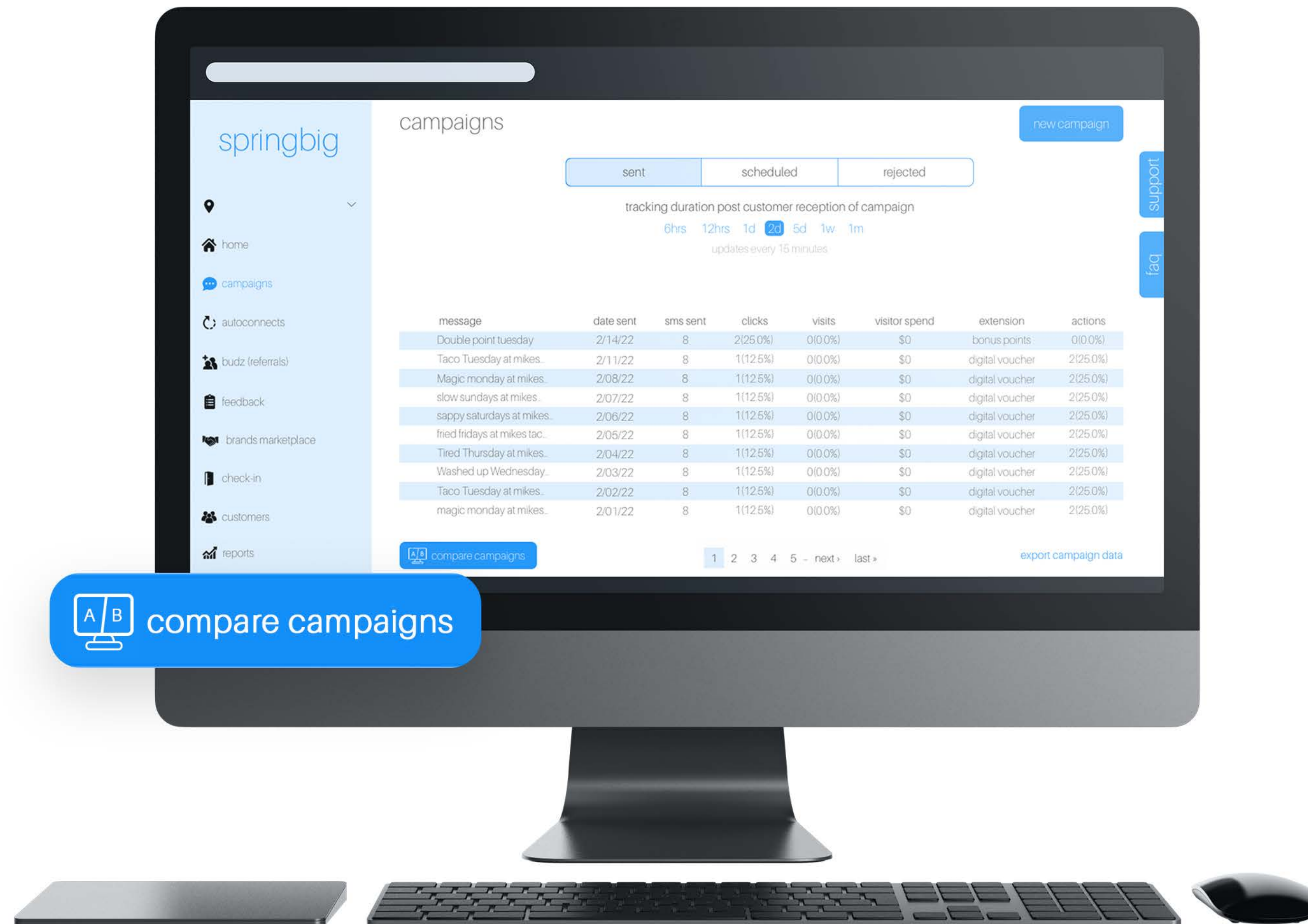


compare campaigns guide

springbig 

compare campaigns

the **compare campaigns** feature allows you to select up to **four** of the campaigns that you've sent previously and compare them side by side, allowing for easy a/b testing and comparisons between campaigns and making it that much easier to create and fine-tune effective campaigns



step 1



on the campaigns page of the platform, you can click on the **compare campaigns** button to get started

springbig

home

campaigns

autoconnects

budz (referrals)

feedback

brands marketplace

check-in

customers

reports

logs

settings

campaigns

new campaign

sent | scheduled | rejected

tracking duration post customer reception of campaign
6hrs 12hrs 1d 2d 5d 1w 1m
updates every 15 minutes

message	date sent	sms sent	clicks	visits	visitor spend	extension	actions
Double point tuesday	2/14/22	8	2(25.0%)	0(0.0%)	\$0	bonus points	0(0.0%)
Taco Tuesday at mikes...	2/11/22	8	1(12.5%)	0(0.0%)	\$0	digital voucher	2(25.0%)
Magic monday at mikes...	2/08/22	8	1(12.5%)	0(0.0%)	\$0	digital voucher	2(25.0%)
slow sundays at mikes...	2/07/22	8	1(12.5%)	0(0.0%)	\$0	digital voucher	2(25.0%)
sappy saturdays at mikes...	2/06/22	8	1(12.5%)	0(0.0%)	\$0	digital voucher	2(25.0%)
fried fridays at mikes tac...	2/05/22	8	1(12.5%)	0(0.0%)	\$0	digital voucher	2(25.0%)
Tired Thursday at mikes...	2/04/22	8	1(12.5%)	0(0.0%)	\$0	digital voucher	2(25.0%)
Washed up Wednesday...	2/03/22	8	1(12.5%)	0(0.0%)	\$0	digital voucher	2(25.0%)
Taco Tuesday at mikes...	2/02/22	8	1(12.5%)	0(0.0%)	\$0	digital voucher	2(25.0%)
magic monday at mikes...	2/01/22	8	1(12.5%)	0(0.0%)	\$0	digital voucher	2(25.0%)

compare campaigns

1 2 3 4 5 - next > last »

export campaign data

support

faq

step 2

once clicked, you will be able to select **up to four campaigns** to compare side-by-side by clicking the **circle** that appears next to them. in this case, we chose three. once selected, click **view**

tip: to get the most out of this feature, make sure the campaigns you're comparing have **distinctly different aspects** so that you're able to attribute the data to those specific aspects of the campaign. for example, choose campaigns sent at distinctly different groups for A/B testing

The screenshot shows the SpringBig 'campaigns' interface. On the left is a sidebar with navigation links: home, campaigns, autoconnects, budz (referrals), feedback, brands marketplace, check-in, customers, reports, logs, and settings. The main area displays a table of campaigns with columns: message, date sent, sms sent, clicks, visits, visitor spend, extension, and actions. Three campaigns are selected, indicated by blue circles: 'Double point tuesday', 'Taco Tuesday at mikes...', and 'Tired Thursday at mikes...'. At the bottom of the table, a button labeled 'compare selected (3)' with an A/B icon is highlighted, along with a 'view' button. Above the table, there are filters for 'sent', 'scheduled', and 'rejected' status, and a tracking duration selector set to '2d'. A 'new campaign' button is in the top right, and 'support' and 'faq' links are on the far right.

message	date sent	sms sent	clicks	visits	visitor spend	extension	actions
☒ Double point tuesday	2/14/22	8	2(25.0%)	0(0.0%)	\$0	bonus points	0(0.0%)
☒ Taco Tuesday at mikes...	2/11/22	8	1(12.5%)	0(0.0%)	\$0	digital voucher	2(25.0%)
☐ Magic monday at mikes...	2/08/22	8	1(12.5%)	0(0.0%)	\$0	digital voucher	2(25.0%)
☐ slow sundays at mikes...	2/07/22	8	1(12.5%)	0(0.0%)	\$0	digital voucher	2(25.0%)
☐ sappy saturdays at mikes...	2/06/22	8	1(12.5%)	0(0.0%)	\$0	digital voucher	2(25.0%)
☐ fried fridays at mikes tac...	2/05/22	8	1(12.5%)	0(0.0%)	\$0	digital voucher	2(25.0%)
☒ Tired Thursday at mikes...	2/04/22	8	1(12.5%)	0(0.0%)	\$0	digital voucher	2(25.0%)
☐ Washed up Wednesday...	2/03/22	8	1(12.5%)	0(0.0%)	\$0	digital voucher	2(25.0%)
☐ Taco Tuesday at mikes...	2/02/22	8	1(12.5%)	0(0.0%)	\$0	digital voucher	2(25.0%)
☐ magic monday at mikes...	2/01/22	8	1(12.5%)	0(0.0%)	\$0	digital voucher	2(25.0%)

step 3



when [view](#) is clicked, you'll be taken to the [campaign comparison](#) page where you'll see the campaigns you selected side-by-side, allowing for easy comparison

springbig

home

campaigns

autoconnects

budz (referrals)

feedback

brands marketplace

check-in

customers

reports

logs

comparing 3 campaigns

tracking duration post customer reception of campaign

6hrs 12hrs 1d 2d 5d 1w 1m

campaign #45678

created at	06/04/2022 at 10:30pm		
scheduled for	06/05/2022 at 10:00am		
sent at	06/05/2022 at 10:00am		
messages sent	2,000		
sms sent	1,000		
app sent	380		
emails sent	620		
extension	any link		
sent to these groups			
location	boca raton		
visits	spend	clicks	actions
132(5.6%)	\$10,635	504(21.4%)	0(0.00%)

most purchased category by spend

flower	182 (41%)	
edible	175 (39%)	
oils	173 (38%)	

campaign #45679

created at	06/04/2022 at 10:30pm		
scheduled for	06/05/2022 at 10:00am		
sent at	06/05/2022 at 10:00am		
messages sent	1,380		
sms sent	1,000		
app sent	380		
emails sent	0		
extension	bonus points		
sent to these groups			
location	boca raton		
visits	spend	clicks	actions
132(5.6%)	\$10,635	504(21.4%)	0(0.00%)

most purchased category by spend

flower	182 (41%)	
edible	175 (39%)	
oils	173 (38%)	

campaign #45680

created at	06/04/2022 at 10:30pm		
scheduled for	06/05/2022 at 10:00am		
sent at	06/05/2022 at 10:00am		
messages sent	1,380		
sms sent	1,000		
app sent	380		
emails sent	0		
extension	target wallet		
sent to these groups			
location	boca raton		
visits	spend	clicks	actions
132(5.6%)	\$10,635	504(21.4%)	0(0.00%)

most purchased category by spend

flower	182 (41%)	
edible	175 (39%)	
oils	173 (38%)	

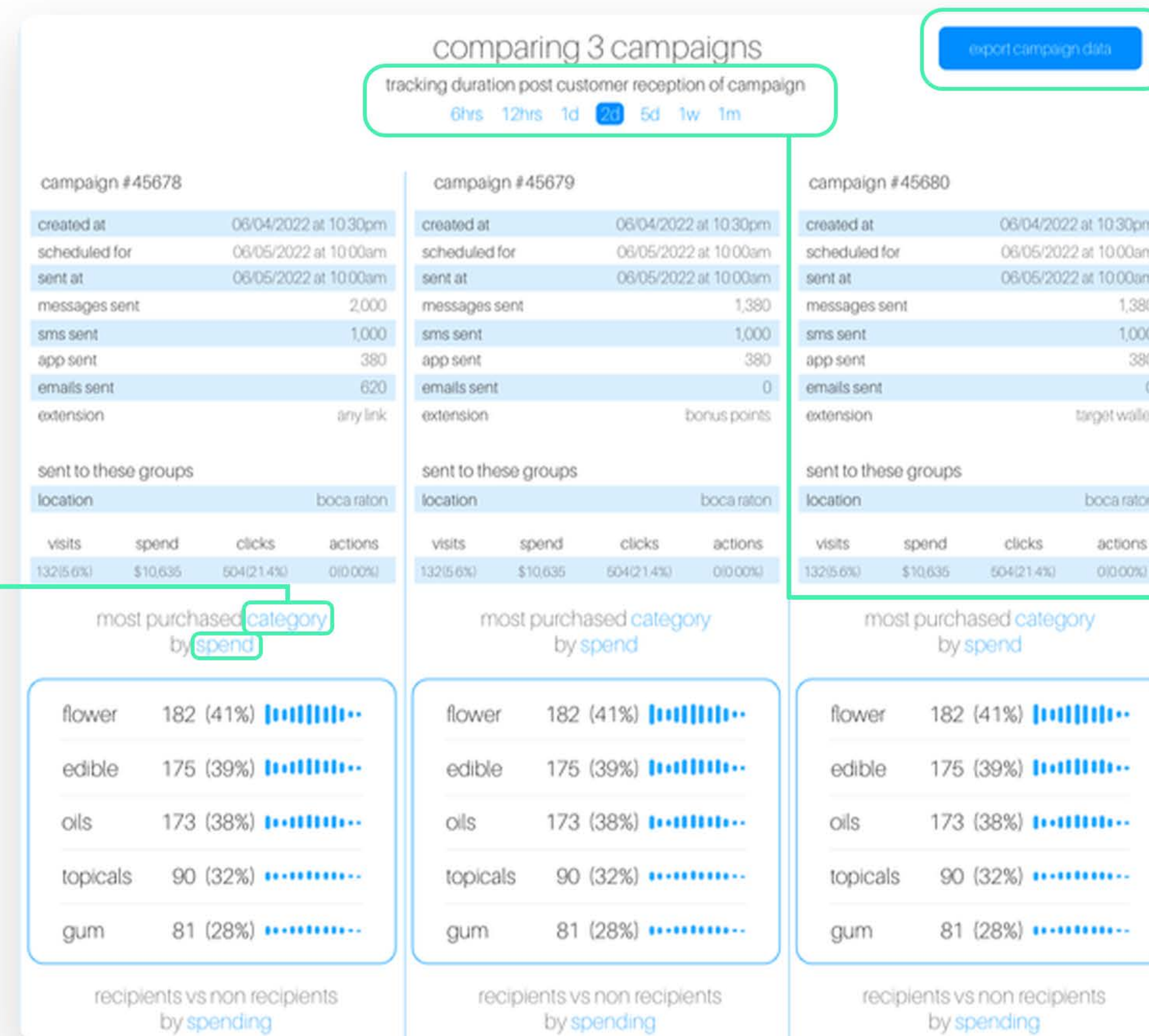
export campaign data

analyzing the data

the **campaign comparison** page is interactive and allows you to easily **view** and **compare** specific, intuitive campaigns KPIs

charts

the charts within the campaign comparison page are interactive. Click the blue words above the charts in order to change the content of the charts and view different KPIs



exporting the data

to export the data, click the **export campaign data** button in the top right corner of the page

time frame

you will be able to adjust the time frame of the campaign comparison by simply selecting a time frame at the top of the page. you can choose anywhere from 6 hours after the campaigns were sent, to 1 month after

ready to get started?

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