

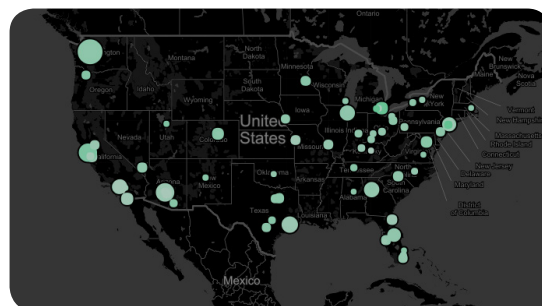
Turn your mountain of data into picture-perfect insights with PostUp's Tableau integration.

Every marketer has been there - you pull a report, open up a spreadsheet, and stare at rows of numbers, trying to find the signal in the noise. The entire industry is obsessed with data, but you're no data scientist; you just want to know what the numbers say so you can take action.

This is why PostUp is the first ESP to integrate Tableau reporting into our platform. Tableau is the industry leader in data visualization. They're experts at helping people see and understand data. Tableau reporting in PostUp allows you to:

- **Understand your lists.** Easily see where your subscribers are coming from, how your lists are performing over time, and if there are any unsubscribe spikes that need addressing.
- **Demystify engagement.** See at a glance which campaigns are performing the best and which need some attention.
- **Get to know your audience.** Learn who is reading your emails, when, on what device, and where they're engaging.

A mountain of data can't help you if you can't understand it; the good news is there's a better way. Stop staring at spreadsheets and start viewing beautifully clear data that you can actually act on.



With Tableau in the PostUp platform, you'll see reporting on a wide range of data, like:

- Campaign Performance
- List Performance
- Send Volume by Hour and Day of Week
- Open & Click Analysis
- Opens by Device Type and Mail Client
- Engagement Demographics
- Opens by Location
- Subscribe & Unsubscribe Analysis
- List Activity Details and Trends