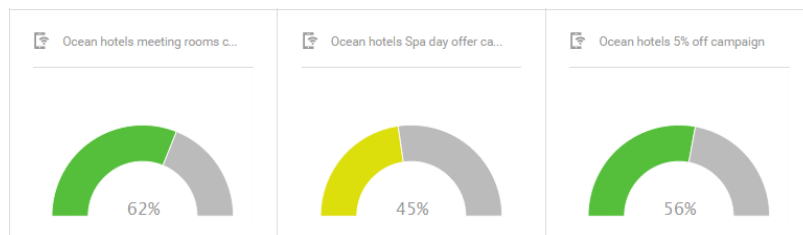## Campaigns

The Campaign area is where you can access your results for the different campaigns you have live, these can be the click through details for embedded links in online splash pages or e-shots, micro surveys and NSP survey results.

### Marketing Overview



1. **Campaign overview** - This table shows an overview of all campaigns for splash pages and e-shots, these are determined by the icon in the header. For each campaign a performance chart is shown which shows how well the campaign is doing/done. Clicking on a campaign will take you to the reports page for that particular campaign.

2. **Campaign Report Breakdown** – This will show the breakdown for this specific campaign; the data is broken down like all other reports so a date picker and the option to download or schedule. The report will show the performance as a percentage with the actual views and total clicks, clicks per day, unique visitor clicks by gender and age and a full click breakdown of users. This will also show the date, their name, time of click, age, gender and the URL they were directed to.

Clicks breakdown
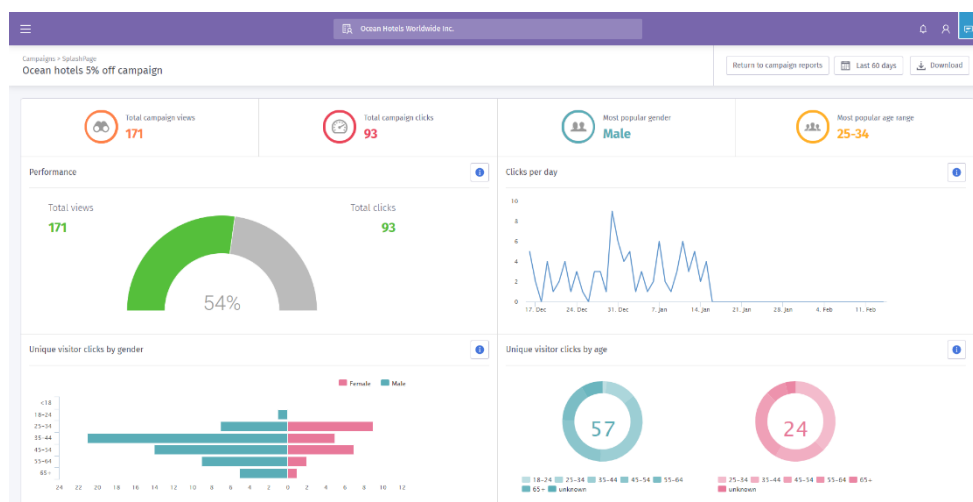
| Date | Time | Name | Age | Gender | Email | Url |
|---|---|---|---|---|---|---|
| 15 Jan 2019 | 16:32:09 | Scott Alexander | 47 | Male | ScottMaslen@demo.net | http://www.google.co.uk |
| 15 Jan 2019 | 07:31:55 | Roberto Baggio | 51 | Male | RobertoBaggio@demo.net | http://www.google.co.uk |
| 15 Jan 2019 | 05:30:25 | Justin Timberlake | 37 | Male | jt@demo.net | http://www.google.co.uk |
| 15 Jan 2019 | 03:01:45 | lady Gaga | 32 | Female | gaga@demo.net | http://www.google.co.uk |
| 14 Jan 2019 | 04:42:23 | Georges Khabbaz | 44 | Male | GeorgesKhabbaz@demo.net | http://www.google.co.uk |
| 14 Jan 2019 | 02:08:05 | Adele | 30 | Female | Adele@demo.net | http://www.google.co.uk |
| 13 Jan 2019 | 16:59:47 | Mikkel Kessler | 39 | Male | MikkelKessler@demo.net | http://www.google.co.uk |
| 13 Jan 2019 | 15:39:15 | lady Gaga | 32 | Female | gaga@demo.net | http://www.google.co.uk |
| 13 Jan 2019 | 15:26:59 | Madonna | 60 | Female | madonna@demo.net | http://www.google.co.uk |

< 1 2 3 4 5 6 7 8 9 10 >

3.  **Calendar**

    a)  By default, the date range will be set to the **Last 30 days.** Hovering your mouse over the Last 30 days button will show the actual date range.
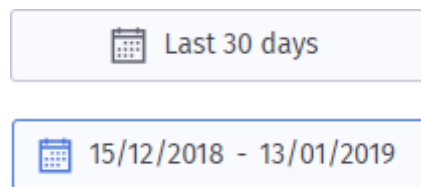




    b)  You can change the date range by click the **Last 30 days** button.
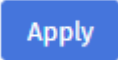
    c)  The Calendar window will open.



    d)  You can either select your own date range by clicking on the left-hand side calendar to select the start date and then click the calendar again for the end date.
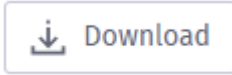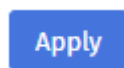
    e)  Then click the [Apply] button to apply that date range. The data will update accordingly.

    f)  On the right of the calendar options you can select one of the predefined date ranges, these are:
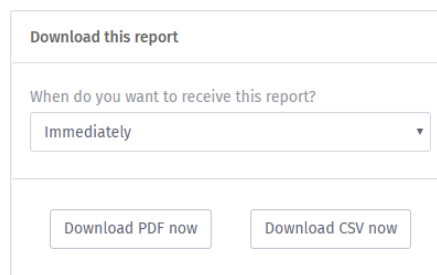
    - Last 7 days
    - Last 30 days
    - Last 6 months
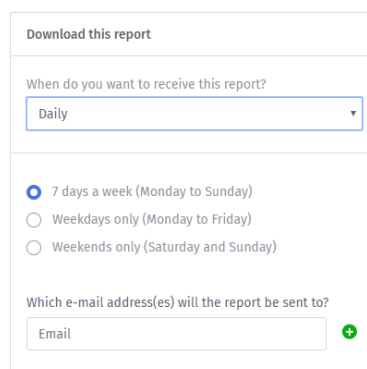    - Last 12 months
    - All time

g) Again, when a selection is made the **Apply** button must be pressed to apply that date range

4. **Download**

a) You can download the results by clicking the **Download** button.

b) A window will open, you have the option to down load immediately via **PDF** or **CSV**.

**Download this report**

When do you want to receive this report?

Immediately ▾

| Download PDF now | Download CSV now |

c) You can also schedule the download to be sent to one or many recipients by clicking the drop-down menu.

d) You have the option to schedule the following:

- Daily
    - o 7 days a week (Monday to Sunday)
    - o Weekdays only (Monday to Friday)
    - o Weekends only (Saturday and Sunday)

**Download this report**

When do you want to receive this report?

Daily ▾

- ● 7 days a week (Monday to Sunday)
- ○ Weekdays only (Monday to Friday)
- ○ Weekends only (Saturday and Sunday)

Which e-mail address(es) will the report be sent to?

Email ⊕

- Weekly
    - o Every Monday
    - o Every Tuesday
    - o Every Wednesday
    - o Every Thursday
    - o Every Friday
    - o Every Saturday
    - o Every Sunday

- Monthly
  - Select day of the month



e) At the bottom of each option is the email box. Here you can add the recipient's emails address and click the ⊕ button.

f) The email address will appear below the box. You can add as many recipients as required.

5. Click the **Return to campaign reports** button to return to the main marketing campaign screen.
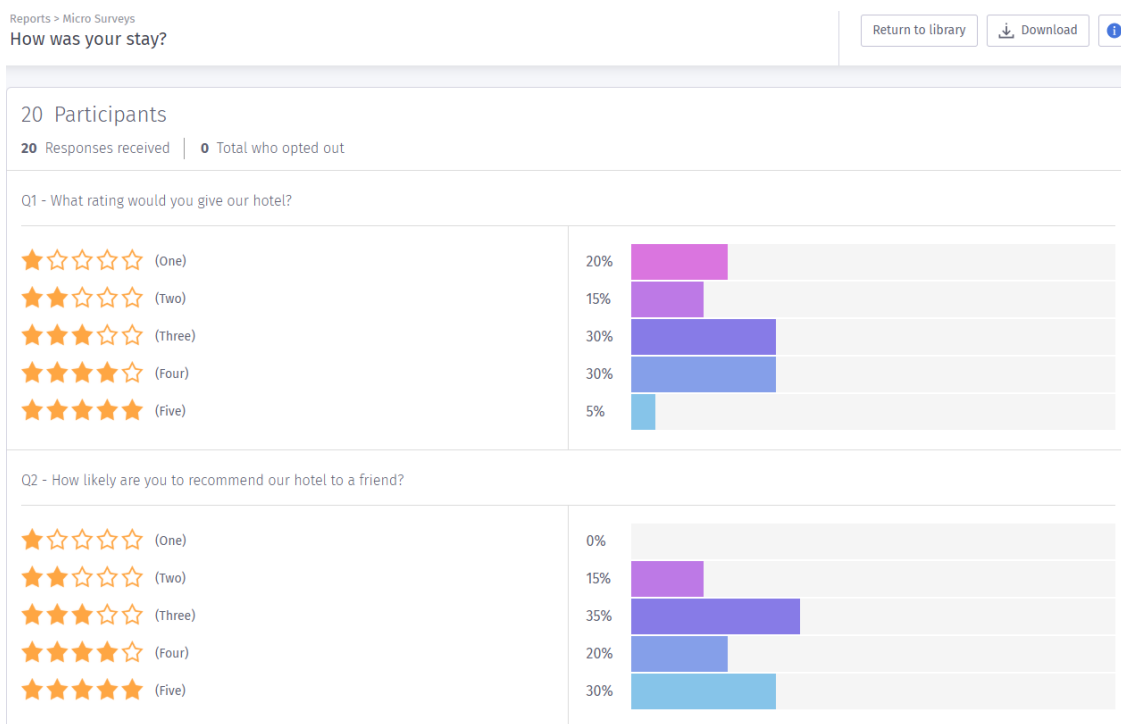
## Micro Surveys

Any Micro surveys assigned to a published access journey will be displayed in this Campaign area. You are able to click into any survey for a full breakdown as required.

1. Click any micro survey from the overview screen.

2. The page will open and a full breakdown is available.



3. At the top of the report the number of **Participants** will be displayed along with the number of **Responses received** and **Total skipped**.

4. The questions created within the survey will then be displayed along with the relevant results received.

5. For **Rating** questions, you will have the 1-5 stars listed and to the right the percentage of people who selected that rating.
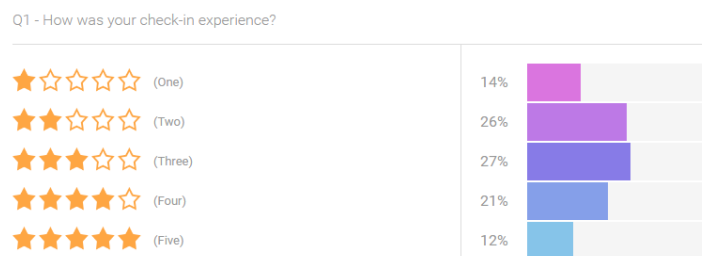


6. Hovering your mouse over the percentage will display a box containing the percentage but also the number of participants.
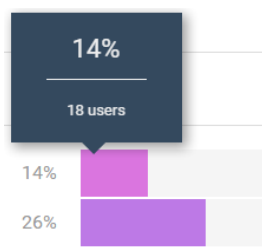
7. For **Multiple choice** questions the answers specified will be displayed and again the percentage of customer who selected that answer.



8. For **Text box** questions the question will be displayed and below a breakdown of the responses. The information will be broken down into four different columns. These are:

   i) Date
   ii) Venue
   iii) Response



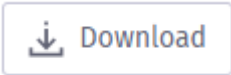9. When you scroll through the results, the first 20 will be displayed.

10. To view the full list, click the ⬤⬤ View button, this will open another window and display all the results.

Q4 - What could we do to improve your stay? View

| Date | Venue | Response |
|---|---|---|
| 2016-09-13 07:59:59 | Ocean Hotel, Conference Center | Id like to see more staff on the door to greet you. |
| 2016-09-13 07:59:59 | Ocean Hotel, Conference Center | Your staff were really polite but I didnt feel like they asked me enough if I was enjoying my visit. |
| 2016-09-13 07:59:59 | Ocean Hotel, Conference Center | In general the toilets were clean but there were a couple of days where they could have been better. |
| 2016-09-13 07:59:59 | Ocean Hotel, Conference Center | I cant think of anything - you guys rock! |
| 2016-09-13 07:59:59 | Ocean Hotel, Conference Center | Providing a better selection of snacks would be appreciated. |
| 2016-09-13 07:59:59 | Ocean Hotel, Conference Center | Some of the baked goods were not warmed through |
| 2016-09-13 07:59:59 | Ocean Hotel, Conference Center | Service was great. |
| 2016-09-13 07:59:59 | Ocean Hotel, Conference Center | Room service was quite basic compared to the rest of the hotel. |

11. Clicting the ⊗ button to close the window

12. You also have the option to download the results, clicking the [⬇ Download] button will display the available download options.

13. Either download as PDF or CSV.

**Download this report**

[ Download PDF now ]     [ Download CSV now ]

- **PDF** - will download but will not show any text box responses.
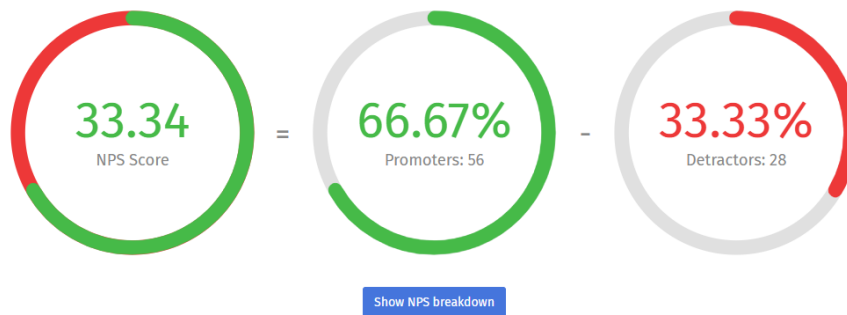- **CSV -** will download all the information

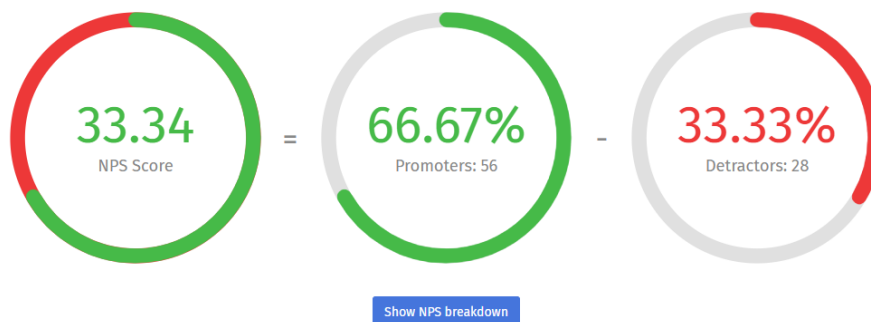14. Click the [ Return to library ] button to return the micro survey overview screen

**NPS survey**

1.  To access the NPS responses, click **NPS Survey** from the sub menu.

2.  When the page loads, you are shown the overview of the responses received.



3.  The first area is **Live Net Promoter Score**, this score is calculated by showing the number of **Promoters** minus the number of **Detractors**.



4.  In the top right of the screen it will display the following:
    *   Number of **Participants**
    *   Number of **Emails sent**
    *   **Response rate** as a percentage

5.  Below the score break down is the **Show NPS breakdown** button, clicking this will open a separate window displaying all the published NPS surveys.

6.  At the end of each displayed survey is the View responses link, clicking this will update the screen and display all the responses.

7. You have the option to download these responses via CSV by clicking the
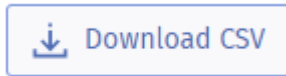
   **⤓ Download CSV** button.

8. To return to the survey click the **Return to survey** button.

9. Back in the survey overview, towards the bottom of the screen, is the **Live trend**. This will display the average NPS score across a time period.

You can also download the overview data by clicking the **⤓ Download PDF** button.