

springbig

your data made simple

impact report 101

the **impact report** gives cannabis retailers the ability to analyze historical customer behavior to make better decisions in developing future sales, product buying strategies, and marketing campaigns. the report compares consumer behavior before and after a selected event occurred in relation to all other customers who did not execute the selected event, allowing for retailers to see which events have the most impact on their customers, and find new ways to improve their impact in other areas. ultimately, the report will give retailers the ability to identify customer segments and develop campaigns based on those segments

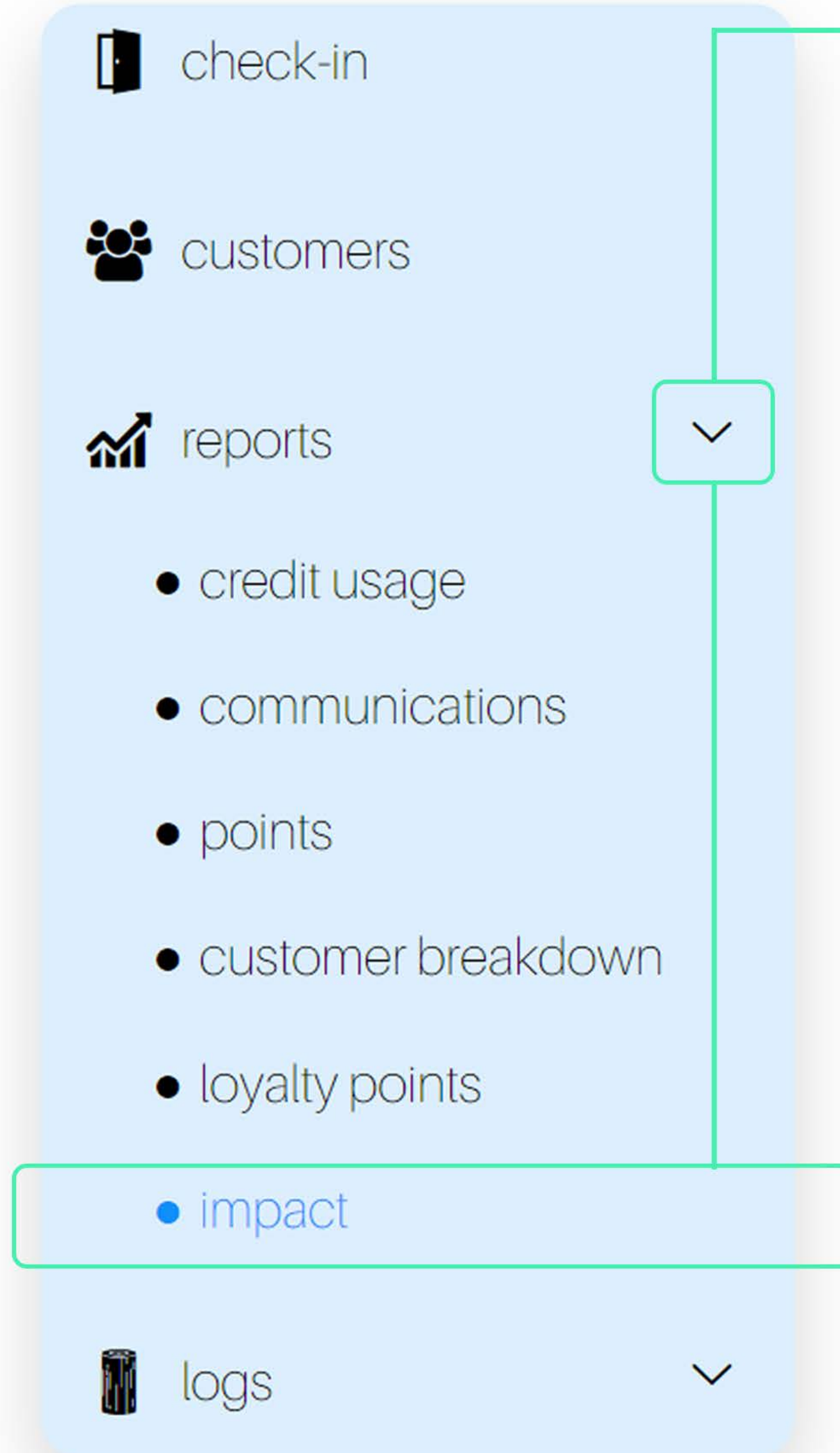
table of contents

- ✓ **page 2**- introducing the impact report
- ✓ **page 11**- your data made simple



introduction to the impact report

accessing the [impact report](#) is easy! once you're logged into your springbig account, start by opening the reports dropdown menu from the side menu of your dashboard. from the reports list, select the impact option



impact reports run

new report

in progress

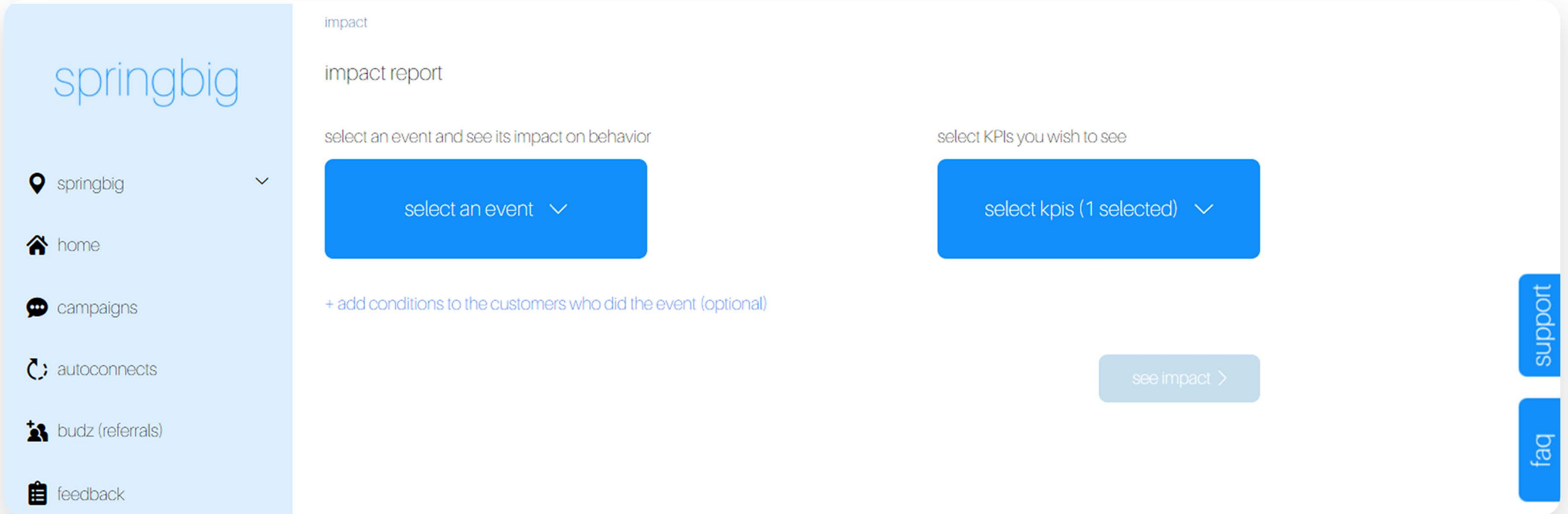
no reports currently in progress

reports

event type	event	date created
brand purchased	cheeba chews	12/29/2021 8:41 am
purchase within calendar date range	12/29/2021 - 12/31/2021	12/29/2021 8:36 am
brand purchased	cheeba chews	11/30/2021 8:21 am
purchase on day of week	monday	10/26/2021 12:42 pm
brand purchased	kushypunch	10/20/2021 10:17 am
offer redeemed	10% off over \$30	10/05/2021 12:45 pm
brand purchased	king pen	10/05/2021 9:32 am
brand purchased	kushypunch	10/05/2021 9:16 am

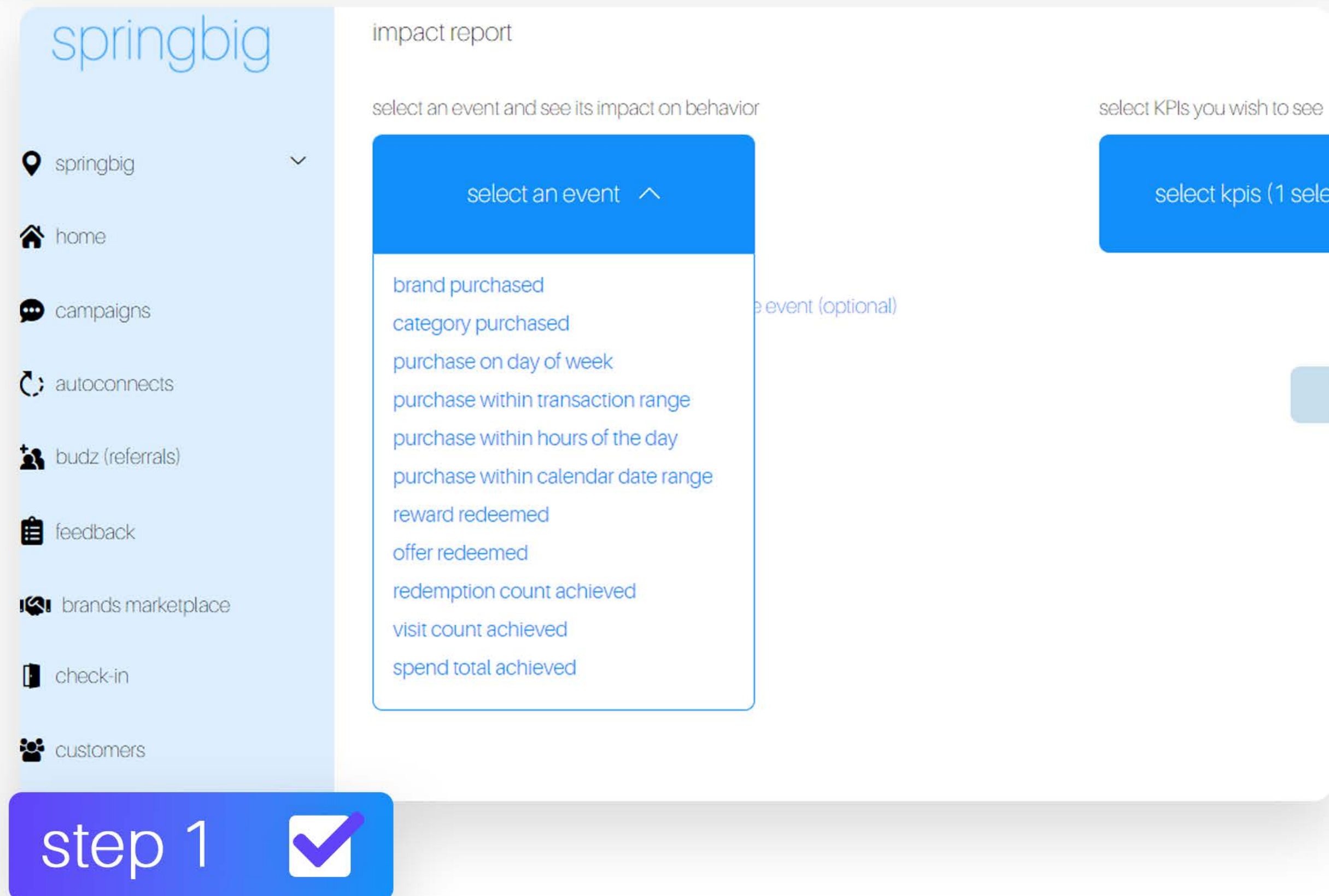
this will bring you to your [impact report index](#), where you can find any past impact report you've run, or click the [new report button](#) to start building a new report

the [impact report page](#) is very easy to navigate, with an interface designed to help make each step of creating a new report easy and intuitive



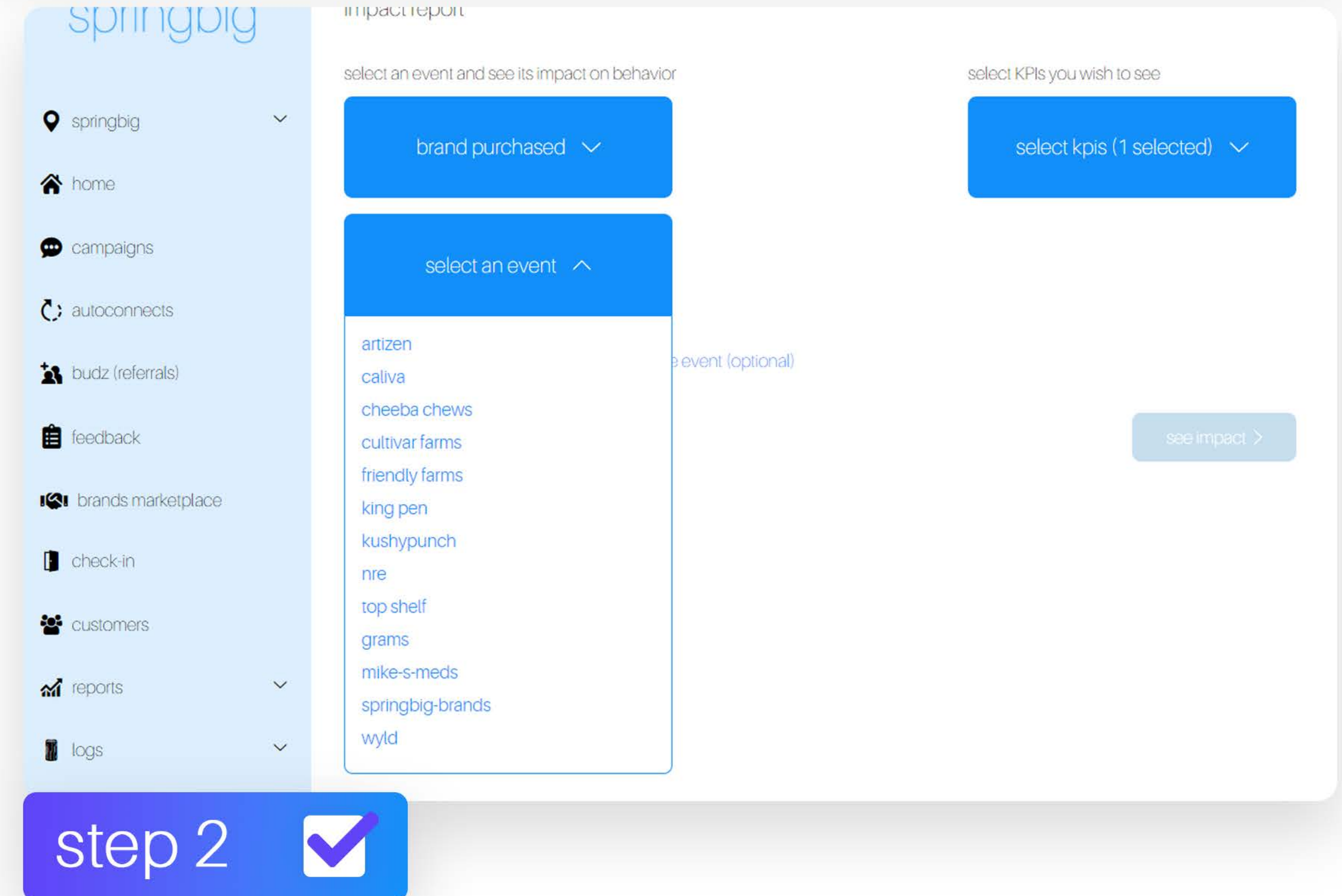
The screenshot shows the SpringBig web interface for creating an impact report. On the left is a light blue sidebar with the SpringBig logo and a navigation menu: 'springbig' (with a dropdown arrow), 'home', 'campaigns', 'autoconnects', 'budz (referrals)', and 'feedback'. The main content area has a breadcrumb trail 'impact' > 'impact report'. Below this, the instruction 'select an event and see its impact on behavior' is followed by a blue button labeled 'select an event' with a dropdown arrow. Underneath the button is a link '+ add conditions to the customers who did the event (optional)'. To the right, the instruction 'select KPIs you wish to see' is followed by a blue button labeled 'select kpis (1 selected)' with a dropdown arrow. At the bottom right of the main area is a light blue button labeled 'see impact >'. On the far right, there is a vertical blue bar with 'support' and 'faq' links.

when you start setting your events and selecting the kpis you wish to see is when this page really comes to life!



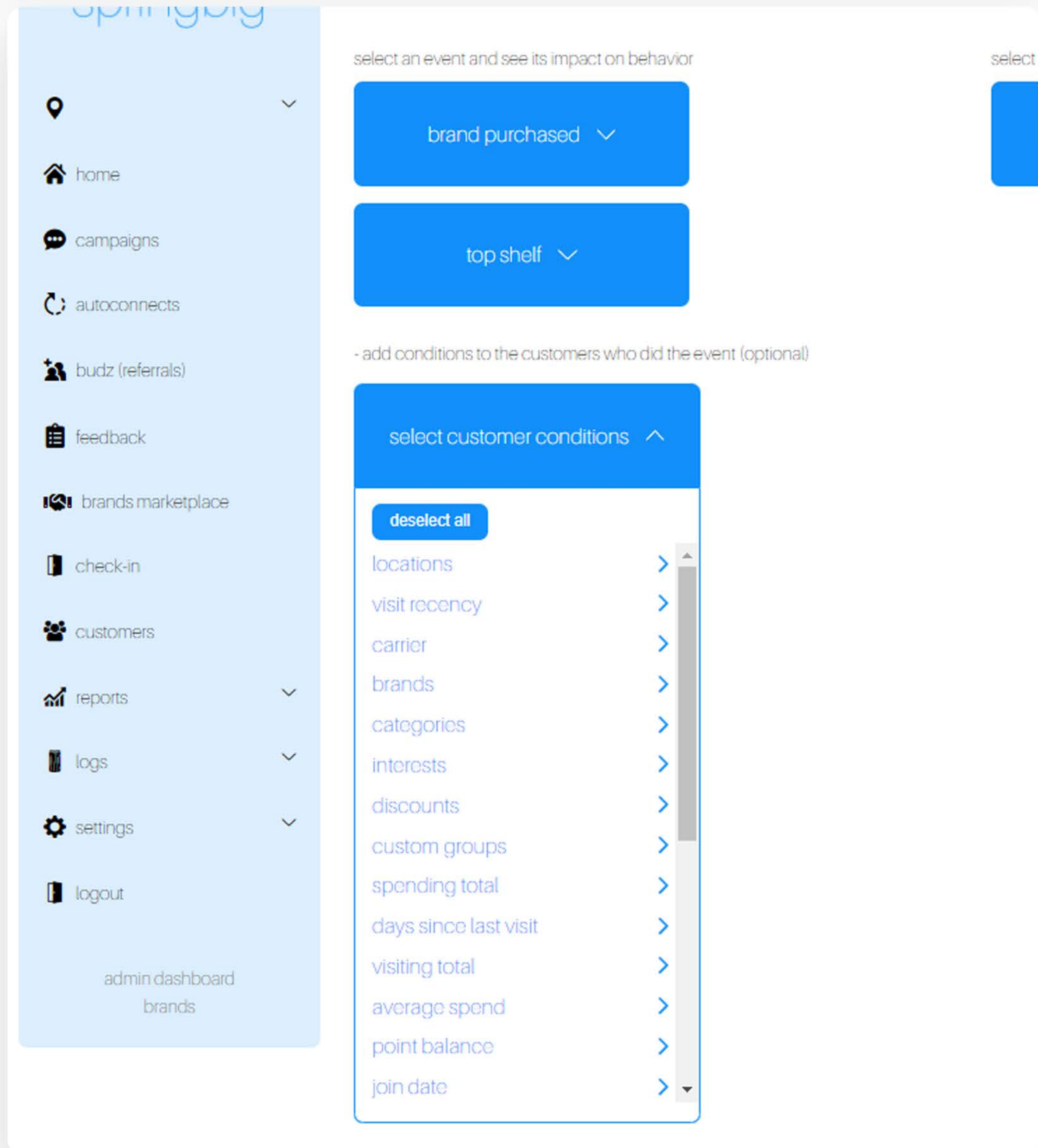
building an [impact report](#) will start by selecting an event you would like to see the impact of. to do so, click [select an event](#) to open the dropdown menu and choose from the list. events are the customer actions you want to learn more about. there are 11 events available for you to track

[for example:](#) choosing the [brand purchased](#) event will show you customer performance data before and after customers purchase the brand you choose, as well as data for those who have never purchased that brand from your store



depending on the event the you have selected for your report, you will also need to provide the details of the event you are looking for. some require you to set specific date ranges, time periods, dollar amounts, or choose from a list of options

[for example: when](#) choosing the [brand purchased](#) event you will be prompted to select a second event- indicating which brand you want to learn more about!



step 3



after selecting an event and providing the additional event details, you also have the option to set additional filtering to the audience reviewed in your impact report. to set up these conditions, click [+add conditions to the customers who did the event](#)

this will open a new dropdown menu to [select customer conditions](#). these include all of the same segmentation filters you have access to when sending your marketing text and email campaigns, including:

- | | | |
|------------------|-------------------------|-----------------------------|
| ✓ locations | ✓ days since last visit | ✓ zip code |
| ✓ visit recency | ✓ visiting total | ✓ gender |
| ✓ carrier | ✓ average spend | ✓ med/rec |
| ✓ brands | ✓ point balance | ✓ primary location |
| ✓ categories | ✓ join date | ✓ impact |
| ✓ interest | ✓ birthday | ✓ did not click on campaign |
| ✓ discounts | ✓ next visit time | ✓ clicked on campaign |
| ✓ custom groups | ✓ order type | ✓ misc |
| ✓ spending total | ✓ area code | |

impact report

select an event and see its impact on behavior

brand purchased ▾

top shelf ▾

- add conditions to the customers who did the event (optional)

select customer conditions ▾

select KPIs you wish to see

select kpis (2 selected) ^

- ☐ members
- ☒ average ticket
- ☐ total spend
- ☐ average days as member
- ☐ total visits
- ☐ average number of redemptions
- ☐ visits with event
- ☒ spend with event
- ☐ points expired
- ☐ online transactions
- ☐ referrals
- ☐ visits with redemption
- ☐ spend on visits with redemption
- ☐ opt outs
- ☐ points redeemed

step 4

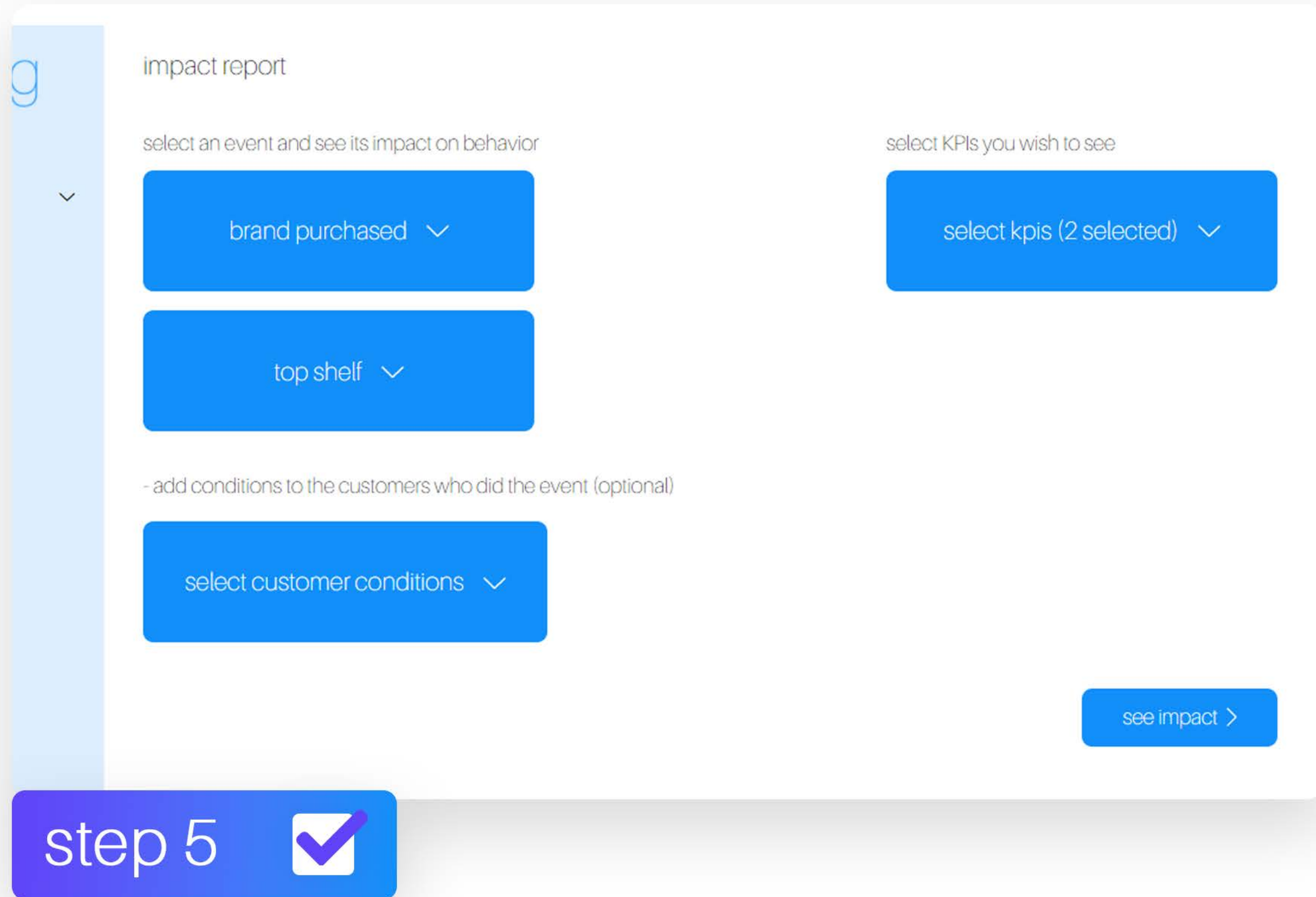
once you have selected your events and added any additional conditions to your audience, you are ready to determine the **key performance indicators** you would like to see the events impact on

by click the select KPIs option, you will open a new dropdown menu that gives you a list of available KPIs to choose from, these include:

- ✓ members
- ✓ average ticket
- ✓ total spend
- ✓ average days as member
- ✓ total visits
- ✓ average number of redemptions
- ✓ visits with event
- ✓ points expired
- ✓ online transactions
- ✓ referrals
- ✓ visits with redemption
- ✓ spend on visits with redemption
- ✓ opt outs
- ✓ points redeemed

** keep in mind, the team at springbig is constantly working to add even more powerful performance metrics for your campaigns and customers, so this list of KPI's will only continue to grow*

for example: if we want to know what customers spend when they are purchasing a specific brand, and compare it to the average ticket of customers overall. in this case, we would choose both the **average ticket** and **spend with event** KPIs



g

impact report

select an event and see its impact on behavior

brand purchased ▾

top shelf ▾

- add conditions to the customers who did the event (optional)

select customer conditions ▾

select KPIs you wish to see

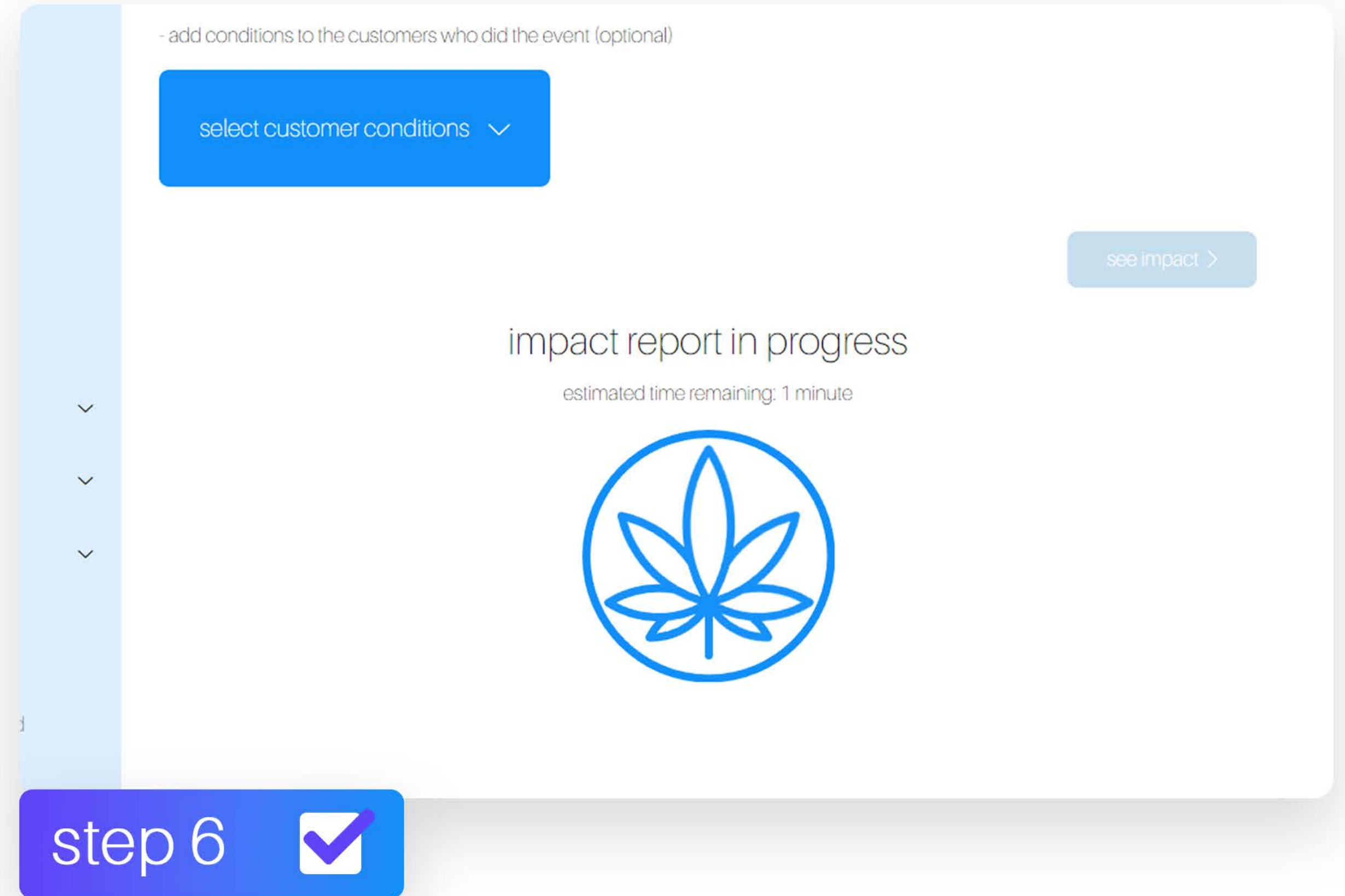
select kpis (2 selected) ▾

see impact >

step 5 ✓

once you have selected your event and provided event details, adding any conditions for additional filtering of your audience, and selected the KPIs you wish to measure the impact on, you are ready to run your report

once you've confirmed all your details, go ahead and click the [see impact](#) button



- add conditions to the customers who did the event (optional)

select customer conditions ▾

see impact >

impact report in progress

estimated time remaining: 1 minute



step 6 ✓

to help you optimize your workflow, we've included an estimated time to complete each report with the [impact report in progress](#) screen

sometimes, the size of your report or the speed of your connection may slightly delay the time it takes the springbig platform to finish generating an impact report. most reports should only take a few minutes to populate, and we are always working to enhance speeds!

congratulations! just like that, you've pulled an impact report! the next page will populate the list of KPIs you selected with the data you're looking for! in our example, the **impact report** will show what each customer who purchased the brand spent on average **before** they purchased the brand, compared to their average ticket **after** they purchased the brand, while also comparing to the average ticket of customers **who never purchased** that brand

event: brand purchased - top shelf			
date created: 12/29/2022 1:01 pm			
generate download			
	members before they purchased top shelf	members after they purchased top shelf	members who never purchased top shelf
average ticket	\$50.75	\$70.45	\$60.55
spend with event	N/A	\$9k \$120 / member	N/A

note: beause the second KPI- spend with event- is only looking at transactions with this product, it won't calculate data for the **before** or **never** categories

step 7

you can easily generate a download of this report to share with your team or keep on file! just select the [generate download](#) button at the top left of the report

event: brand purchased - top shelf

date created: 12/29/2022 1:01 pm

generate download

members before they purchased top
shelf

average ticket

\$50.75

members after they purchased top
shelf

\$70.45

members who never purchased top
shelf

spend with event

N/A

\$9k
\$120 / member

×

6.7k members who never purchased top shelf

6535 are opted in to sms

send these members a
campaign

create a group for
these members

step 8

you also have the power to see how many members make up each category of KPIs, and how many of them are opted into receive text marketing just by clicking the [category's header](#), which will display the information in a new window where you can even [send these members a campaign](#) or [create a group for these members](#) to use in later segmentation



your data made simple

the impact report was specifically designed to help merchants make the most out of their data by simplifying the way you access and leverage that data. the best place to start is by narrowing your reports down to the information that matters most to you

selecting the right criteria in your reports will allow you to get granular with your data analysis without getting overloaded with excess info

example: understanding offer performance

interested in seeing how your latest promotional offer performed? there is an easy way to get some quick, helpful data points to measure your impact:

- ✓ select the event [offer redeem](#)
- ✓ select the [specific offer](#) you want to see the impact of
- ✓ select the [KPIs](#) you want to understand, such as the [average ticket](#) and [average days as a member](#)
- ✓ select [generate download](#) to download a report on this data and share it with your team so you can better tailor your in-store offerings and understand how marketing with [springbig](#) can influence your members buying habits

impact report

select an event and see its impact on behavior

offer redeemed ▾

15% off edibles & select strains - 05/03/2019 ▾

+ add conditions to the customers who did the event (optional)

select KPIs you wish to see

select kpis (2 selected) ▾

see impact >

event: offer redeemed - 15% off edibles & select strains
date created: 1/4/2022 7:37 am

generate download

	members before they redeemed 15% off edibles & select strains	members after they redeemed 15% off edibles & select strains	members who never redeemed 15% off edibles & select strains
average ticket	\$3.97	\$33.14	\$5.63
average days as member	14.22	21.39	33.81

delete

example: day of the week performance

want to take a deeper look at performance on different days of the week for different KPIs? quickly collect the data points you want and compare these impact reports to build a more effective schedule for your marketing

- ✓ select the event [purchase on day of week](#)
- ✓ set the [day range](#) you'd like to see the impact on
- ✓ select the [KPIs](#) you want to understand, such as the [average ticket](#) and [total visits](#)
- ✓ compare the data points for each KPI to determine which day you want to focus your marketing on- either to take advantage of a day that already performs well, or to try and create a much needed boost on a day with a below average performance

note: you could even add [additional conditions](#) to your report, like selecting a specific [location](#) to see which stores perform better on certain days

	members before they purchased on monday	members after they purchased on monday	members who never purchased on monday
average ticket	\$23.32	\$18.19	\$8.74
total visits	266 1.19 / member	265 1.18 / member	1.25 k 0.29 / member

	members before they purchased on saturday	members after they purchased on saturday	members who never purchased on saturday
average ticket	\$18.52	\$21.42	\$8.32
total visits	239 0.85 / member	345 1.22 / member	1.14 k 0.27 / member

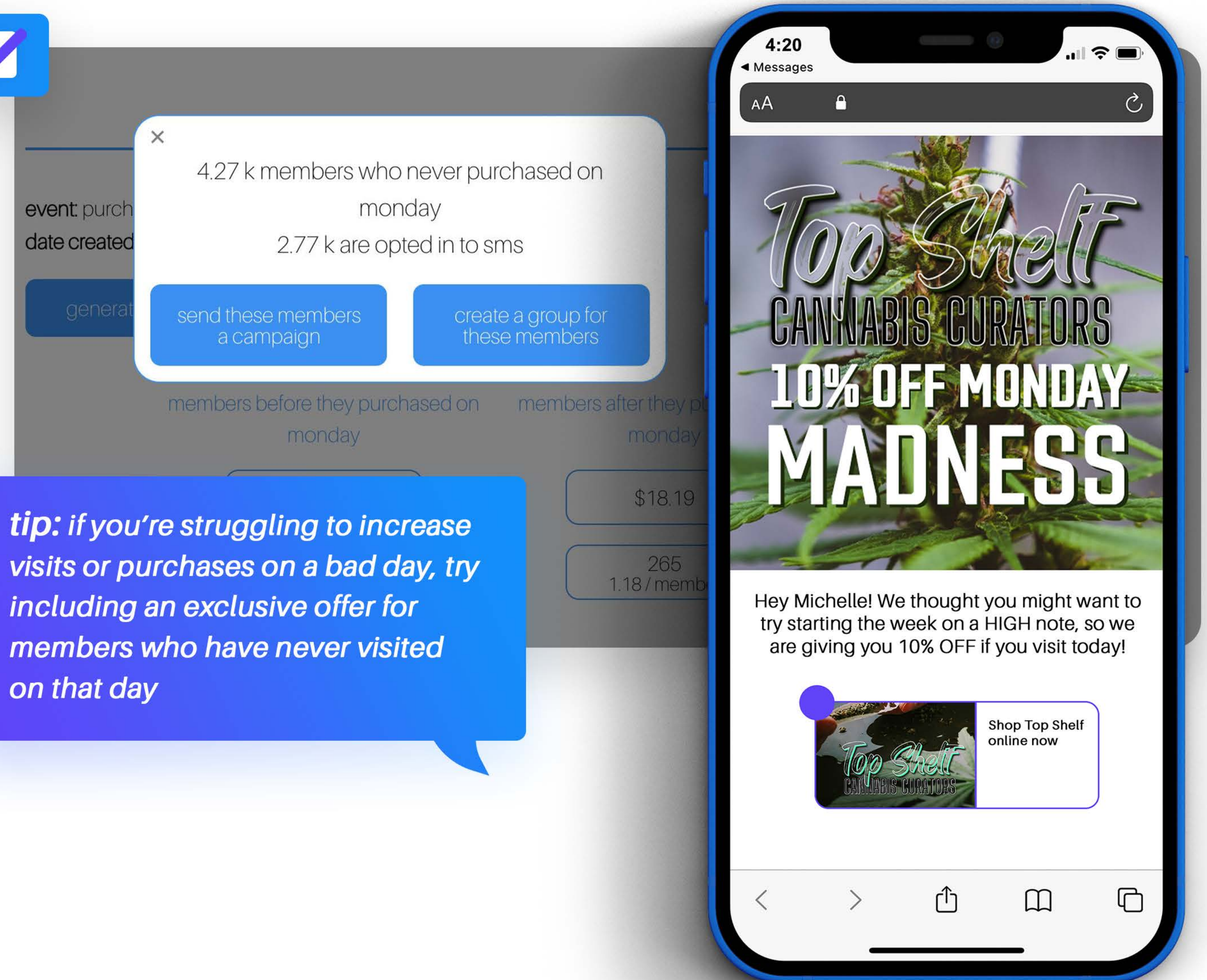
take action on the day of the week data

once you've established which days are slower, remember you can easily create a new group of members from your impact report to retarget later

slow on Mondays? you can create a new custom group for all members who have never visited on a Monday and send them a targeted campaign right from the [impact report](#) to try and get them to visit at the beginning of the week!

- ✓ help increase business on the days you want to improve
- ✓ build even more hype around your better performing days
- ✓ better understand the natural flow of your customers in your store

tip: if you're struggling to increase visits or purchases on a bad day, try including an exclusive offer for members who have never visited on that day



experience is the best way to learn

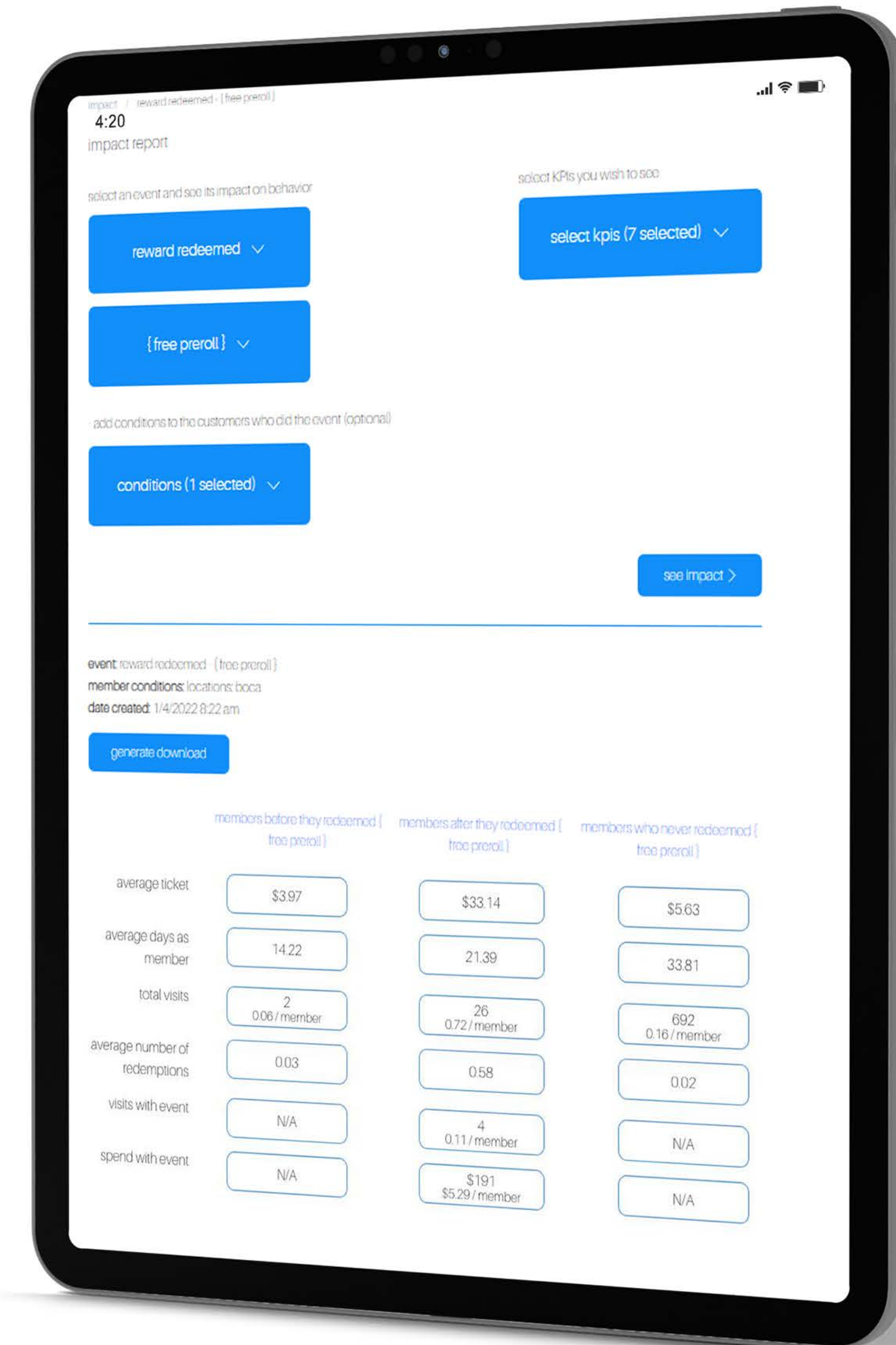
there are plenty of combinations of events, conditions, and KPIs that you can examine with the [impact report](#) to help you better understand how certain factors influence the behaviors of your most valuable, highest-spending cannabis customers, and we often find that the best way to learn how your unique business can benefit from this tool is by using it yourself!

more enhancements on the way

we at springbig believe this tool is so powerful that we are already working on exciting enhancements to add deeper insights and easy new ways to pull even more data and give you even more options to customize your reports, so keep an eye out!

still have questions on how to get the most out of your impact report?

don't hesitate to contact your dedicated [client success manager](#) to get further insight and start really measuring and maximizing your impact!





ready to get started?