

springbig

campaign tracking reports

you asked, we listened. Introducing enhanced campaign reporting

we're excited to introduce **4 new charts** to your springbig dashboard, allowing you to better understand the effectiveness of your campaigns. now you can close the loop with advanced reporting that gives you insight on how to create even more effective campaigns in the future

these new reporting tools were created to help you answer crucial performance questions, including:

customer behavior

how many members opted out, and is that related to how frequent they shop or how my loyalty program is structured?

how effective is my campaign content, and was there a difference in behavior of those who received the campaign vs who didn't?

did I segment my audience, and did those individual segments react differently to the same campaign?

product performance

how much of a discount should I give out to improve my sell-thru on specific categories, and what time should I send that campaign?

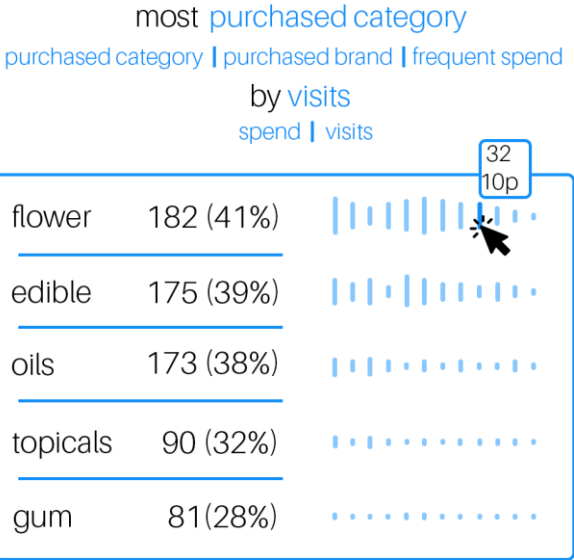
how do I increase the average spend of my customers during the weekdays, and what type of ad should I run in my campaign?

which brand sponsored ad campaigns perform better without discounts or offers?

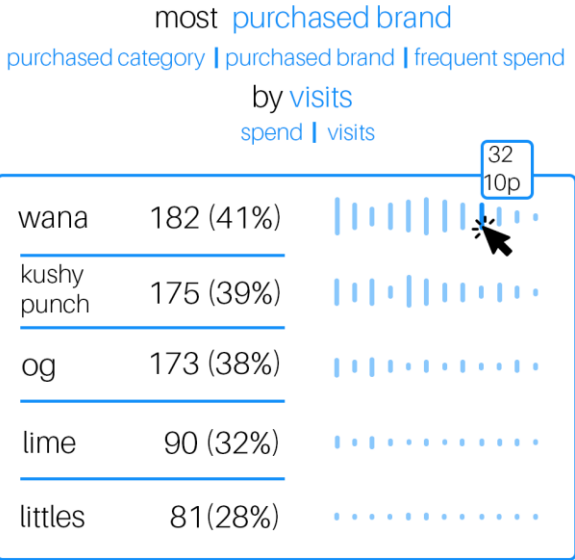
frequency reporting

after a campaign runs, the frequency chart will now show you 3 unique sets of essential data points:

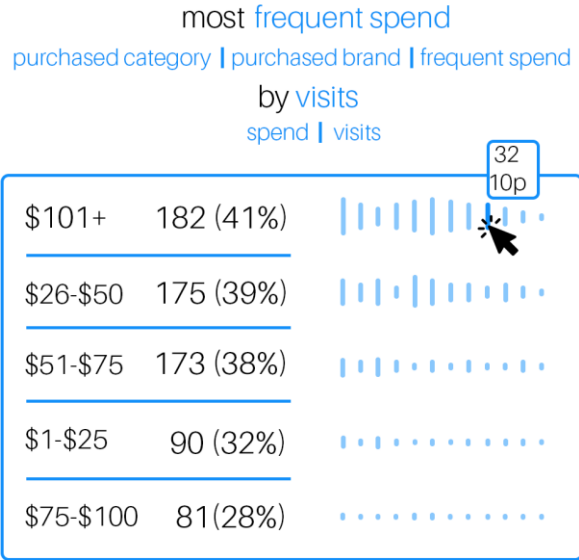
the top 5 most purchased categories



the top 5 most purchased brands



the most frequent basket size



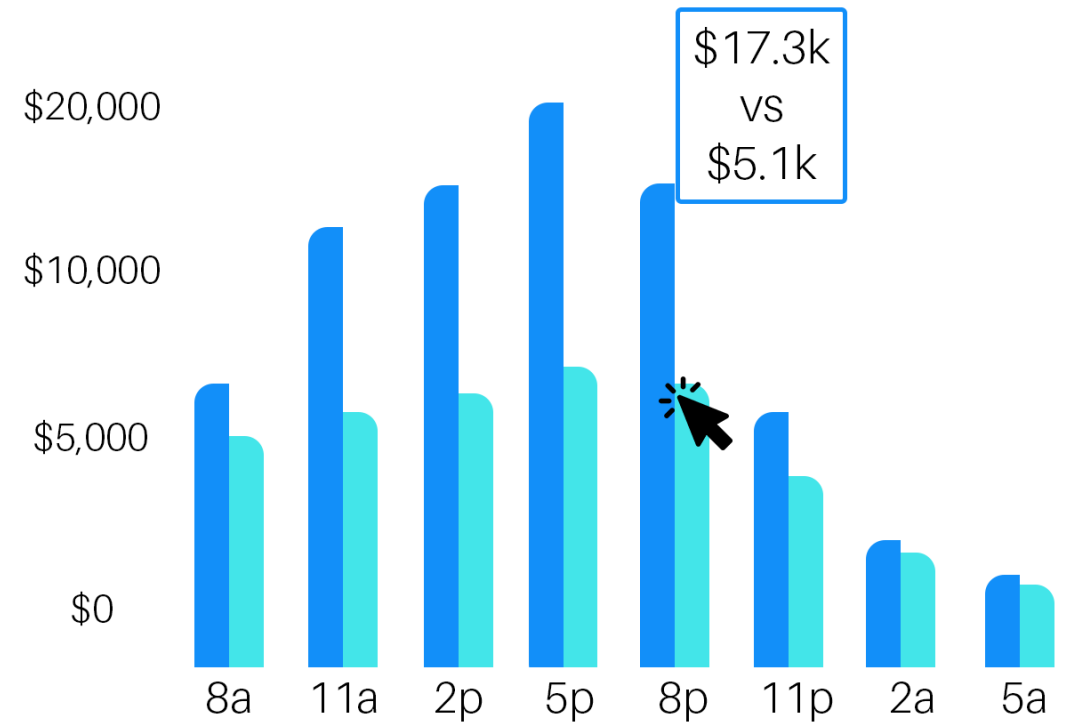
in each set of data, you will see what percentage of spend or visits came from that item, as well as a timeline so you can also see what time of day your customers made that purchase

recipients vs non recipients

we know you're smart, so you can probably guess what this report does!

just in case, this report automatically compares the total sales and visits of the customers **who did receive your text marketing campaign** vs those customers **who did NOT receive the campaign**

recipients vs non recipients
by **spending**
spend | visit

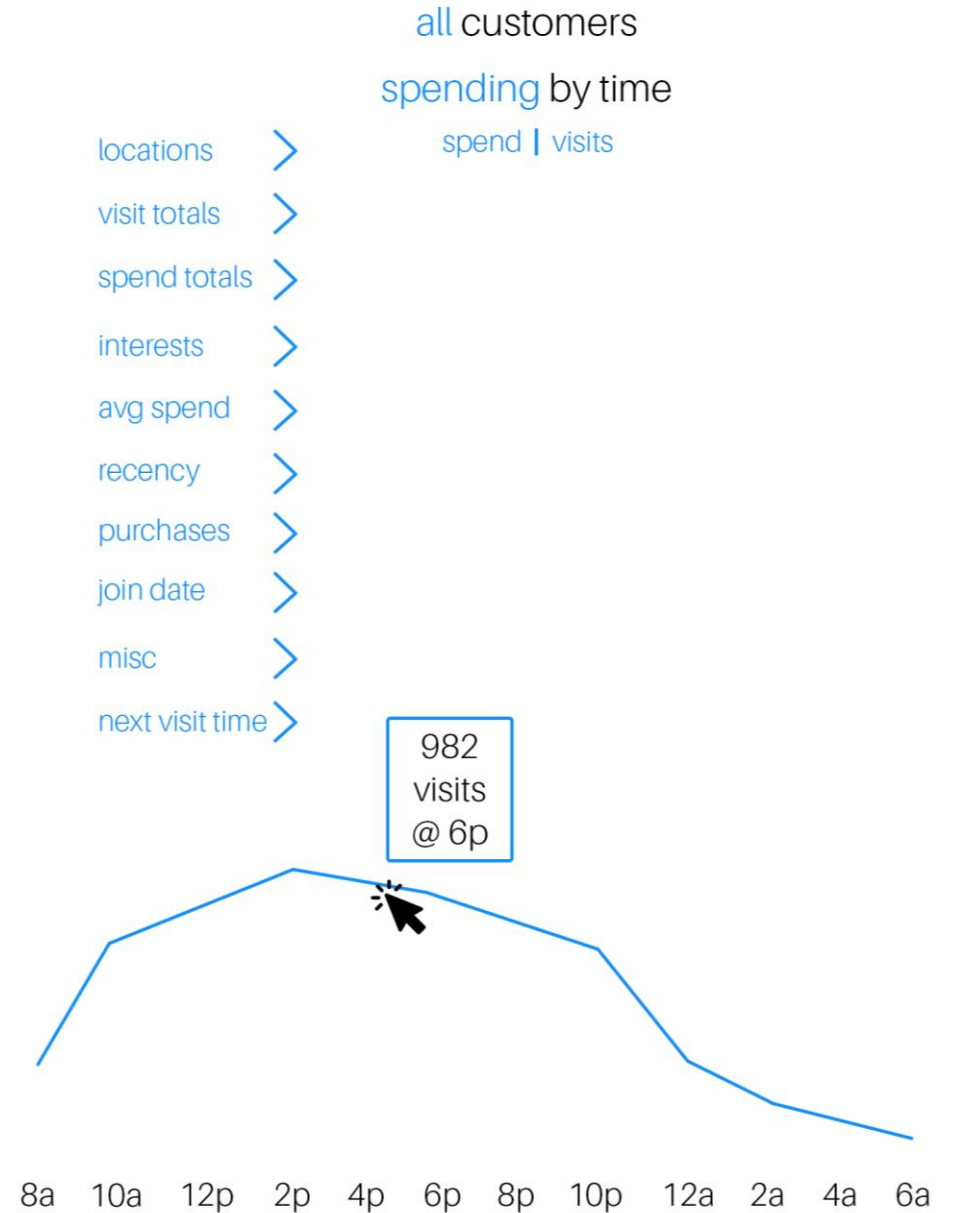


spend/visit by time

timing is everything, which is why we wanted to give you a more meaningful way to measure how your campaign withstands the test of time!

With this reporting feature, you can see how your customers' **spending and visiting habits evolve over time**

even better, you can apply our **customization filters** to this report, allowing you to see when specific groups within your audience react to your campaigns



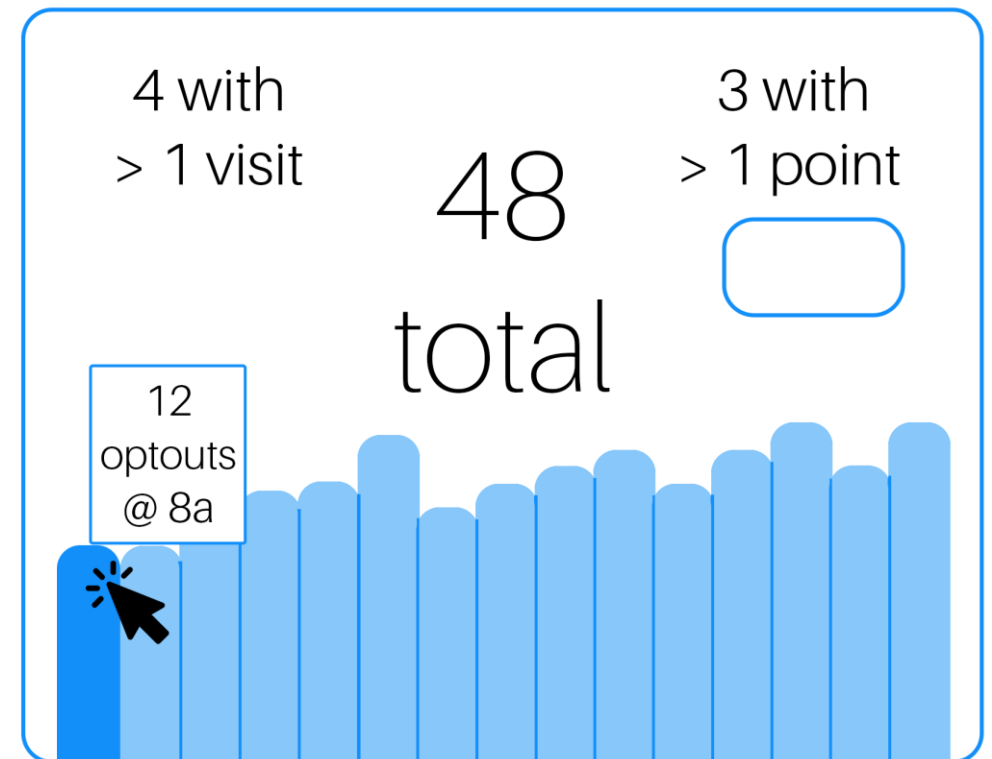
opt out reporting

keeping track of when your members are opting out is a great way to learn how you can reduce opt outs in the future. that is where this reporting feature changes the game!

with this chart, you can see:

- 🌿 **how many members** have opted out of your program
- 🌿 **how long after receiving your campaign** they opted out

we've even added the ability for you to see just how many of those members will have an impact by using the **visit filter** and **point filter** to see which of the opted-out members had over a certain amount of visits and points



thank you for using springbig

we look forward to adding even more reporting tools and features to
support your cannabis retail business

if you have any questions, please do not hesitate to contact your
springbig client success manager