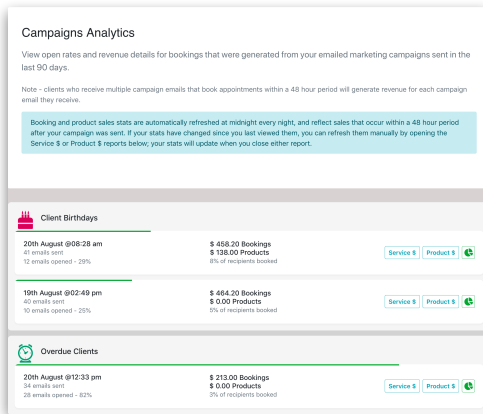


Campaigns Analytics shows your information for your emailed campaigns. You can view open rates and revenue details for bookings that were generated from your emailed marketing campaigns that were sent in the past 90 days.

## Overview

1. From the SalonBiz Central side bar, click Campaigns, then Analytics. The Campaigns Revenue report will automatically load and show you an overview of your campaign data.

- Each section of the report is dedicated to a different campaign - Client Birthdays, First Visits, Overdue Clients, and Top Spenders.
- Each time you run an email campaign, a new row of data will be generated in that campaign's section on the report.
- Within each row on the report, you will find the following data for your campaign:
  - ◉ The time and date when the campaign was run
  - ◉ How many emails the campaign sent
  - ◉ How many clients opened the email that they received
  - ◉ An estimate of how many dollars in service revenue that the campaign generated (based on the amount of clients who opened the email and booked an appointment within 48 hours of opening)
  - ◉ An estimate of how many dollars in product revenue that the campaign generated (based on the amount of clients who opened the email and purchased a product within 48 hours of opening)
  - ◉ A percentage of how many clients booked an appointment within 48 hours of opening the email
  - ◉ A green or red line giving a visual indicator of how many emails were opened from the campaign. The line will turn green once 20% (an industry standard open rate) of clients have opened their campaign email.



- Note - Booking and product sales statistics are automatically refreshed at midnight every night, and reflect sales that occur within a 48 hour period after your campaign was sent. If your stats have changed since you last viewed them, you can refresh them manually by opening the Service \$, Product \$ or Revenue Charts popups next to each campaign; your stats on the main page will update when you close the popups. Service revenue is a projection based on appointments placed on the book, not appointments checked out. Product revenue is taken directly from processed tickets containing products.

## Booking Details

1. Next to each campaign, there are Service \$, Product \$ and Chart buttons. Click Service \$ or Product \$ to view detailed information about each campaign. All data in the details popups is based on clients who booked an appointment or purchased a product within 48 hours of opening their campaign email. Filters for each popup will save between viewings of the Analytics report.

2. The data available in the Service \$ popup is:

- Total service revenue generated from the campaign
- Total number of appointments booked
- Total number of services booked
- Client email address
- The time and date that the client booked their appointment
- The price of the service that the client booked
- The name of the service that the client booked
- The staff member who the client booked with
- The client's appointment date and time
- A filter drop down, allowing you to filter your results by category

3. The data available in the Product \$ popup is:

- Total product revenue generated from the campaign
- Number of customers who purchased product
- Number of distinct product ticket line items
- Client email address
- The time and date that the client purchased the product
- The price of the product that the client purchased
- The name of the product that the client purchased
- The staff member who sold the product to the client
- A filter drop down, allowing you to filter your results by category

4. The data available in the Revenue Charts popup is:

- Total number of emails opened
- Pie charts for number of emails opened vs number of clients who booked after opening their email
- Bar charts showing campaign service or product revenue, with each bar representing a different service or product category

*Clients who receive multiple emails from different or repeating campaigns and book within a 48 hour period will show reported revenue for each email.*

Customer	Booking Time	Price	Service	Staff	Appt date
nathan.williams@neiltech.com	21st May @11:01 am	\$55.00	Color Balance	Vivian Meyers	31st May @10:00 am
nathan.williams@neiltech.com	21st May @12:24 pm	\$35.00	Men's Cut	Gena Williamson	21st May @01:00 pm
nathan.williams@neiltech.com	21st May @12:24 pm	\$35.00	Men's Cut	Gena Williamson	22nd May @01:45 pm
nathan.williams@neiltech.com	22nd May @10:10 am	\$20.00	Childrens Cut	Drake King	22nd May @09:00 am
nathan.williams@neiltech.com	22nd May @01:13 pm	\$45.00	Woman's Cut	Sophy Coax	22nd May @10:15 am

