How you can keep track of your email flow with Magora's web tool?

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Web and mobile app development company Magora creates unique projects that ensure the success of our clients' businesses. One of our customers from the USA came across a common set of problems that so many businesses face: today thousands of messages are flying between us, but the heaviest concentration is centered in our digital mailbox. Email is an inescapable component of modern business; we accept and send dozens of messages every day. Keeping track of this flow of correspondence can prove very difficult.

That's why our customer reach out to Magora's team of developers and commissioned them to create a convenient web solution that deals with this aspect of their workflow. Of course we took on the project, as we are always ready to support business ideas we know will improve business' ability to operate.

Gmail Metrics is one of Magora's newest project, which allows users to review different graphs and tables in the sorting and analysing of email messages. With our web application, it's far easier to monitor email traffic and put that information to use.

A Graphical New Web App Design

Development of this app was a serious task for our engineers. They needed to create a complex analytical tool. It took 1700+ hours, six members of our team from the two cities and a whole lot of patience to meet this challenge. Our team discovered the reason Thomas Carlyle called statistics "the dismal science", but they soldiered through it and came out with a very promising app.

Gmail Metrics is a web application that generates statistical and analytical reports about your email traffic. It can be used as a management and monitoring tool. For example, the head of a business is able to receive not only his own reports, but also information about email activity of his staff. With Magora's design, this app can also be used in SEO optimisation, because it provides analytics overview of all the work done and you can get valuable insights about your correspondence.

Magora's experts have invested Gmail Metrics with a lot of different functions. All of them revolve around the statistics of the associated Google account(s). The full list of app features is extensive, so we will list the main ones available installing it on Gmail:

- Total number of incoming and outgoing messages for a certain period
- The quantity of threads and attachments
- Most frequent and important respondents
- Average word count in emails and in threads
- Average time until first response and wait for reply
- Email traffic over a day, week or month

Security and Privacy

Magora, as a web creation company seeking to improve businesses, has made this new web app to promote correct and productive work with email. It has many metrics and settings. Gmail Metrics receives automatic reports with complete data statistics, based on the selected categories within a specified time period. Managers can manage multiple accounts and get reports from their employees' email addresses in order to find and solve issues in time management.

Our web app is based on Gmail's API and guarantees the safety and privacy of your correspondence. Magora's developers were very mindful of how important this is to businesses, and Gmail Metrics deals only with statistical analysis of inbox; your information isn't stored on servers.

Gmail Metrics from Magora offers almost unlimited opportunities for improving the efficiency of your team. You can receive statistics reports as often as you need and analyse all the data of your main respondents.

As an app and software development company, Magora brings state-of-the-art technology to keep your business steps ahead of the competition. When our developers decide upon the best options for your idea, they begin the design process. Our solutions are built to give you a solid foundation for growth. Feel

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free to contact us to get started on your app project. Also you can read more here about Gmail Metrics.

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