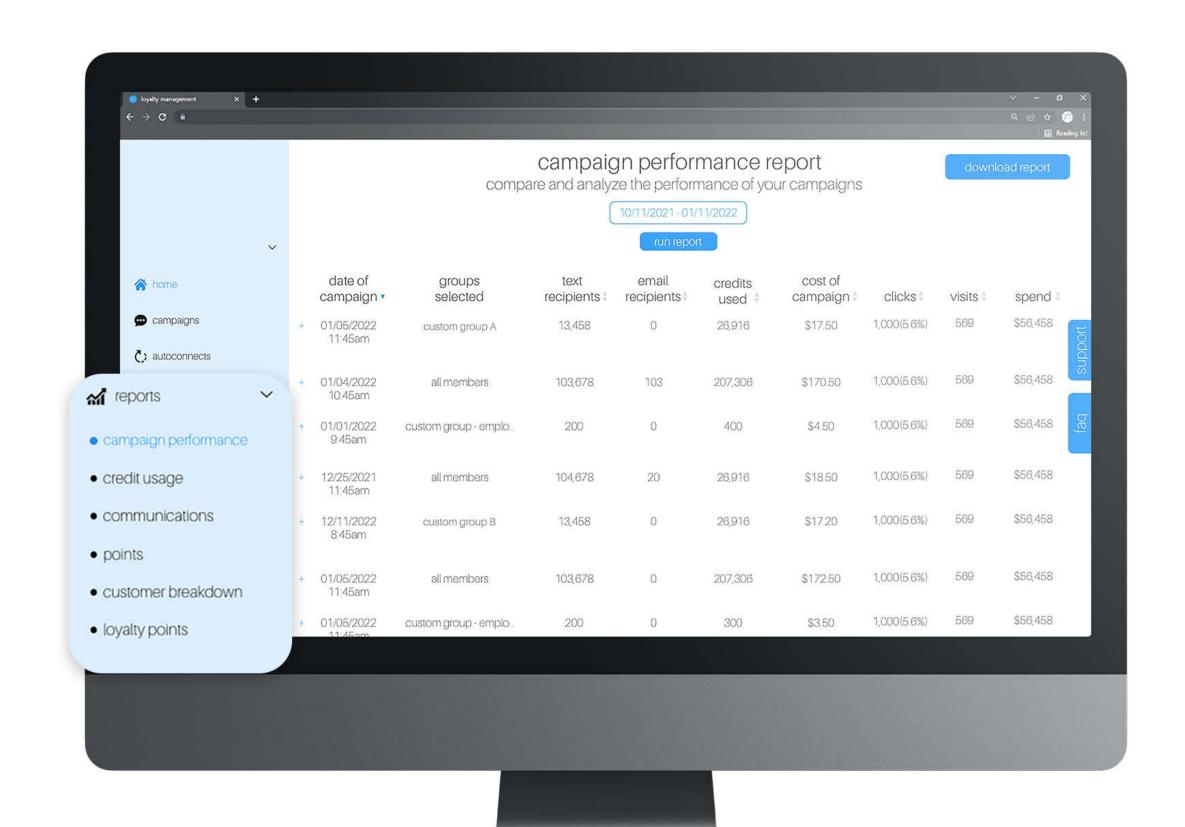
## campaign performance report springbig

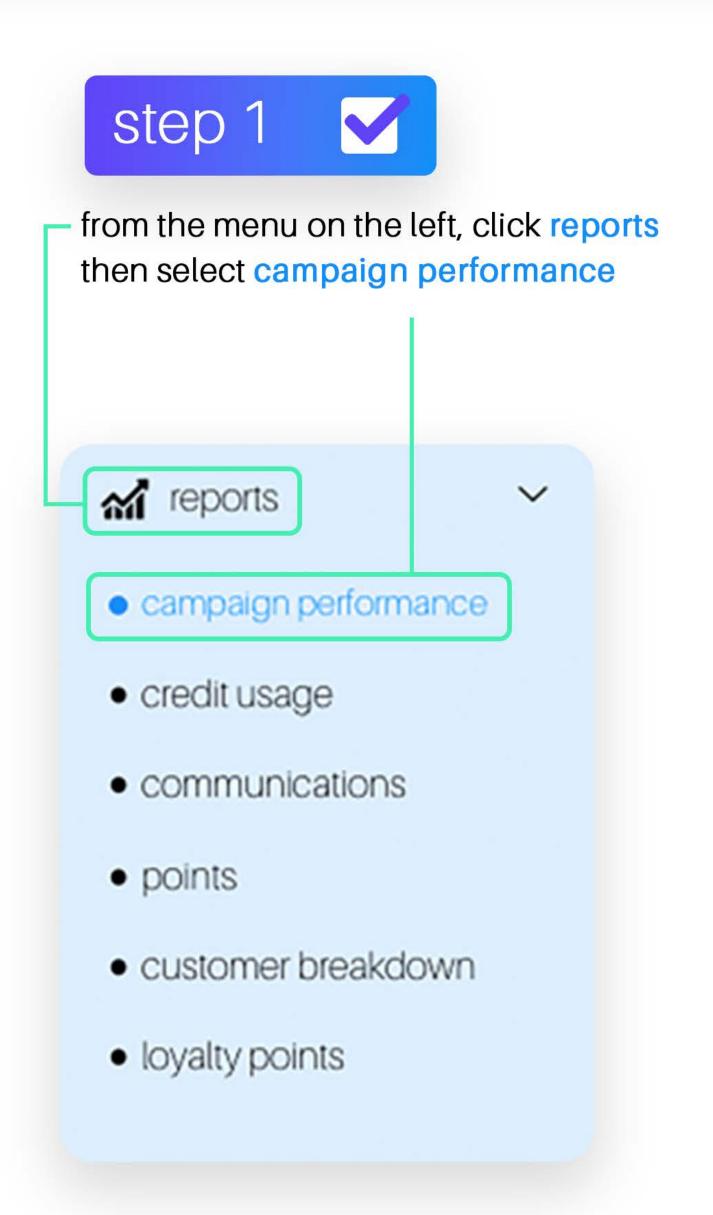




## campaign performance

with the campaign performance report, you can easily view and compare the performance of your campaigns. the main page shows the main kpi's for the most recent campaigns including groups selected, recipients for each channel (text, email), the cost of the campaigns, as well as clicks, visits, and spend generated from each campaign. by default campaigns will be sorted by date, but you can optionally sort campaigns by kpi







in the main menu, click the arrows to the right of each kpi to sort campaigns in either descending or ascending order (optional). by default campaigns will be sorted by date

text recipients	email recipients‡	credits used \$	cost of campaign \$		
13,458	0	26,916	\$17.50		
103,678	103	207,306	\$170.50		
200	0	400	\$4.50		
104,678	20	26,916	\$18.50		





to see the full report, click run report (optional):



click download report button to get a copy of the report to share with your team (optional)

download report

## campaign performance report

compare and analyze the performance of your campaigns

10/11/2021 - 01/11/2022

run report

		date of campaign •	groups selected	text recipients \$	email recipients‡	credits used \$	cost of campaign \$	clicks \$	visits \$	spend \$		
	+	01/05/2022 11:45am	custom group A	13,458	0	26,916	\$17.50	1,000(5.6%)	569	\$56,458	IDDOORT	
	+	01/04/2022 10:45am	all members	103,678	103	207,306	\$170.50	1,000(5.6%)	569	\$56,458	S T	
	+	01/01/2022 9:45am	custom group - emplo	200	0	400	\$4.50	1,000(5.6%)	569	\$56,458	fac	
	+	12/25/2021 11:45am	all members	104,678	20	26,916	\$18.50	1,000(5.6%)	569	\$56,458		
	+	12/11/2022 8:45am	custom group B	13,458	0	26,916	\$17.20	1,000(5.6%)	569	\$56,458		

## ready to get started? springbig