

<u>Knowledgebase</u> > <u>Platform Guide</u> > <u>Popular Features</u> > (NEW!) Advanced Analytics

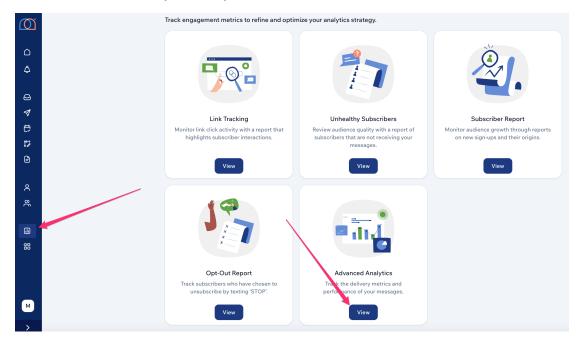
(NEW!) Advanced Analytics

Sam Pelton - 2025-11-25 - Comments (0) - Popular Features (COMING SOON!)

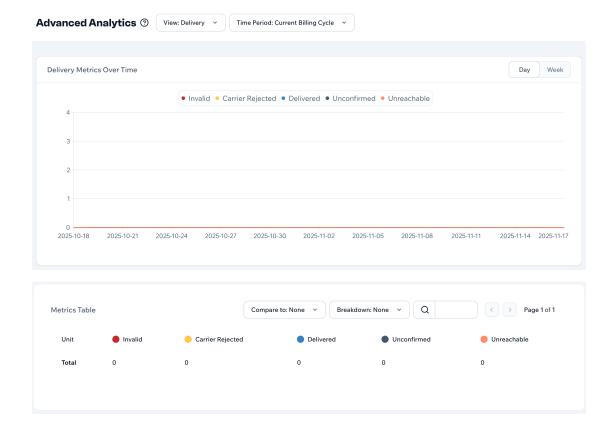
Without analytics, you're driving blind.

The more detailed analytics you have, the more informed you can be as you make decisions about how your SMS are performing and what you can do to improve.

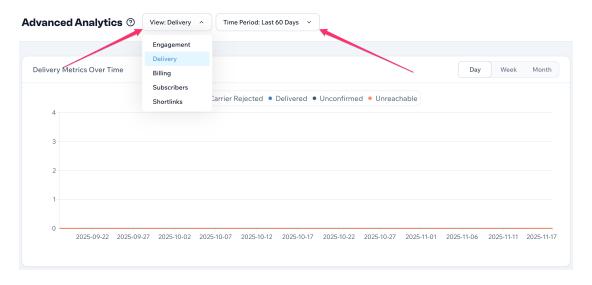
You can access Advanced Analytics within your Mobile Text Alerts dashboard:

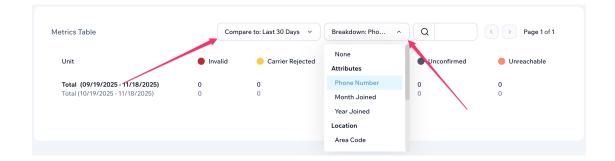


From here you'll have access to a filterable chart and table showing you insights on engagement, delivery, billing, subscribers, and trackable links:



You can change what type of metric you're tracking and what timeframe you're tracking using the dropdowns above the chart:





These analytics will help give you the insight you need to help make sure you're getting the most of your SMS efforts.