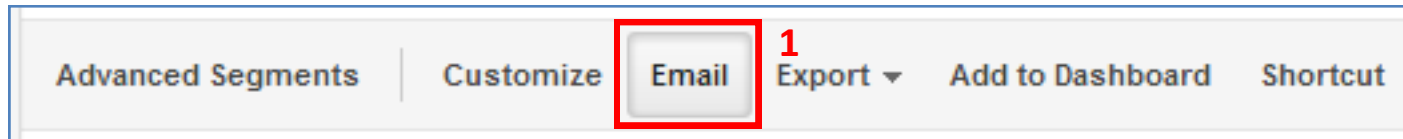
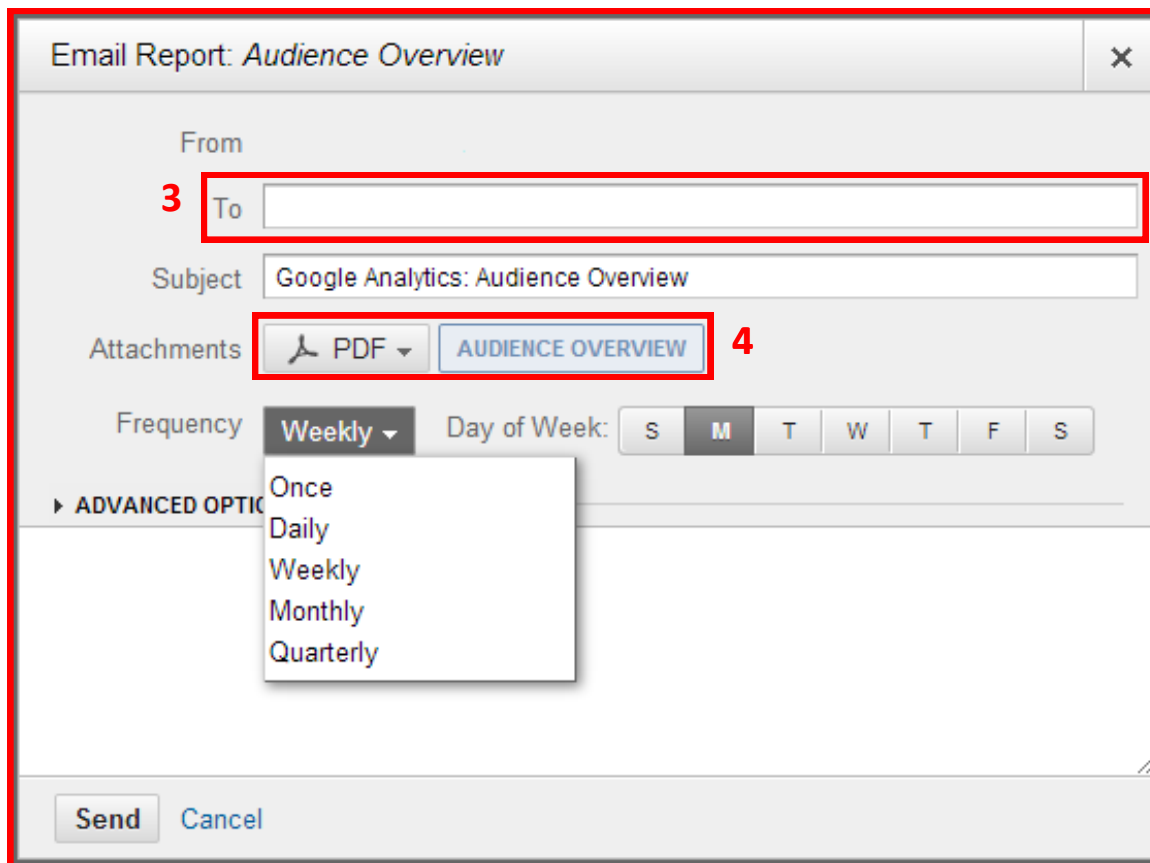


Creating Email Reports

From any report or from the Dashboard



2



A screenshot of the 'Email Report: Audience Overview' configuration window. The window is outlined with a red border. It contains the following fields and controls:

- From:** A text field.
- To:** A text field, highlighted with a red box and labeled with a red '3'.
- Subject:** A text field containing 'Google Analytics: Audience Overview'.
- Attachments:** A section with a PDF icon and a dropdown menu labeled 'PDF', and a button labeled 'AUDIENCE OVERVIEW' highlighted with a red box and labeled with a red '4'.
- Frequency:** A dropdown menu currently set to 'Weekly', with a list of options (Once, Daily, Weekly, Monthly, Quarterly) displayed below it.
- Day of Week:** A row of buttons for days of the week: S, M, T, W, T, F, S. The 'M' button is highlighted.
- ADVANCED OPTIONS:** A section with a right-pointing arrow.
- Buttons:** 'Send' and 'Cancel' buttons at the bottom left.

In the Toolbar of the Dashboard or of any report in GA, you can click on the “Email” button (1) in order to bring up the Email Report window (2).

The email may be sent to any number of recipients (3), and they have the option of opting out of further email alerts from GA.

The Format field (4) allows you to select what type of file should be attached in the email. Only PDF files will display any charts or graphs on the report; all other file types will include the specific data points which would be displayed on the graph. Supported file types are: PDF,


XLSX, CSV, and TSV. Note that the Dashboard can only be sent via email as a PDF file.

Email Report: *Audience Overview* ✕

From

To

Subject Google Analytics: Audience Overview

Attachments  PDF AUDIENCE OVERVIEW

Frequency Weekly ▾ Day of Week: S M T W T F S

► ADVANCED OPTIONS

Once
Daily
Weekly
Monthly
Quarterly

5

Send Cancel

The Frequency field (**5**) allows you to decide if the emails should be sent on a daily, weekly, monthly, or quarterly basis, as well as the day of the week you'd like the emails to be delivered on. You can also decide to send out the email only once.

Creating Email Reports

From an Intelligence Event

Email reports for Intelligence events can only be implemented on custom events you have created for yourself. For complete information on creating a custom Intelligence Event, see the [Custom Events](#) guide.

On the Intelligence Events overview page, click on the Custom Alerts tab (1) and then click the Manage custom alerts button (2). On the next page, click on the Create new alert button (3).

This will take you to the Create an Alert page on GA (see next page).

The screenshot shows the 'Intelligence Events Overview' page. At the top, there are two tabs: 'Automatic Alerts' and 'Custom Alerts'. The 'Custom Alerts' tab is highlighted with a red box and labeled with a red '1'. Below the tabs is a table with two columns: 'Metric' and 'Segment'. The table contains two rows of data. Below the table, there are two more tabs: 'Automatic Alerts' and 'Custom Alerts'. The 'Custom Alerts' tab is highlighted with a red box and labeled with a red '2'. Below the tabs is a button labeled 'Manage custom alerts', which is also highlighted with a red box and labeled with a red '2'. To the right of the 'Manage custom alerts' button is a sidebar with tabs: 'Assets', 'Users', 'Goals', 'Filters', and 'P'. The 'Assets' tab is selected. Below the sidebar tabs is a section titled 'Custom Alert' with a button labeled 'Create new alert', which is highlighted with a red box and labeled with a red '3'. Below the 'Create new alert' button is a form with a 'Name' field.

Intelligence Events Overview

Automatic Alerts **Custom Alerts** 1

	Metric	Segment
1.	Avg. Visit Duration	Landing Page: /index.html
2.	Avg. Visit Duration	Exit Page: /index.html

Automatic Alerts Custom Alerts Source: (direct)

Manage custom alerts 2

Alert Name

Assets Users Goals Filters P

Asset >
Custom Alert

Create new alert 3

Name

Asset > Custom Alerts >
Create an Alert

Alert name:

Apply to: **jep: Journal of Electronic Publishing** and

Period:

☐ Send me an email when this alert triggers.
 ☐ Send a text message when this alert is triggered to [\[mobile phone setup \]](#)

Alert Conditions

This applies to

Alert me when Condition Value

Period:

☒ Send me an email when this alert triggers. Also include

No matching items found

☐ Send a text message when this alert is triggered to (586)

On the Create an Alert page, you can enable either email or text message alerts (4) for that custom event.

If either of these are enabled, an email or text message will be sent out whenever the specific conditions of the custom event occur.

The message will only contain basic information such as the name of the event and journal, and no options for customization are provided.

Email alerts may be sent out to multiple email addresses which you provide (5).

Text message alerts can only be sent to one phone number, and that number must be linked to your Google ID.