

springbig

Home Screen

# home screen

springbig



home

campaigns

autoconnects

budz (referrals)

check-in

customers

reports



logs



settings



logout

merchant #2314  
admin dashboard  
brands

## Updates & Announcements

Please check out the latest no-no words and alternatives guide [Click Here](#)

Stay up-to-date with our latest news by checking out our recent Merchant Newsletter - [Click Here](#)

ARE YOU READY FOR THE HOLIDAYS? Join our "Get Ready for the Holidays" webinar today for some campaign idea's - [Click Here](#)

dec 11, 2020 - dec 17, 2020

| total visits     | redemptions       | spend total      | avg ticket       | new members      | textable members |
|------------------|-------------------|------------------|------------------|------------------|------------------|
| 1.1k             | 331               | \$120.2k         | \$112            | 138              | 25%              |
| -2% /prev 7 days | -17% /prev 7 days | -6% /prev 7 days | -4% /prev 7 days | -3% /prev 7 days | 0% /prev 7 days  |

texts sent trend



points issued trend



# updates & announcements

## Updates & Announcements

- 1 Please check out the latest no-no words and alternatives guide [Click Here](#)
- 2 Stay up-to-date with our latest news by checking out our recent Merchant Newsletter - [Click Here](#)
- 3 ARE YOU READY FOR THE HOLIDAYS? Join our "Get Ready for the Holidays" webinar today for some campaign ideas - [Click Here](#)

**1. no-no words & alternatives guide:** to improve the deliverability of your marketing messages click '[click here](#)' to see the most up-to-date list of no-no words that carriers are filtering for to block the message from being sent. the list includes alternative words to replace the no-no words with to ensure your messages are being delivered to your customers. a good example of a blocked no-no word is 'marijuana', which we suggest replacing with 'flower'. best practice is to check the list before you write your text message. another angle is to include an 'any link' in the text message that will redirect the customers to your webpage where you have the freedom to use any no-no word you choose

**2. merchant newsletter:** every Tuesday, we email you the springbig Merchant Newsletter to keep you in the know of new enhancements to our platform, suggested campaigns to run with images and text messages you can use, and cannabis industry statistics & case studies of a merchant's success using the springbig platform to share best practices. however, you get busy and sometimes miss them. that's okay because you can always go here to catch up on the ones you've missed

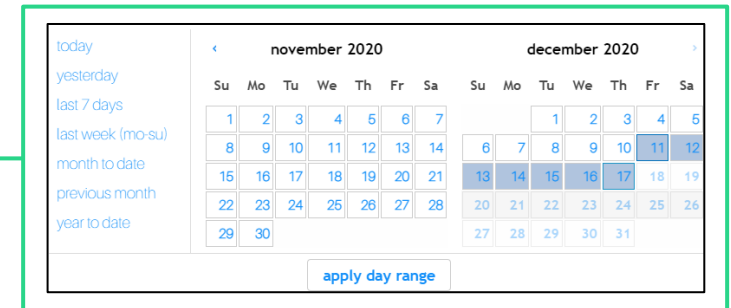
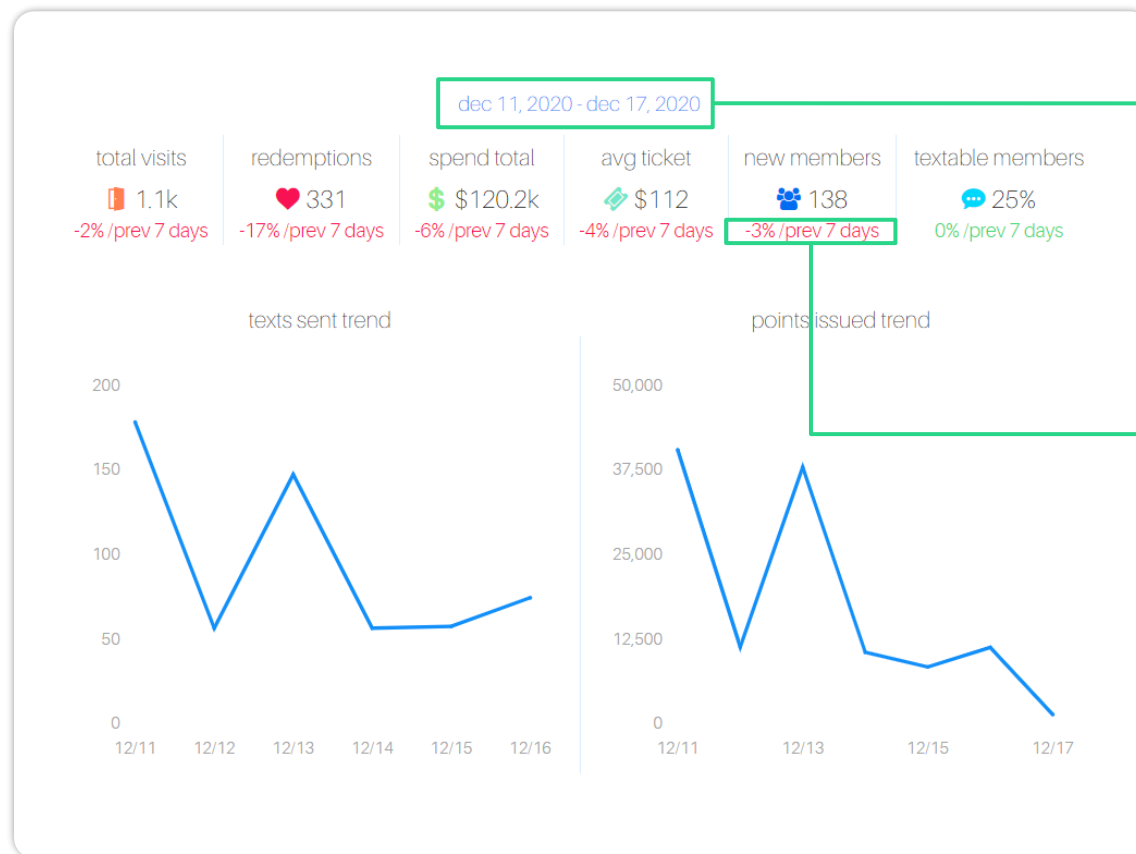
**3. webinars:** videos put on by our springbig pros and partners that we integrate with. we provide links to future webinars and recordings of past webinars here. these are a great resource to get training on the platform, industry news, and updates on integrations with our POS and eCommerce partners in a format that you can sit back, watch, and learn

# reporting dashboard

the home screen displays a visual dashboard with key performance indicators (KPIs) to track the effectiveness of your marketing program

the data displayed only **refers to 'members'**. a member is anyone who has created a profile in the system to enroll in your loyalty program and/or receive marketing messages. if the customer opts out of loyalty and/or messaging in the future, they will still be included in the report if their **profile hasn't been deleted** and they are **attached to a POS transaction**. non-members will not be included in the report

make sure budtenders are always asking if the customer is a member and attaching the member to the POS transaction for reporting purposes



## reports by date

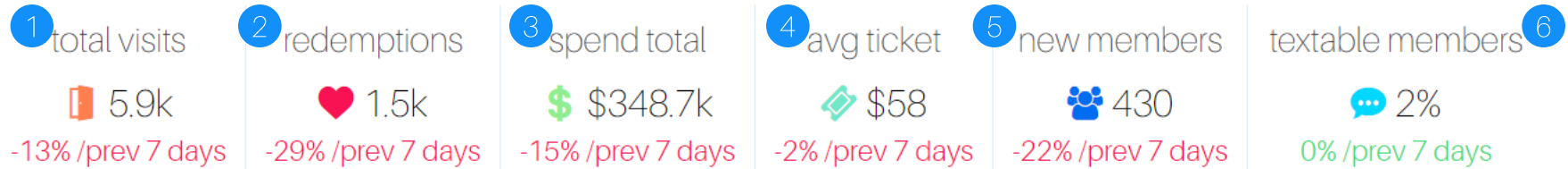
by default, the dashboard displays the **'last 7 days'** of data. to explore different time periods, click on **'last 7 days'** and a modal will pop up that allows you to select preconfigured ranges such as **'month to date'** or **'year to date'**. you also can choose your own custom date or date range by highlighting any date or range on the calendar

## compare previous date performance

anytime you look at a date or date range the report will compare that data against the **prev** (previous) data within the same time period you selected

# key performance indicators

last 7 days



**KPIs:** this dashboard is showing you the statistics of your members. a member is a customer that has a profile in your system and has been attached to a transaction

1. **total visits:** a visit is defined as a single transaction with a minimum value of \$0.01

- **example:** over the last 7 days, there were 5,900 total visits/transactions by members in your system

2. **redemptions:** the total number of rewards redeemed by members

- **example:** a redemption is counted when a member activates the reward in their app wallet

3. **spend total:** the total amount of revenue generated by members

- **example:** over the last 7 days, \$348,700 was spent in total by members in your system

4. **avg ticket:** the average amount spent per visit/transaction

- **example:** over the last 7 days, each member on average, spent \$58 per visit/transaction

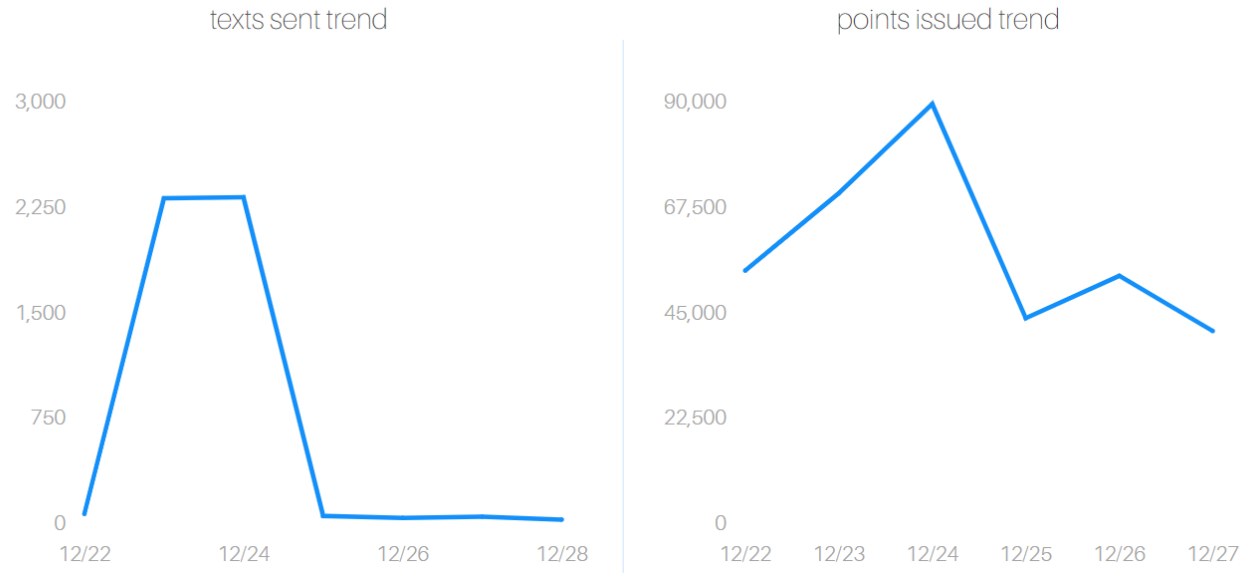
5. **new members:** a customer who has created a profile in your system to enroll in the loyalty program and/or to receive marketing messages

- **example:** over the last 7 days, you created 430 new member profiles in your system

6. **textable members:** total number of members in your database that are currently opted-in for texts

- **example:** 2% of your member database is currently opted-in to receive texts. the percent is based on "all time" not the date range you selected. selecting a date range will not change the percentage

# key performance indicators



**Charts:** help you visualize member data and show trends over time

1. **texts sent trends:** the total number of texts sent to members per day over a period of time

- **example:** on 12/24, a total of 2,316 texts were sent to members (hover over the line to see the number of texts sent on a specific day)
- **trend example:** you sent a loyalty text campaign from 12/22 – 12/24 rewarding members with special points. the campaign was a success when you compare the number of texts sent to the “points issued trend” chart that shows a dramatic increase in points issued on 12/24

2. **points issued trend:** the number of points issued to members per day over a period of time

- **example:** on 12/25, a total of 43,000 points were issued to members
- **trend example:** a dramatic decrease in points issued may require another text campaign or a different strategy for the number of points given to drive more traffic into your dispensary

# create an autoconnect or campaign

from the home screen, you can quickly launch a new autoconnect or campaign by scrolling down past the charts and simply clicking the buttons

