



Activity Reporting

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What are Marketing Automation Activities?

Marketing Automation activities are often automatically generated files that signal an event that has taken place. Your Marketing Automation Specialist will help you set up your activity codes during your implementation process, but our default activity codes are:

- OME - One-Off Marketing Email Sent
- MES - Marketing Campaign Email Sent
- MLA - Account Imported from Marketing Automation
- MLC - Contact Imported from Marketing Automation
- MOI - Opportunity Imported from Marketing Automation

Why should you report on activities?

Reporting on activities is an excellent way to reduce concerns with automation, verify who has received what content (and when it was received), and increase productivity. You can report on your Applied Marketing Automation activities through Applied Epic. [Applied University](#) course EC100, “Activity Configuration” provides an in-depth class on how to run activity reports to your advantage in your organization.

How can we report on activities?

To run a report in Applied Epic:

- From the home screen, go to Reports/Marketing in the left-hand utility bar
- In the Reports/Marketing screen, select “Activity” in the left-hand utility bar
- Select the report that you would like to run
- We recommend modifying the report to include only what you’ll need, such as including a date filter to par down the amount of results that you’ll return for your report.



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