.

1. Select **Automations** in the left menu.
2. Click into your campaigns folder. Most accounts have a **Fitness Campaigns** folder, and you may also have a Nutrition folder or a custom folder for a program like kids classes or sports performance.

3. Find the workflow you want to check and click the **down arrow** on the right-hand side of its row.



4. Review the email statistics for the workflow: delivered, opened, clicked, replied, and bounced.

5. Toggle to **SMS** to see how the text messages in the same workflow are performing.

How do I see statistics for a single email or SMS action?

Action-level statistics show how one specific message is performing, which helps you find the email or text that is pulling a workflow's numbers up or down.

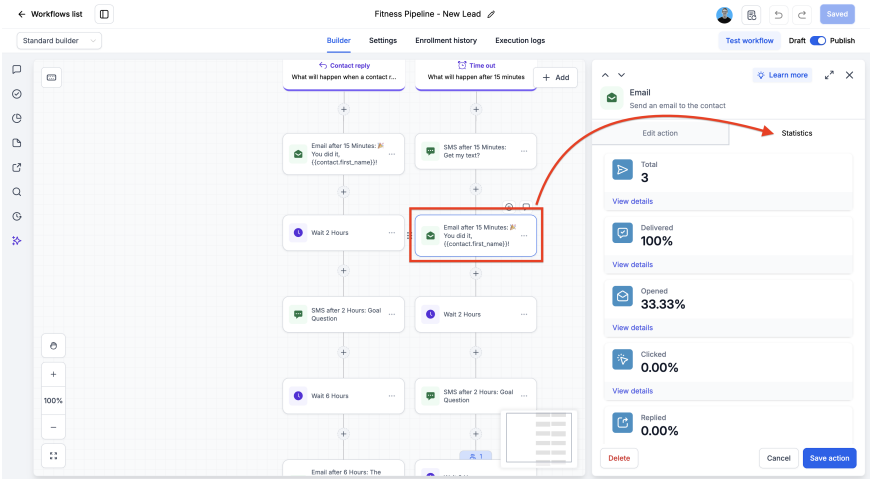
1. Select **Automations** in the left menu.

2. Click into your campaigns folder.

3. Click into the workflow you're working on (for example, **New Lead**).

4. Click the email or SMS action you want to check.

5. Click the **Statistics** tab.



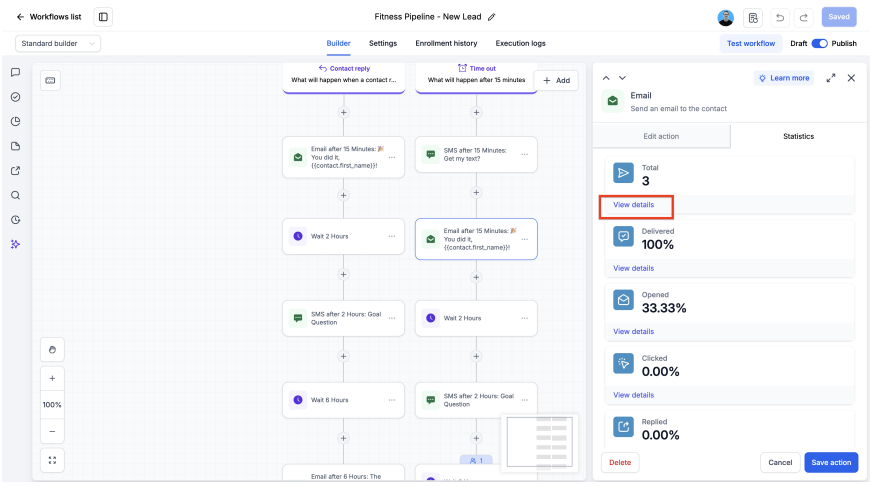
For an email action, the Statistics tab shows the total number sent, delivered, opened, clicked, replied, bounced, and unsubscribed.

How do I see detailed email statistics over a longer date range?

Email actions include a detailed report where you can change how results are displayed and look further back in time.

1. Open an email action and click the **Statistics** tab, following the steps above.

2. Click **View Details**.



3. Choose whether to view the summary as a percentage or as numbers.

4. Choose **Daily** or **Weekly** to change how results are grouped.

5. Adjust the date range at the top of the report. Select **Custom** to choose your own range, going back as far as two years.

Frequently asked questions

Which plans include workflow statistics?

Workflow statistics are available on the Gym Lead Machine plan and the Kilo Bundle.

How do I check the open rate for my emails?

Click the down arrow on the workflow's row in your campaigns folder to see the open rate for every email in that workflow combined. To see the open rate for one specific email, click into the workflow, click the email action, and open the **Statistics** tab.

Can I see SMS statistics, or only email?

You can see both. In the workflow summary, toggle to **SMS** to see text message performance. For a single text message, click the SMS action in the workflow and open the **Statistics** tab.

What's the difference between workflow statistics and action statistics?

Workflow statistics summarize every message in a workflow together, while action statistics show the

results of one specific email or text. Start with the workflow summary for a quick check, then open individual actions to see which message is driving the results.

How far back can I see email statistics?

Up to two years. Open an email action's **Statistics** tab, click **View Details**, and select **Custom** in the date range selector.

Can I see email results as totals instead of percentages?

Yes. In the **View Details** report for an email action, switch the summary from percentage to numbers. You can also group results daily or weekly.

Helpful tips

- Start with the workflow summary for a quick health check, then open individual actions to find the specific message behind the numbers
- Toggle to SMS when reviewing a workflow, since most workflows send both emails and text messages
- Use **View Details** with a weekly view to see how an email performs over a longer period
- Check the **New Lead** workflow first, since it's usually the first contact a lead has with your gym

---

When this feature is most helpful

- Reviewing how your new lead follow-up is performing
- Checking whether a specific email is being opened and clicked
- Comparing email and SMS performance within the same workflow
- Spotting bounced or unsubscribed contacts on a particular email
- Looking back at how an email has performed over several months

---

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