Reports Pro API

Access to in-depth Communications Cloud data for actionable insights

Reports Pro, a Communications Cloud API, grants sophisticated communicators the opportunity to combine and visualize their engagement, subscriber and activity data across platforms and media channels in ways that are not available within standard Communications Cloud reporting.

The Communications Cloud data made available via the Reports Pro API includes:

- Account engagement rate
- Subscriber activity
- Bulletin activity
- Category detail
- Topic detail
- Topic engagement rate
- Bulletin activity grouped by topic

Developers within an organization can then take the available data and visualize, combine, slice, roll-up and compare the metrics that matter to them, typically by connecting the Reports Pro API to a third-party data visualization tool of their choice such as Tableau, Klipfolio, Datorama or Excel.

With this expanded access to Communications Cloud data, organizations can now ask new questions, spot trends, identify opportunities and make data-driven decisions with confidence.

Topic level engagement reporting

Connects to third-party data visualization tools

Enables combining Communications Cloud data with other sources

Secure API with REST architecture