

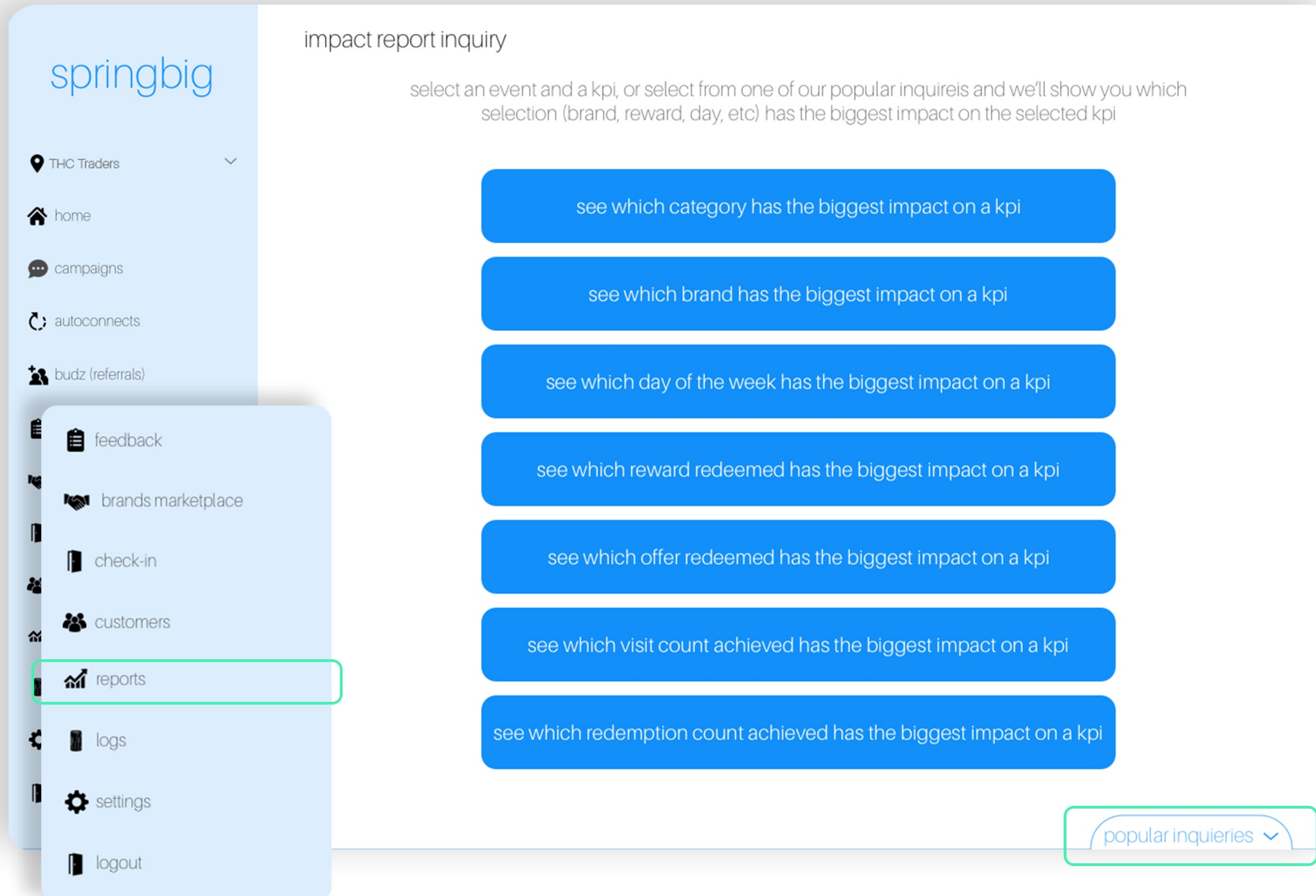
popular inquiries
presets guide

springbig 



popular inquiries

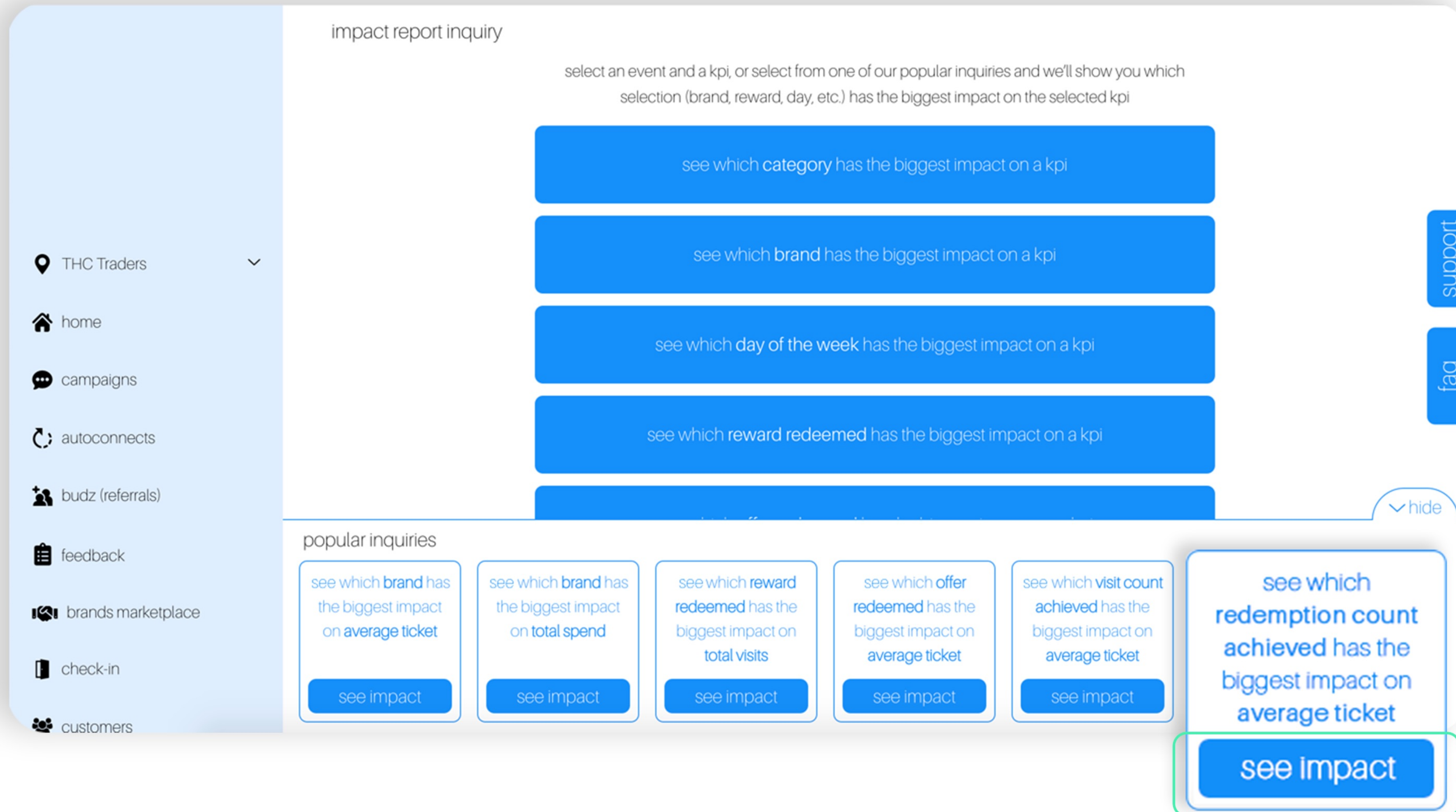
is a powerful tool that allows you to view the impact of specific events on your customers whether that be the impact of campaigns, discounts you've sent, or even the items that customers have purchased. now with the **popular inquiries** tab, you can now easily see the most popular inquiry reports being run and run them yourself to generate quick insights



step 1



open the impact report page by clicking [reports](#) > [impact](#). once there, at the bottom of the screen will be a small tab labeled [popular inquiries](#)



impact report inquiry

select an event and a kpi, or select from one of our popular inquiries and we'll show you which selection (brand, reward, day, etc.) has the biggest impact on the selected kpi

see which category has the biggest impact on a kpi

see which brand has the biggest impact on a kpi

see which day of the week has the biggest impact on a kpi

see which reward redeemed has the biggest impact on a kpi

see which offer redeemed has the biggest impact on a kpi

popular inquiries

see which brand has the biggest impact on average ticket

see impact

see which brand has the biggest impact on total spend

see impact

see which reward redeemed has the biggest impact on total visits

see impact

see which offer redeemed has the biggest impact on average ticket

see impact

see which visit count achieved has the biggest impact on average ticket

see impact

see which redemption count achieved has the biggest impact on average ticket

see impact

step 2



click on the **popular inquiries** tab. once clicked, a widget will appear that displays a number of the most popular impact reports being run within springbig

to run one of the reports yourself, simply click the **see impact** button within the report you would like to run and wait for it to finish processing

THC Traders

home

campaigns

autoconnects

budz (referrals)

feedback

brands marketplace

impact report inquiry

select an event and a kpi, or select from one of our popular inquiries and we'll show you which selection (brand, reward, day, etc.) has the biggest impact on the selected kpi

see which redemption count achieved has the biggest impact on a kpi

average ticket

see impact >

average ticket for members before they achieved

average ticket for members after they achieved

8 redemptions	\$1.52k	\$1.96m
7 redemptions	\$1.55k	\$1.95m
10+ redemptions	\$41.9k	\$1.93m
6 redemptions	\$2.8k	\$1.7m
5 redemptions	\$3.87k	\$1.61m

support

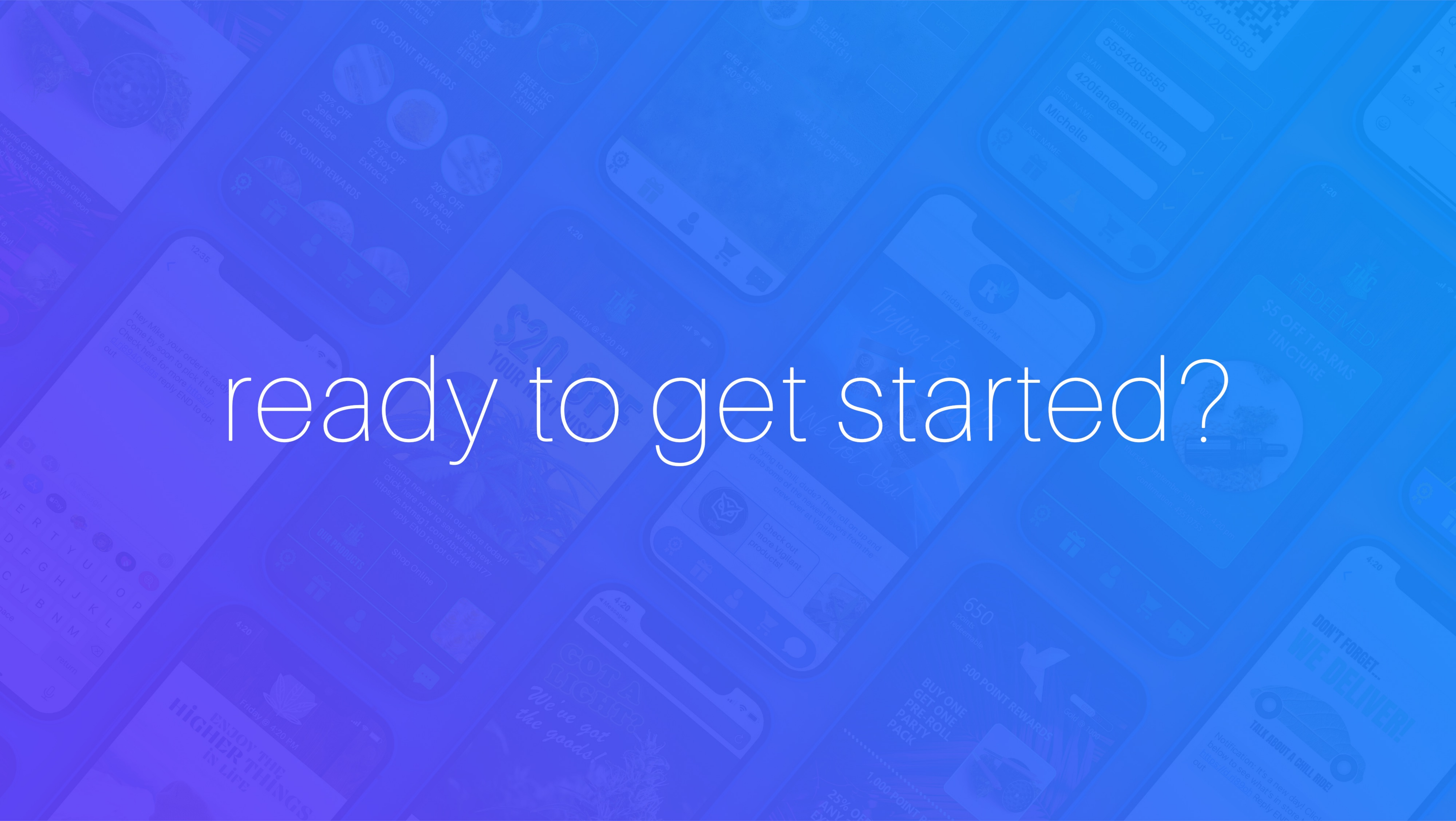
faq

step 3



once the report has finished processing, a report similar to the example shown here will appear

note: if you'd like to quickly edit the parameters of the report, use the dropdowns to quickly edit them and once finished click [see impact](#)



ready to get started?