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Email Center statistics: delivery, bounce and complaint rates, and what they tell you

E-mail

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Interweb Angola
RLX Angola, Lda. · Group RLX Holdings
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Email Center statistics: delivery, bounce and complaint rates, and what they tell you

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The short answer: statistics show your sends **by status and by day**, with three rates: **delivery**, **bounce** and **complaint**. You see them under Statistics on the Transactional e-mail page in Meu Interweb, or with `GET /v1/email/stats`. By default they cover the last 30 days; the period can be up to 366 days.

What each number means

Field	What it says
`messages`	How many e-mails you asked to send
`recipients`	How many recipients, counting `to`, `cc` and `bcc`
`credits_spent`	Credits used in the period
`by_status`	How many ended in each status: delivered, bounced, complained, sent, failed
`delivery_rate`	The percentage of recipients whose e-mail was delivered
`bounce_rate`	The percentage of recipients that bounced
`complaint_rate`	The percentage of recipients that marked it as spam
`by_day`	The same numbers, day by day

Rates are worked out over **recipients**, not e-mails: an e-mail with three recipients counts three times.

Choosing the period

```
GET https://api.interweb.ao/v1/email/stats?from=2026-10-01&to=2026-10-31
```

Dates go as YYYY-MM-DD. A period longer than 366 days gives a validation error.

How to read the rates

Sign	What it usually is	What to do
Bounces going up	Old or mistyped addresses in your system	Validate addresses at sign-up and review the suppression list
Complaints above zero	Someone got an e-mail they did not expect, or the message looks like advertising	Take promotions out of service e-mails and review the sender
Delivery dropping with no bounces	Many still at `sent`, waiting for the receiving side	Wait and look again; if nothing changes, open a support ticket
Failed	Balance, an unverified domain or delivery impossible	See each error in the **log**

Complaints are the most serious number.
With a transactional e-mail, the customer asked for that message. If they mark it as spam, something is wrong: the sender is not recognised, the subject misleads, or there is advertising mixed in.

Check the statistics after every change
: a new template, a new domain, a new sender. A bad change shows first in bounces and complaints.

NEED A HAND?

Your rates changed and you do not know why? Open a support ticket with the period.

Open a support ticket →

SEE ALSO

- **Transactional e-mail statuses: sent, delivered, bounced, complained and failed explained** →
- **The Email Center log: finding an e-mail, filtering it and why the content goes after 30 days** →
- **The Email Center suppression list: why an address stops receiving and how to remove it** →
- **A new domain sending e-mail: how to build a reputation without landing in spam** →

SPF, DKIM and DMARC: why your e-mail lands in spam

Password reset, order and invoice e-mails: what a good transactional message says, with examples

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