Outbound (CX Contact) CX Contact Help

View Campaign Statistics

2/3/2026

Contents

- Administrator

View the fields and metrics that are displayed on the campaigns dashboard.

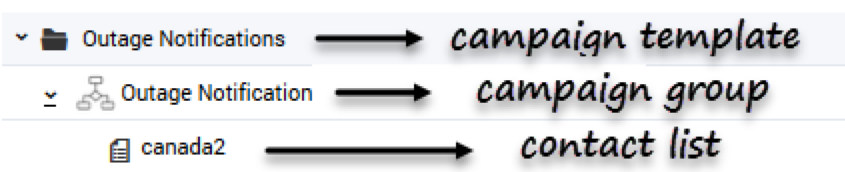
Related documentation:

When you launch CX Contact, you land on the **Campaigns** page. This is where you'll monitor the status of running campaigns in real-time.

This article describes the fields and metrics displayed on the campaigns dashboard. To learn how to create and manage a campaign template, refer to the Create and Manage a Campaign Template page. To learn how to create and manage a campaign group, refer to the Create and Manage a Campaign Group page.

Dashboard Basics

The first column in the campaigns dashboard is the **Campaigns/Groups** column. It lists all the campaign templates, campaign groups, and contact lists that have been created in CX Contact.



Toggle display in the dashboard

Use the **View: Campaign Groups/Campaigns** drop-down menu to toggle between two ways to display the Campaign Group names:

- Select **Campaign Groups** to display group names in the format @ (default).
- Select **Campaigns** to display group names in the format .

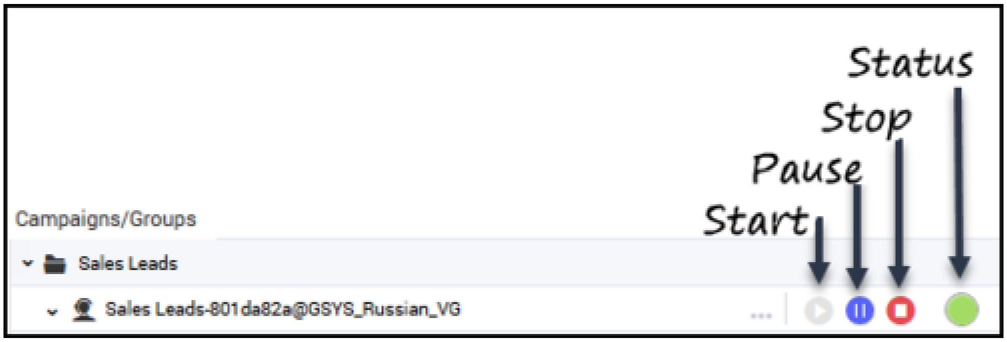
Media Controls

Use the media controls next to each campaign group to start, pause, or stop dialing activity.

- Start - Starts or resumes dialing.
- Pause - Pauses dialing activity.
- Stop - Stops (unloads) dialing entirely. **Note**: Stopping a campaign group resets all campaign group statistics.

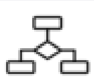
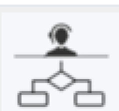
A status bulb next to the media controls indicates the current status of the campaign group and uses the following color scheme:

- Green - Active/Running
- Blue - Paused
- Grey - Inactive

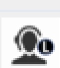


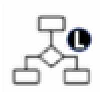
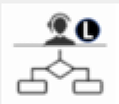
Campaign Group Icons

Campaign templates are always represented by a folder icon, and contact lists are represented by a document icon. An icon to the left of a campaign group name identifies the type of dialing or IVR mode(s) being used. The table below describes the three types of icons.

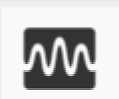
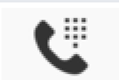
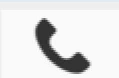
Icon	Dialing Mode	Type of Dialing Profile
	Predictive, Progressive (with or without Seizing) or Push or Pull Preview	Agent
	Power IVR	IVR
	Predictive IVR or Progressive IVR	Agent

To visually inform you that LIFO has been enabled within an existing dialing mode the dialing icons will appear as shown in the following table.

Icon	LIFO Mode	Type of Dialing Profile
	Predictive, Progressive (with or without Seizing) or Push or Pull	Agent / LIFO

Icon	LIFO Mode	Type of Dialing Profile
	Preview with LIFO.	
	Power IVR with LIFO.	IVR / LIFO
	Predictive IVR or Progressive IVR with LIFO	Agent / LIFO

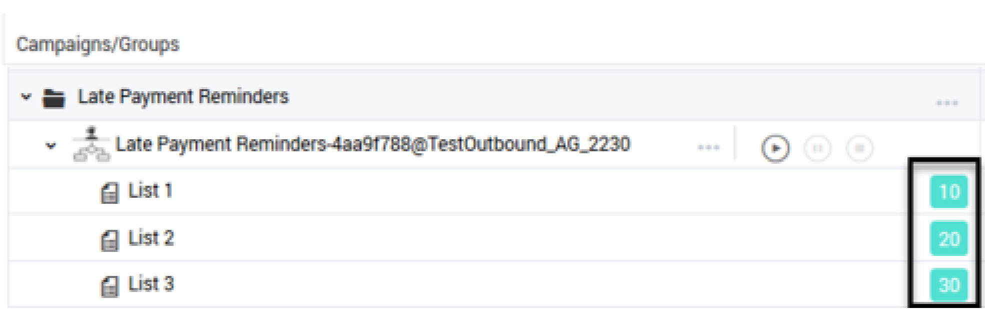
To the right of a campaign group name, an icon identifies the dialing mode the campaign group uses. Hover over that icon to see the name of the dialing mode and a list of associated dialing parameters. The table below describes the dialing mode associated with each icon and the dialing parameters that display onscreen when you hover over the icon.

Icon	Dialing Mode	Dialing Parameters
	Progressive IVR, Predictive IVR, or Power IVR	Dialing mode, number of IVR ports, calls per minute
	Push or Pull Preview	Dialing mode only
	Predictive or Progressive (with or without Seizing)	Dialing mode, optimization parameter, optimization value, and number of ports

For more information about dialing modes and IVR modes, refer to the Dialing Modes and IVR Modes page.

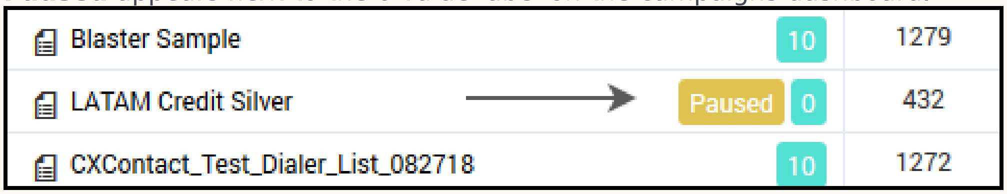
Contact List Weights

If a campaign group has more than one contact list, you can assign a weight to each contact list. The assigned weight label appears on the campaigns dashboard, next to the name of the contact list.



Important

If a contact list weight is set to 0, all dialing for that list is paused, and the label **Paused** appears next to the 0 value label on the campaigns dashboard.



Dashboard Statistics

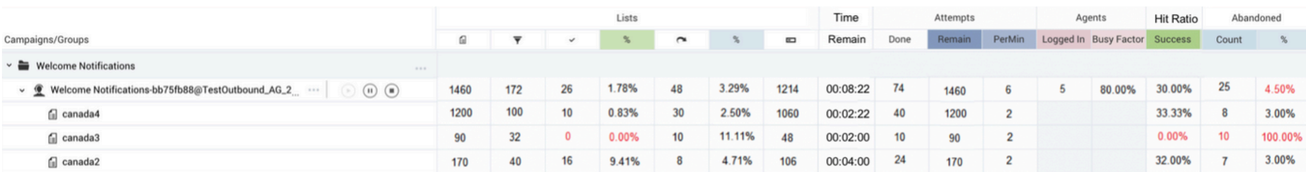
The campaigns dashboard displays the following metrics:

Lists	• List Size (List Size/Devices) - The number of unique records and the total number of devices included in the contact list.
	• Filtered (Contacts Filtered/Devices Filtered) - The total number of records and the total number of devices excluded from the contact list during the campaign group pre-loading stage. A record or device can be excluded for any of the following reasons:
	  ◦ It is included in a mandatory or optional suppression list.
	  ◦ It matches defined filtering criteria (phone number filters, for example).
	  ◦ It fails pre-dial validation.
	Click to see examples
	• Shows two statistic values Delivered (Completed)
	  ◦ Delivered (Active) - The number of successful contact attempts for the current/active dialing session. The statistic is calculated in the CX Contact Analytics Contact History index and includes entries with successful = true. The statistic value is set at Campaign Group start and reset during the next load/start.

	• Completed (Total) - The total number of contact with record status Updated. This statistic is calculated in the Contact List Database table. • % - The percentage of successful contact attempts. • Shows two statistic values Active (Total) • Retrying or Failed (Active) - The number of contacts being retried or with a current failure status for the current/active dialing session. This statistic is calculated in the CX Contact Analytics Contact History index and includes entries with successful = false. The statistic value is set at Campaign Group start and reset during the next load/start. • Retrying or Failed (Total) - The total number of contacts that were not delivered, filtered or have not been attempted. • % - The percentage of contacts being retried or with a current failure status. • Not Attempted - The number of contacts remaining to be attempted. This includes contacts with record_status Ready and Retrieved.
Time	• Remain - The time, in HH:MM:SS, remaining on an active campaign. **Note:** Time Statistics will only generate after at least 1 completed chain, and after 5 minutes of run time.
Attempts	• Done - The total number of contact attempts made. • Remain - The number of contact attempts remaining. • Per Min - The number of projected contact attempts per minute.
Agents	• Logged in - The number of agents currently logged in to the agent group. • Busy Factor - The percentage of the agents' logged in time that they are occupied on calls.
Hit Ratio	Hit Ratio is defined as the percentage of queued calls, relative to all dialed calls.

	• Success - The percentage of successful connections.
Abandoned	• Count- The number of abandoned calls. • % - The percentage of abandoned calls.

Notice in the screenshot below that statistics are displayed for campaign groups and contact lists. If a campaign group contains multiple contact lists, the data is broken down by contact list, with the sum displayed in the **Campaign Group** cell. The only exception here are the **Agents** statistics (**Logged In** and **Busy Factor**). In this case, the cells are left blank - a zero (0) value does not display.



	Lists							Time	Attempts			Agents		Hit Ratio	Abandoned	
Campaigns/Groups				%		%		Remain	Done	Remain	PerMin	Logged In	Busy Factor	Success	Count	%
Welcome Notifications																
Welcome Notifications-bb75fb88@TestOutbound_AG_2...	1460	172	26	1.78%	48	3.29%	1214	00:08:22	74	1460	6	5	80.00%	30.00%	25	4.50%
canada4	1200	100	10	0.83%	30	2.50%	1060	00:02:22	40	1200	2			33.33%	8	3.00%
canada3	90	32	0	0.00%	10	11.11%	48	00:02:00	10	90	2			0.00%	10	100.00%
canada2	170	40	16	9.41%	8	4.71%	106	00:04:00	24	170	2			32.00%	7	3.00%

Tip

Use Genesys Pulse to generate in-depth reports of agent activity and campaign activity.

Search or Filter Campaign Statistics

The following search and filter functions are available on the **Campaigns** page:

Expand/Collapse	Click **Expand All** to view all campaign groups associated with each campaign template. Click **Expand All** a second time to view all contact lists associated with each campaign group. Click **Collapse All** to hide all campaign groups and contact lists associated with each campaign template.
View	Reserved for future use.
Search box	Enables you to search the campaigns dashboard for any value within a campaign template, campaign group, or contact list.
Find Status	Enables you to filter the list of campaigns by status. Options are as follows: • All Statuses

	• Active • Running • Paused • Unloading • Inactive

Related Topics

- Campaign Structure and Terminology
- Create and Manage a Dialing Profile
- Create and Manage a Campaign Template
- Create and Manage a Campaign Group
- Create and Manage Contacts and Contact Lists