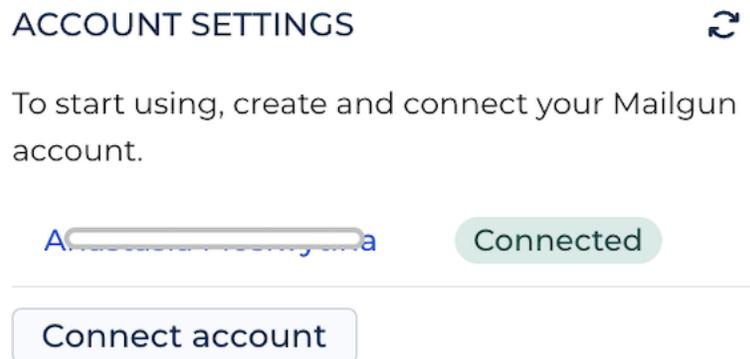


# How to use the Inbox Insight App

The **Inbox Insight** app lets you test email deliverability and placement across various mailbox providers. Follow the steps below to set up and run your Inbox Insight tests.

## 1. Connect your Mailgun account



To use Inbox Insight, you need to create and connect a **Mailgun** account. To connect the account:

### 1. Generate an API key in Mailgun

- Log in to your Mailgun account.
- Generate a new API key by following this [guide](#) and copy the key.

### 2. Connect Mailgun to Inbox insights

- In Creatio, go to **Inbox insights** → **Inbox insight settings** → **Account settings**.
- Click **Connect account**.
- Paste the copied API key into the **API key** field.
- Click **Connect**.

Once successfully connected, your account will appear in the settings and have the **Connected** status.

**Note:** Currently, only **US-based** Mailgun accounts are supported. If your Mailgun account is in the **EU region**, integration is not available yet. You can switch to another US-based account by connecting it to Inbox insights instead. Only one Mailgun account can be active at a time.

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## 2. Connect a seed list

### SEED LIST SETTINGS



A seed list is a group of test email addresses provided by Mailgun. By sending your marketing emails to this list, you can get valuable inbox insights, like deliverability and placement.

Creatio Emails EU

Manage active seed list

A **seed list** is required to run Inbox Insight tests. Follow these steps to set it up:

#### 1. Create a seed list in Mailgun

- Log in to your Mailgun account.
- Go to **Inbox Placement** → **Seed Lists**.
- Create a Seed List under the appropriate settings.

#### 2. Import the seed list into inbox insight

- In Creatio, go to **Inbox insights** → **Inbox insight settings** → **Seed list settings**.
- Click **Manage active seed list**.
- Click **Get seed lists** to download the seed lists you created in Mailgun.

#### 3. Select a seed list for testing

- Select the list you want to use for your Inbox Insight test from the downloaded lists.
- Click **Apply**.

**Note:** Currently, only one seed list can be active at a time. You can switch to another seed list by following the steps above.

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## 3. Send an Inbox Insight Test

Before starting the test, ensure the following:

- Your Creatio website can send marketing emails and is connected to CloudEmailService.
- The sender domain of the bulk email is verified. Do not use public domains, for example, gmail.com, yahoo.com, or unverified sender domains.
- The subject line of the bulk email does not contain the following:
  - Macro (personalization fields)
  - Special characters (+, ~, etc.)
  - Emojis

Otherwise, the test might be inaccurate or fail.

Once your **Mailgun account** and **seed list** are connected, follow these steps to run a test:

1. Go to **Bulk Emails** section in Creatio.
2. Select the bulk email you want to analyze.
3. Open the **Inbox Insights** toggle panel.
4. Click **Run new test**.

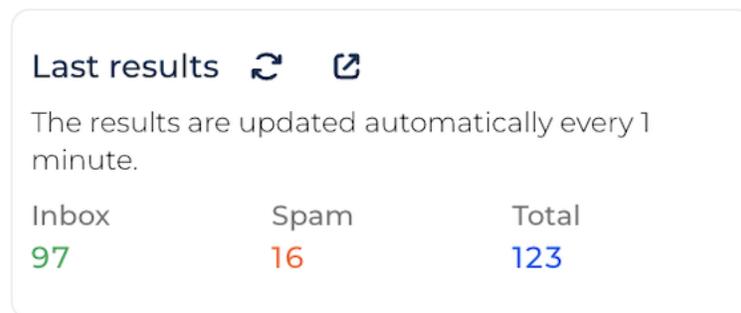
The test will start immediately, and results will be populated as data is collected.

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## 4. Collect results

Once the test starts, results will be updated every minute for tests that have the "Processing results" status.

### View test results



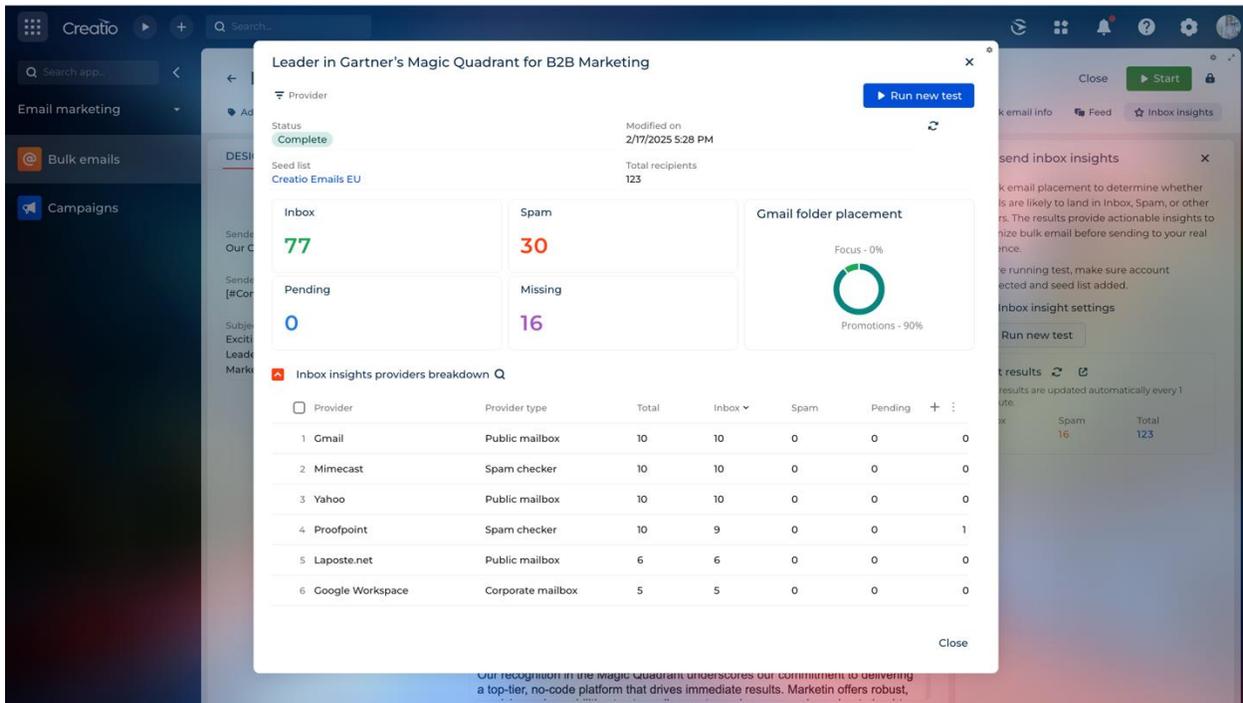
1. The **Inbox Insights** toggle panel of the selected bulk email contains a summary of test metrics:

- Total: the total number of recipients in the test.
- Inbox: the number of recipients who received the email in their inbox.
- Spam: the number of recipients who received the email in their "Spam"/"Junk" folder.

2. Click the **arrow** button to expand detailed results.

## Detailed Inbox Insight Results

The detailed report includes the following:



### 1. General info

Consist of information about test name, status, seed list used, recipient count, and date of last modification of results. You can refresh results manually or start a new test.

### Test Statuses

- Sending Test : the test was initiated and is being sent.
- Processing Results: the test was identified in Mailgun, and the first results have been received.
- Complete: the test has finished running, and the final results are available.

**Note:** The time required to reach "Complete" status depends on the quality of the email and how recipient servers process the message.

### 2. Overall inbox insight results

This section provides an overview of email placement:

- Inbox: emails that successfully landed in the recipient's inbox.
- Spam: emails flagged as spam/junk.
- Pending: emails that have not been received yet.
- Missing: emails that were not delivered even after test completion.

### **3. Gmail folder placement**

This chart displays the distribution of emails across different Gmail folders, such as Primary, Promotions, Social, Updates, Spam.

### **4. Providers breakdown**

A breakdown of test results by mailbox provider, showing Total, Inbox, Spam, Pending, and Missing emails for each provider. The list of providers depends on the domains included in your selected seed list.