

Boingnet Standard Reports

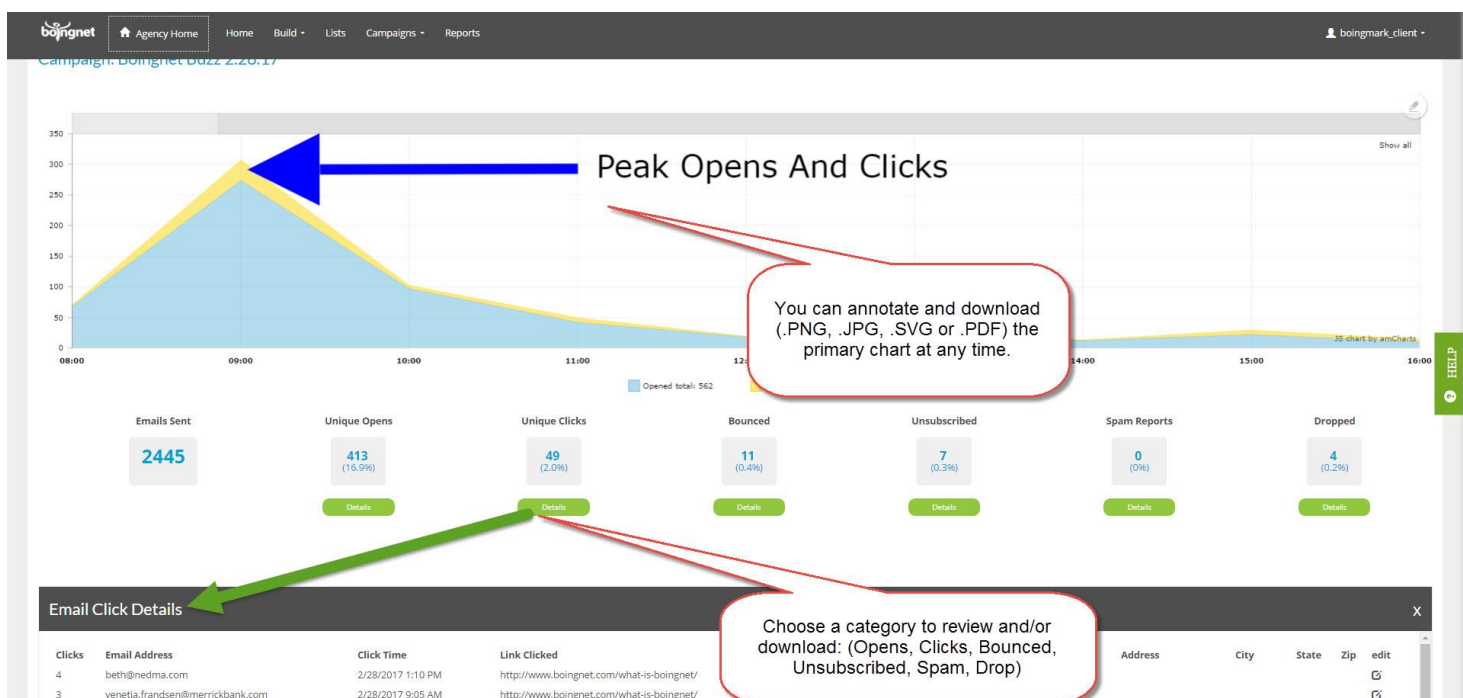
Boingnet Email Reports capture full detail from your campaigns & give you the ability to download everything into .CSV files

Email Campaigns (Blasts & Campaign Drips)


<u>Data Type</u>	<u>Summary</u>	<u>Detail & Download to .CSV</u>
Emails Sent	X	X
Unique Opens	X	X
Unique Clicks	X	X
Bounced	X	X
Unsubscribed	X	X
Spam Reports	X	X
Dropped (Soft Bounce)	X	X
Drip Nurture Steps	X	X

Email Broadcasts

The primary chart (below, and in most reports) can be modified at any time:



Drip Nurture Campaigns


Drip Nurturing Campaign Report


Campaign View
Drip Step Details

Whitepaper Content Drip

Blog Post - 3 Easy Ways To Track Direct Mail Response	43 leads entered the step	View	Download
	41 leads met the step criteria	View	Download
	14 leads opened the drip email	View	Download
	5 leads clicked the drip email	View	Download

Day 8 - [CASE STUDY] - PGI Drives Direct And Digital With PURLs	39 leads entered the step	View	Download
	39 leads met the step criteria	View	Download
	14 leads opened the drip email	View	Download
	7 leads clicked the drip email	View	Download

Day 11 - Download A PURL Marketing Data Sheet	32 leads entered the step	View	Download
	32 leads met the step criteria	View	Download
	12 leads opened the drip email	View	Download
	3 leads clicked the drip email	View	Download


Whitepaper Content Drip

Blog Post - 3 Easy Ways To Track Direct Mail Response
43 leads entered the step

First Name	Last Name	Email Address	Company	Email Status	VarField1	VarField2
Angie	Lewis	angie@ally-press.com	Allerga	0	Driving consideration	Adwords
Shireen	Holden	shireen.holden@bcbssc.com	BlueCross BlueShield of South Carolina	0	traffic.customer attraction	Adwords
Jordanah	Holtechuk	jordanah.holtechuk@canadapost.ca	Canada Post	0	Integrated data	LinkedIn
JF	Jasmin	jean-francois.jasmin@canadapost.ca	Canada Post	0	None. In Sales, simply curious.	LinkedIn
Robin	Detrich	robindetrich@verizon.net	Forever Living Products	0	connecting direct mail with our Salesforce	Facebook
je	Li	amyljlee@fip.com	S&S Worldwide	0		LinkedIn
Kathleen	Knapp	knapp@rose.com	Survey Monkey	0		Organic
Steven	Renaud	steven@surveymonkey.com	adroll	0		LinkedIn
sarah	cunningham	sarah.cunningham@adroll.com	ABC Dee	0		LinkedIn
Jennifer	Forbes	jennifer@tigerfinancial.com	Hochhauser Creative Solutions	9		Facebook
Jay	Kerly	webmustang@gmail.com	AccessMobility24	0		Adwords
Nancy	Hochhauser	nancy@hcsync.com	Biz Dev Prospects	0		Organic
William	Cox	bill@accessmobility24.com	Biz Dev Prospects	0		
David	Snow	david@snowusa.net		0		
Julian	Pace	jpaceky@gmail.com		0		
Julian	Pace	jpaceky@gmail.com		0		
Lillian	Pace	lpaceliv@gmail.com		0		

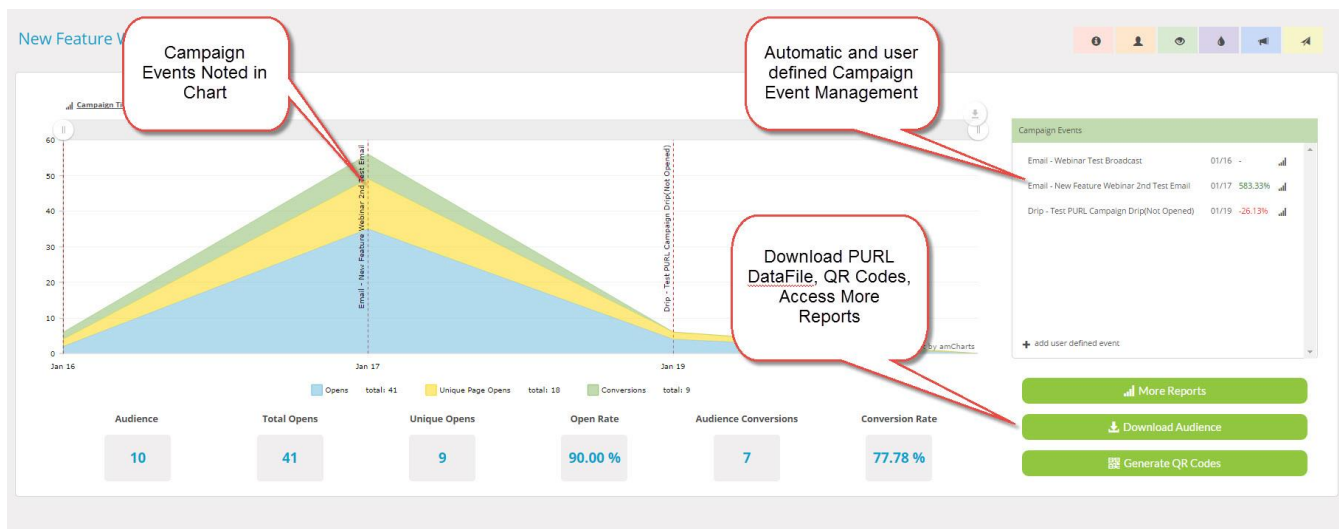
Day 11 - Download A PURL Marketing Data Sheet
32 leads entered the step
32 leads met the step criteria
12 leads opened the drip email
3 leads clicked the drip email

Day 14 - [WEBINAR] - Boingnet
29 leads entered the step

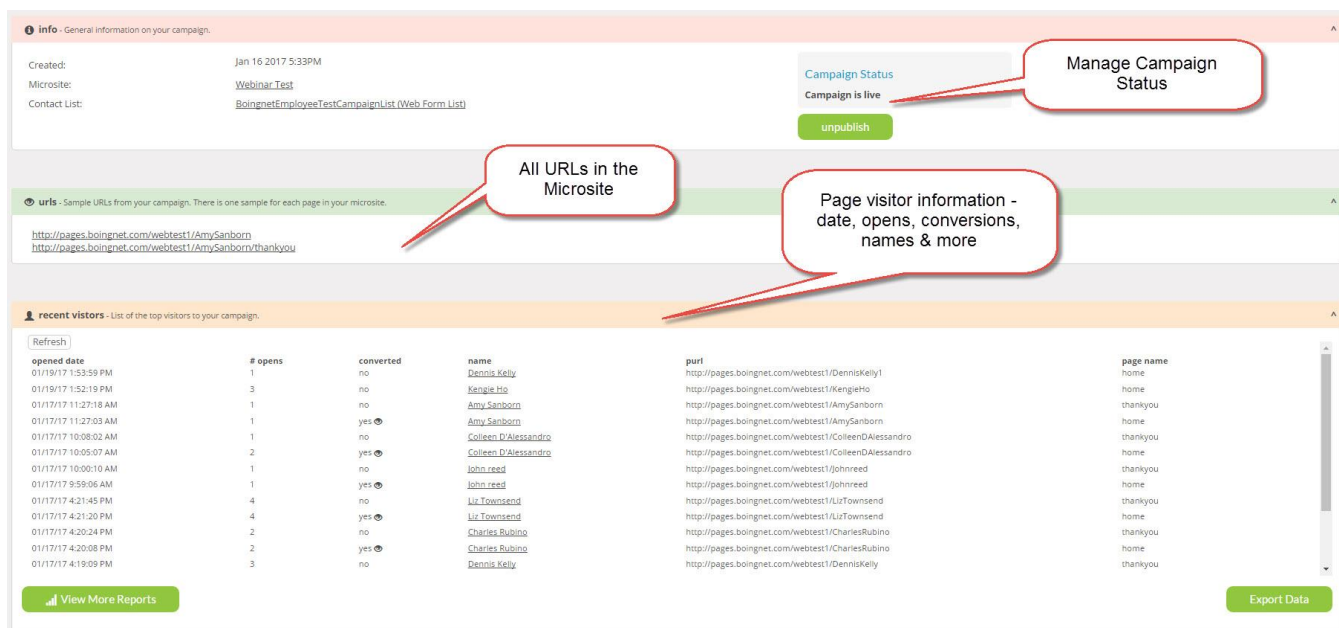
Pages (PURL & Lead Generation)

Boingnet Page Reporting has several choices to give different viewpoints into the performance of your campaigns. Your go-to spot is the campaign dashboard.

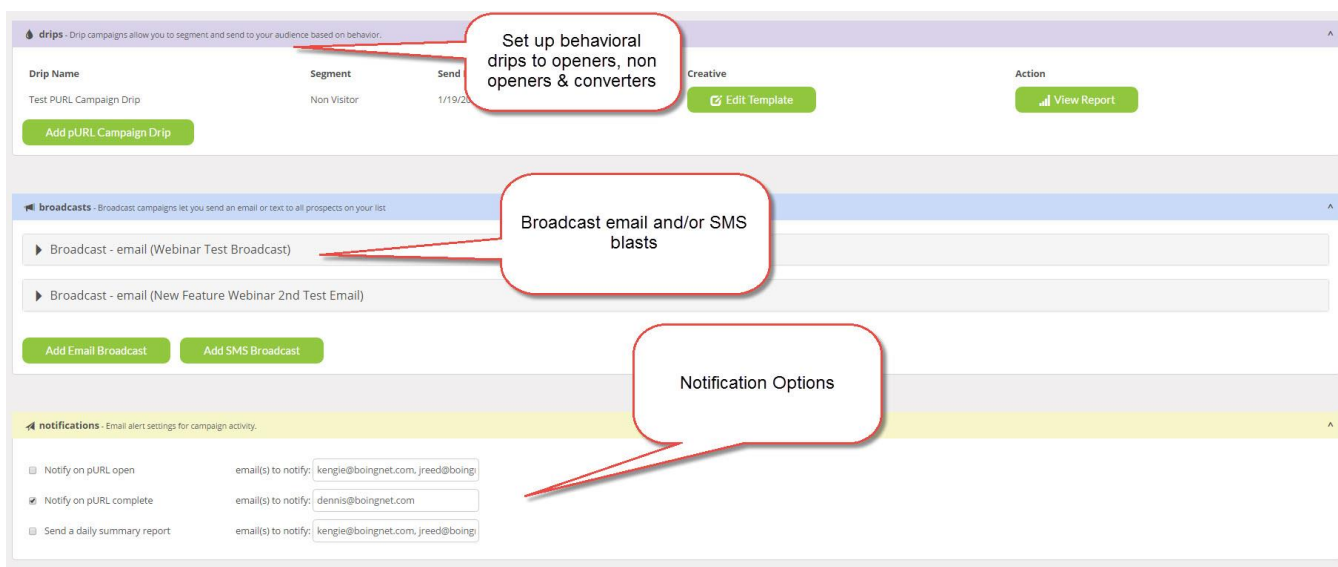
The top chart will show overall activity and “events” that you define



The middle of the dashboard gives you control over the campaign, along with real time page & visitor information – who has opened which pages, how many times & more.



The bottom panel of the Personalized and Lead Generation Campaign Dashboards gives you options to set up segmented Drip Campaigns (to Non Openers, Openers or Converters) along with broadcast email and SMS set up. You can also configure notifications and summary reporting options:

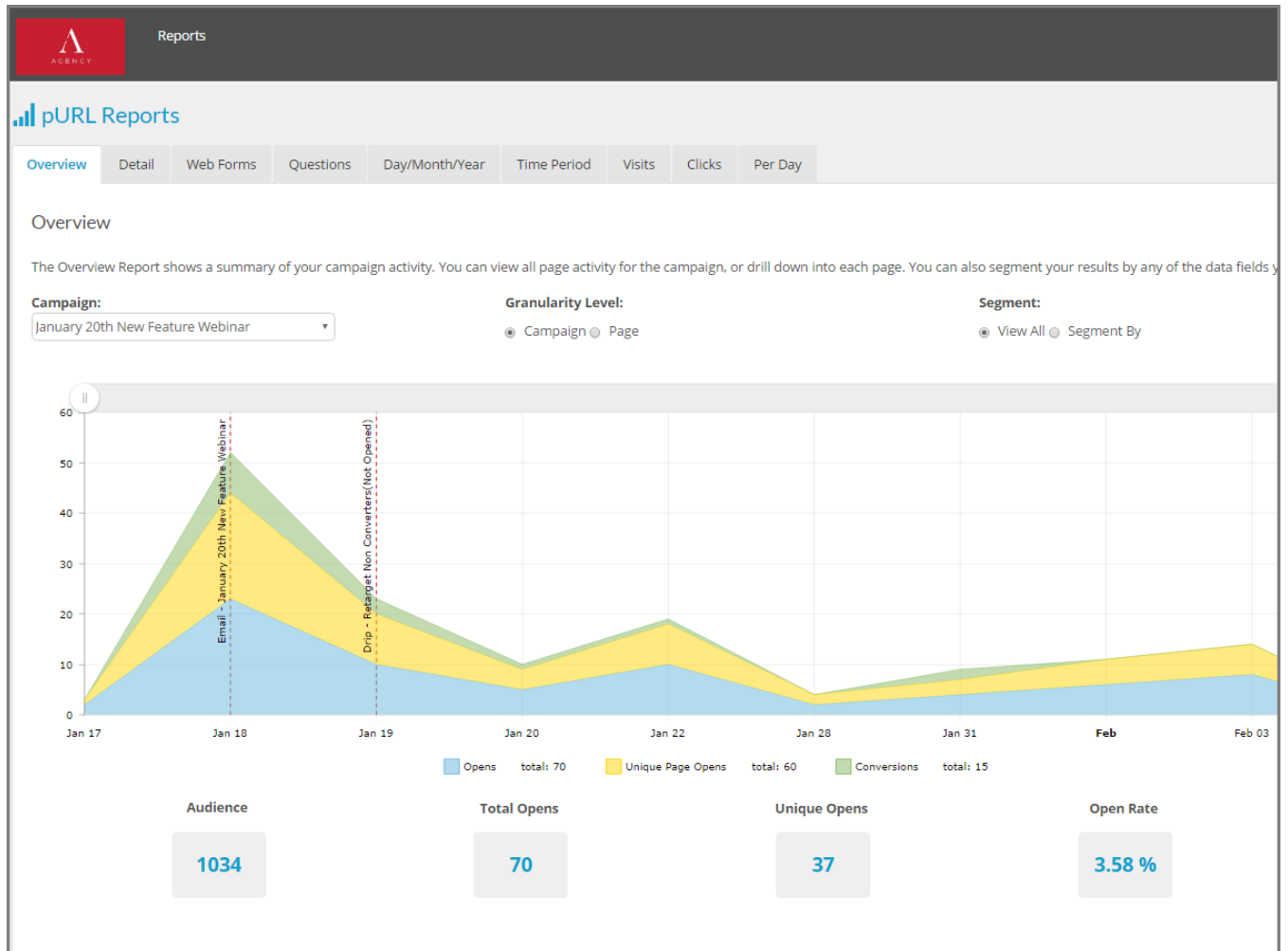


The screenshot displays the Boingnet interface with three main sections: **drips**, **broadcasts**, and **notifications**. Each section has a callout box pointing to its content.

- drips**: A section titled "Drip campaigns allow you to segment and send to your audience based on behavior." It contains a table with columns: Drip Name, Segment, Send, Creative, and Action. The table lists "Test PURL Campaign Drip" with Segment "Non Visitor" and Send date "1/19/23". Below the table is a green button "Add pURL Campaign Drip". A callout box points to the "Send" column with the text: "Set up behavioral drips to openers, non openers & converters".
- broadcasts**: A section titled "Broadcast campaigns let you send an email or text to all prospects on your list". It contains two rows of broadcast campaigns: "Broadcast - email (Webinar Test Broadcast)" and "Broadcast - email (New Feature Webinar 2nd Test Email)". Below these are two green buttons: "Add Email Broadcast" and "Add SMS Broadcast". A callout box points to the broadcast list with the text: "Broadcast email and/or SMS blasts".
- notifications**: A section titled "Email alert settings for campaign activity." It contains three rows of notification settings:
 - ☐ Notify on pURL open: email(s) to notify: kengle@boingnet.com, jreed@boingnet.com
 - ☒ Notify on pURL complete: email(s) to notify: dennis@boingnet.com
 - ☐ Send a daily summary report: email(s) to notify: kengle@boingnet.com, jreed@boingnet.com
 A callout box points to this section with the text: "Notification Options".

Reporting is real-time in the Boingnet interface, while integration with 3rd party reporting is available. We develop batch and API driven reporting systems for clients on an as needed basis.

Agency Edition Clients distribute a unique domain to their clients so that they see only the brand of the Agency (below Overview Report Example).



Boingnet Standard Page Reports

Report

Overview Report

Total Page Views, Opens, Unique Opens, Open Rate, Conversions, Conversion Rate, Most Active Date

Detail (pURL only)

Name, Page, pURL, Open Date/Time, Details 1.) Activity - Day/Time of each page opened and if converted. 2.) Form data submitted

Web Form

Simple download to .CSV of all form data submitted

Questions (Surveys)

Pie Chart, Totals and % of answers to survey questions

Day/Month/Year

Bar Chart of Opens & Conversions across days in month, months in years, or across multiple years

Time Period

Table and Bar Chart Comparison of Two Time Periods. Will show visits, unique visits, conversions and clicks across the two periods.

Visits

Report for "Campaign Groups". Campaign Groups let you combine separate campaigns for reporting comparison

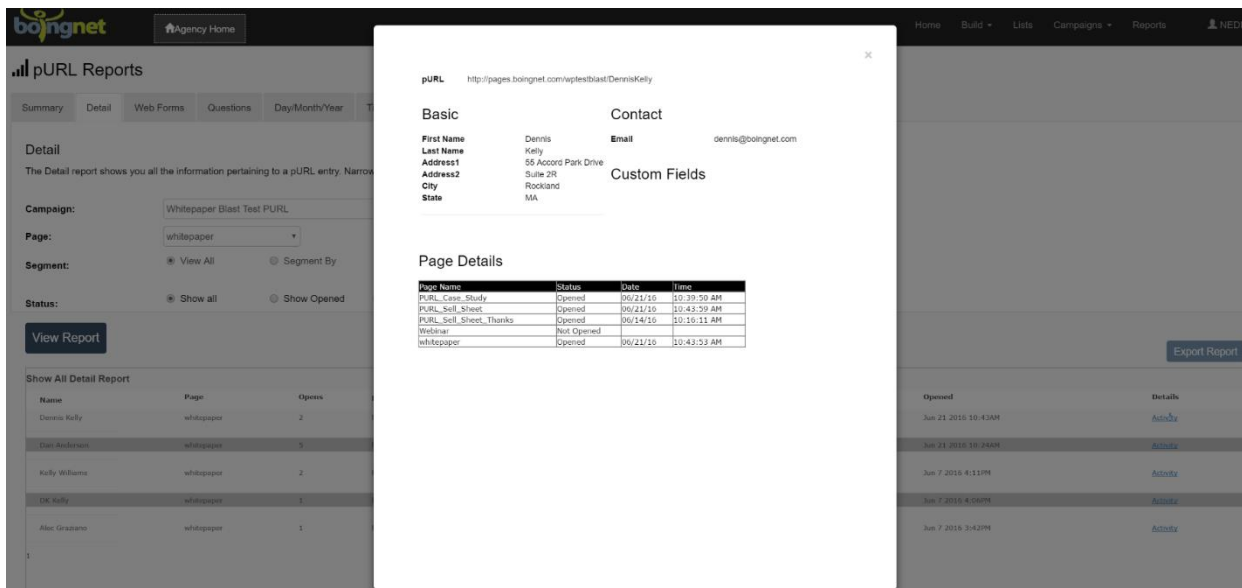
Clicks

Click tracking. For each link, will show total clicks, visits, visit to click rate, unique clicks, unique visits, unique visit to click rate

Per Day

Will show total visits per day over any range of dates, table and bar chart format

Detail Report Example



The screenshot displays the Boingnet pURL Reports interface. On the left, a sidebar shows navigation options: Summary, Detail (selected), Web Forms, Questions, Day/Month/Year, and Time Period. The main content area is titled "pURL Reports" and shows a "Detail" report for the pURL "http://pages.boingnet.com/wptestblast/DennisKelly".

The report is divided into sections: Basic, Contact, Custom Fields, and Page Details. The Page Details section contains a table with the following data:

Page Name	Status	Date	Time
PURL_Case_Study	Opened	06/21/16	10:35:50 AM
PURL_Sell_Sheet	Opened	06/21/16	10:43:59 AM
PURL_Sell_Sheet_Thanks	Opened	06/14/16	10:10:11 AM
Webinar	Not Opened		
Whitepaper	Opened	06/22/16	10:43:53 AM

Below the table, there is a "Show All Detail Report" section with a table listing all detail reports. The table has columns for Name, Page, and Opens. The data is as follows:

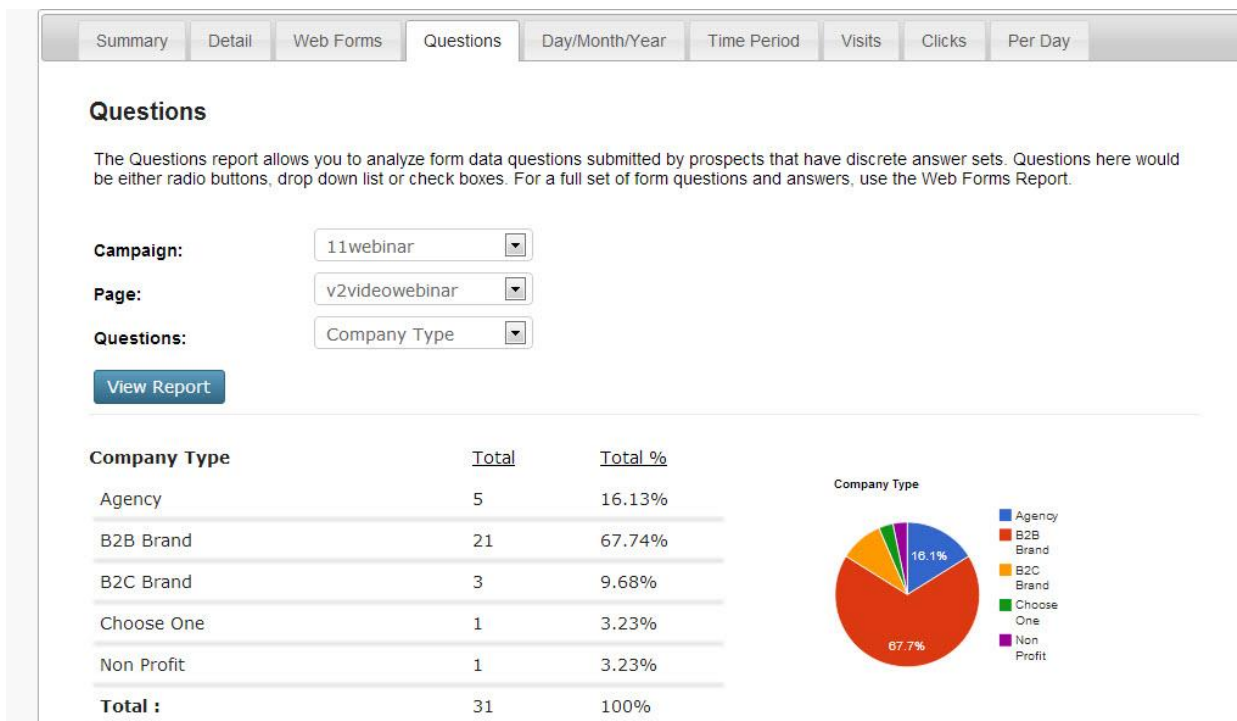
Name	Page	Opens
Dennis Kelly	whitepaper	2
Dan Anderson	whitepaper	1
Kelly Williams	whitepaper	2
DK Kelly	whitepaper	1
Alan Grubbs	whitepaper	1

On the right side of the interface, there is a "Details" section with a table showing the "Opened" status and "Details" link for each report. The data is as follows:

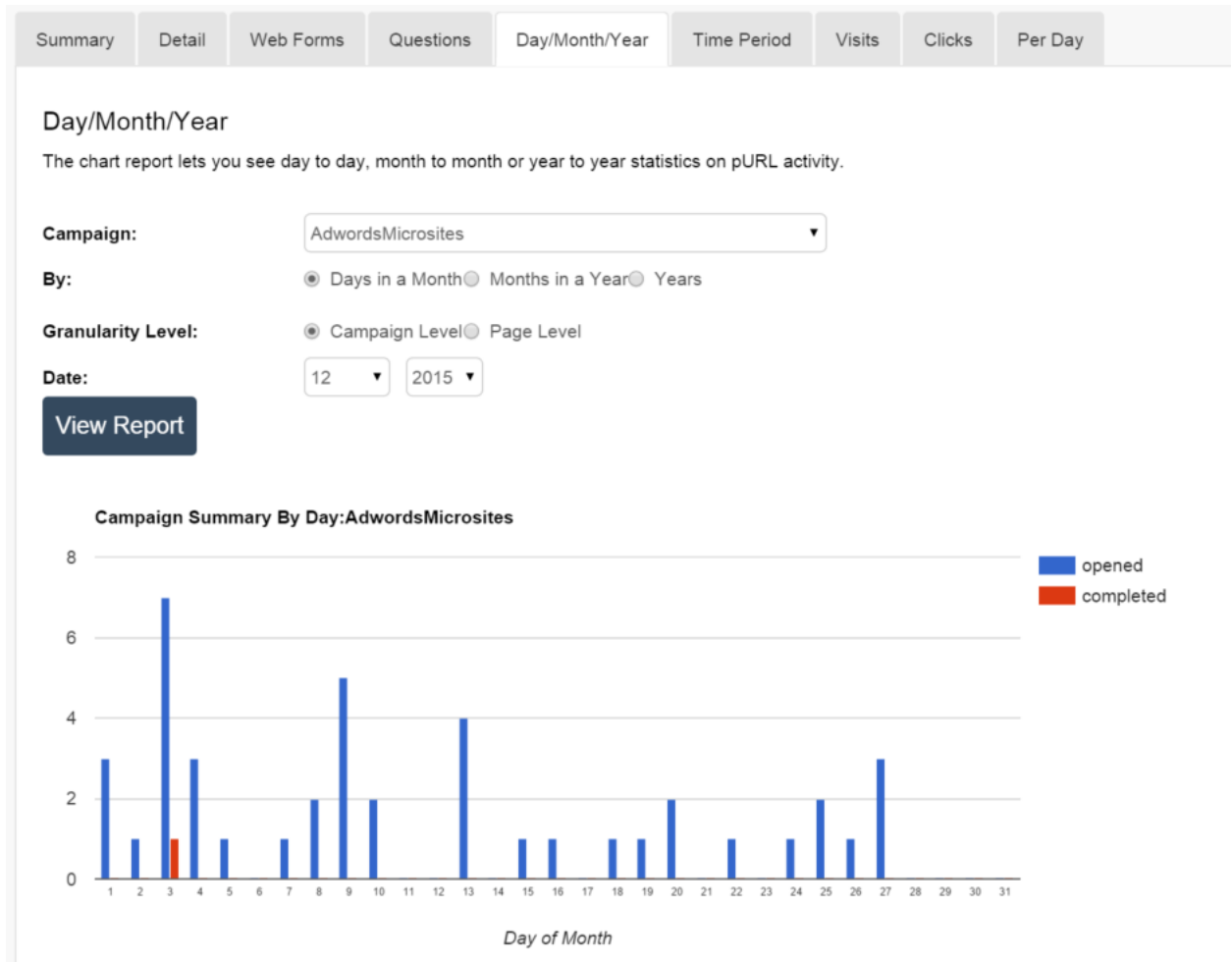
Opened	Details
Jun 21 2016 10:43AM	Activity
Jun 21 2016 10:44AM	Activity
Jun 7 2016 4:11PM	Activity
Jun 7 2016 4:06PM	Activity
Jun 7 2016 3:42PM	Activity

At the bottom right, there is an "Export Report" button.

Questions Report Example



Day/Month/Year Example



Web Forms Example

Home » Reports

Live Database ▼

Summary	Detail	Web Forms	Questions	Day/Month/Year	Time Period	Visits	Clicks	Per Day
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Web Forms

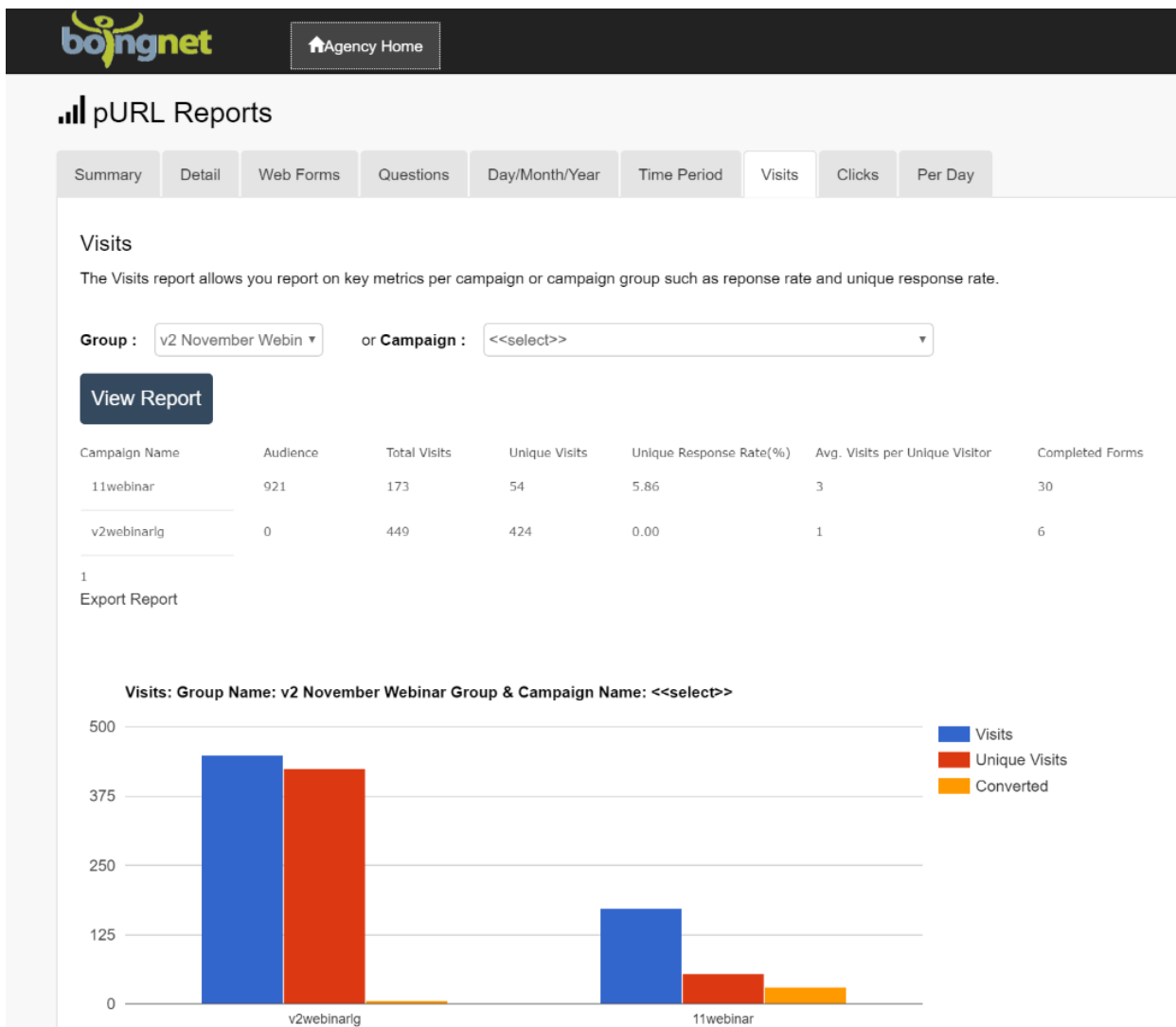
The Web Forms report will allow you to export all user submitted data from the web forms on your landing pages. Select the campaign and page the web form is located on

Campaign: v2webinarlg ▼

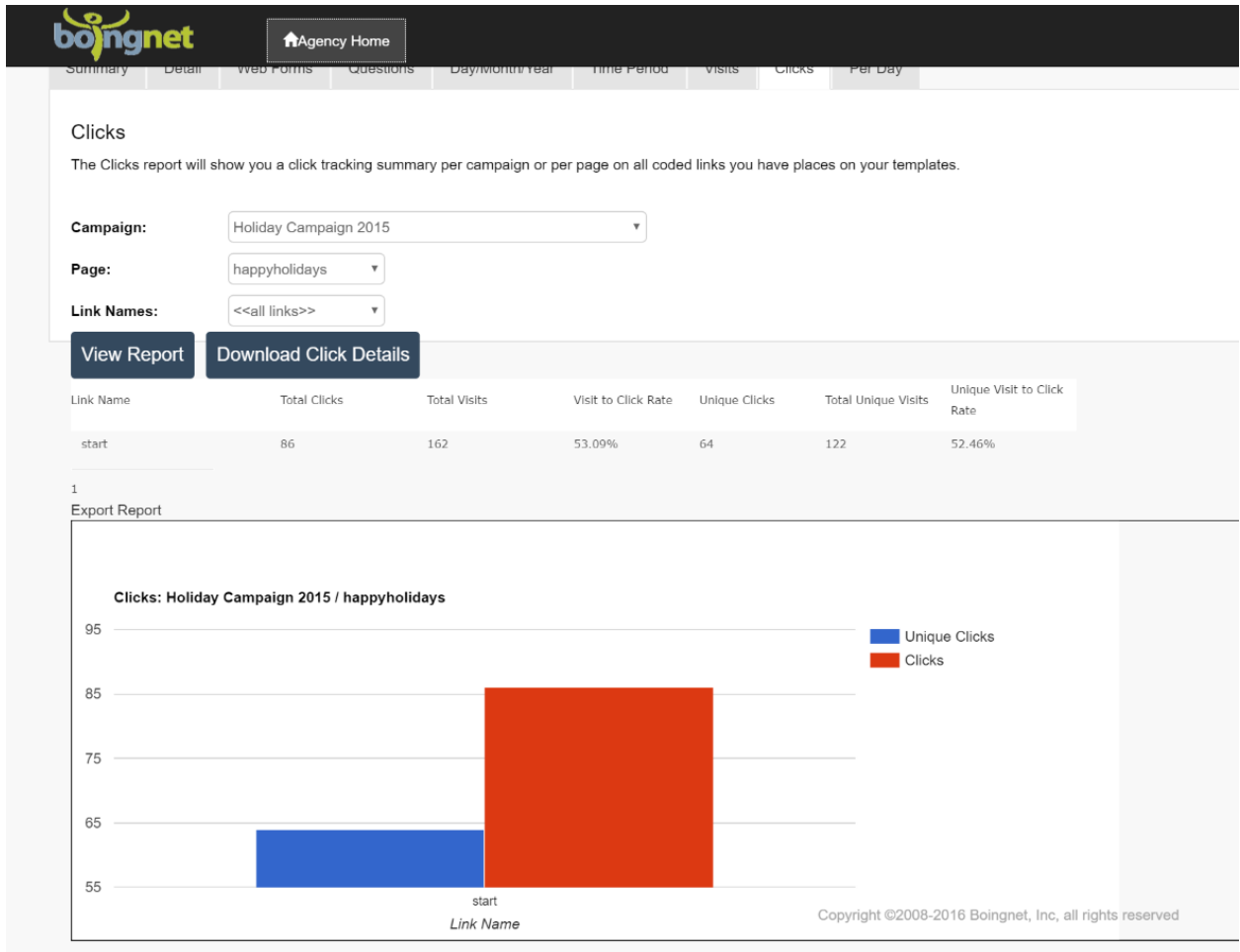
Page: v2webinarlg ▼

[Export Form Data](#)

Visits Report Example

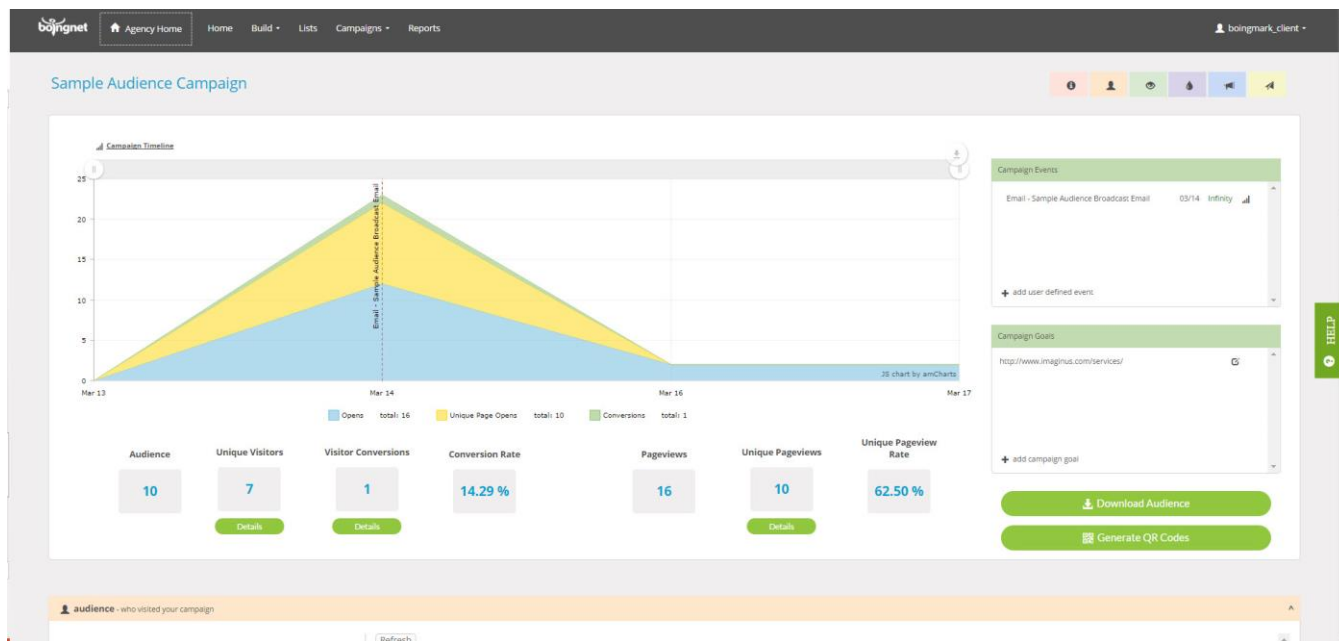


Clicks Report Example



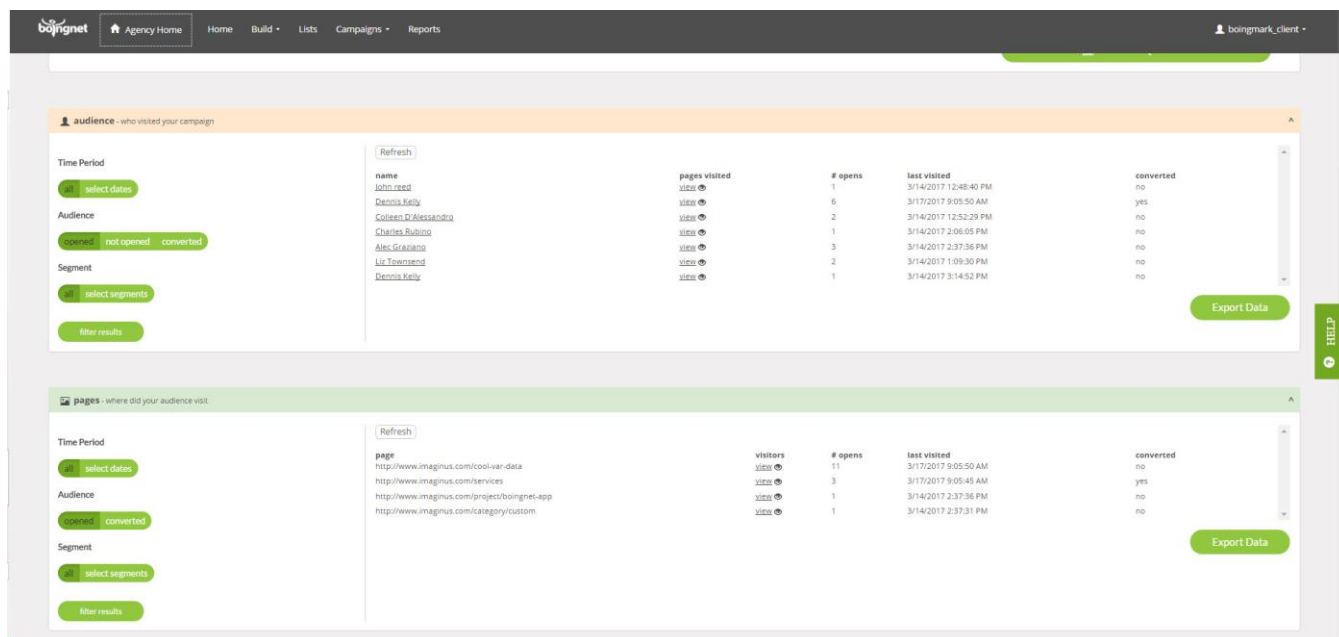
Audiences Dashboard – Top Frame

Audiences Campaigns keep track of your direct mail targets as they navigate “external” web pages, or pages that exist outside of Boingnet. The dashboard has significant reporting at your fingertips, with general campaign information available in the top frame.



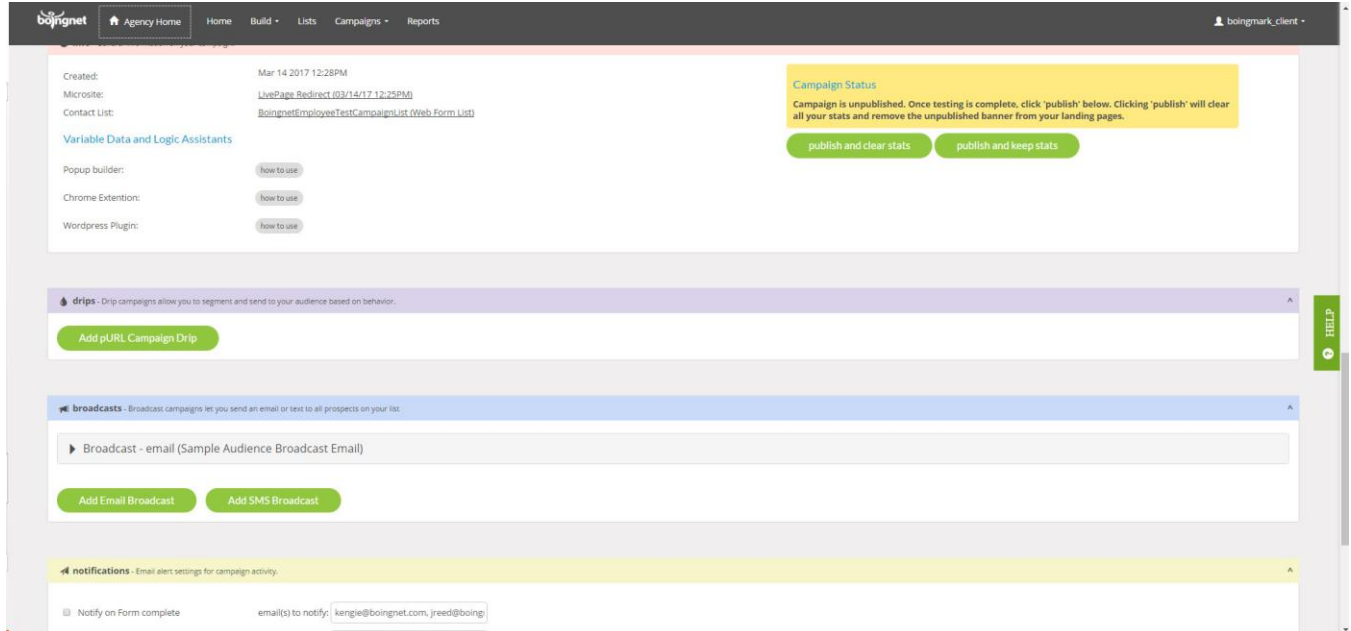
Middle Frame

The middle frame has time frame and segmentation tools to show you're the page activity by person and in aggregate by page:



Audiences Bottom Frame

The audiences bottom frame gives you controls to publish or unpublish the campaign (for testing purposes), along with notification and drip campaign options.



The screenshot shows the 'Audiences Bottom Frame' in the Boingnet interface. The top navigation bar includes 'Agency Home', 'Home', 'Build', 'Lists', 'Campaigns', and 'Reports'. The user is logged in as 'boingmark_client'.

Campaign Details:

- Created: Mar 14 2017 12:28PM
- Microsite: [LivePage Redirect \(03/14/17 12:25PM\)](#)
- Contact List: [BoingnetEmployeeTestCampaignList \(Web Form List\)](#)

Variable Data and Logic Assistants:

- Popup builder: [how to use](#)
- Chrome Extension: [how to use](#)
- Wordpress Plugin: [how to use](#)

Campaign Status:

Campaign is unpublished. Once testing is complete, click 'publish' below. Clicking 'publish' will clear all your stats and remove the unpublished banner from your landing pages.

Buttons: [publish and clear stats](#) [publish and keep stats](#)

drips - Drip campaigns allow you to segment and send to your audience based on behavior.

[Add pURL Campaign Drip](#)

broadcasts - Broadcast campaigns let you send an email or text to all prospects on your list.

[Broadcast - email \(Sample Audience Broadcast Email\)](#)

[Add Email Broadcast](#) [Add SMS Broadcast](#)

notifications - Email alert settings for campaign activity.

☐ Notify on Form complete

email(s) to notify: