

Boingnet Standard Reports

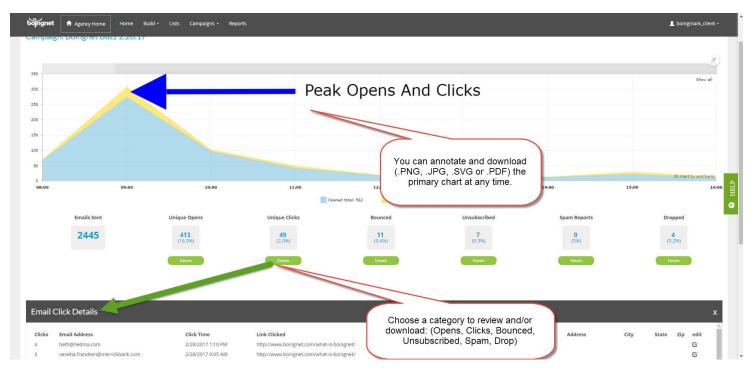
Boingnet Email Reports capture full detail from your campaigns & give you the ability to download everything into .CSV files

Email Campaigns (Blasts & Campaign Drips)

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

Email Broadcasts

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





Drip Nurture Campaigns

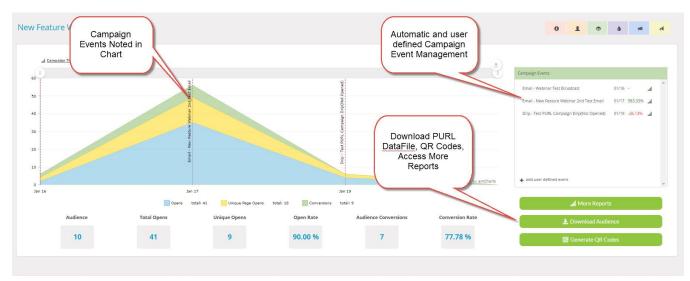
ign View	v Drip Step Details			
Vhitep	aper Content Drip			
	Blog Post - 3 Easy Ways To Track	43 leads entered the step	View	Download
	Direct Mail Response	41 leads met the step criteria	View	Download
		14 leads opened the drip email	View	Download
		5 leads clicked the drip email	View	Download
	Day 8 - [CASE STUDY] - PGI	39 leads entered the step	View	Download
	Drives Direct And Digital With	39 leads met the step criteria	View	Download
	PURLs	14 leads opened the drip email	View	Download
		7 leads clicked the drip email	View	Download
	Day 11 - Download A PURL	32 leads entered the step	View	Download
	Day 11 - Download A PURL Marketing Data Sheet	32 leads met the step criteria	View View	Download

First Name Arage Sauce Person Robin Jir Robin Jir Kathien Sacen Jenner Jan Nancy Willam Usan Usan Usan	Last Name Levis HoseChula Monechula Monechula Berrich Li Monapp Reneighten Farbies Kerly Hoichhauser Cox Mone Bace Bace	Email Address angleið sysres.com sin en holdenið beskur om jan en holdenið beskur om rebinderir oð herri an adspost, og rebinderir oð herri an adspost, og rebinderir oð herri an adspost, og rebinderir og sun verson afkjær skivar en gjælssanskar og sun efter styger financial com verbindar stjörna finanskar om jenniferstigsger financial com verbindar stjörna stjörna stjörna diskjærsveikas.net jenster stjörna stjörna stjörna diskjærsveikas.net jenster stjörna stjörna stjörna diskjærsveikas.net	Company Allegra BlucConPost Canada Post Poreer Living Products Sak Worthwide Surverbillungy Topper Financial AlaC Dee HichThauser Creative Solutions Accession/Bluck Blu Dev Prospects Blu Dev Prospects	Email Status 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	Varfield1 Driving consideration trafficcustomer attraction Integrated data None, in: Sates, simply contous. connecting direct mail with our Salesforce connecting direct mail with our Salesforce Campaign tracking Campaign tracking Campaign tracking	Varriele Adword: Adword: Linkedin Linkedin Linkedin Linkedin Linkedin Linkedin Linkedin Linkedin Linkedin Linkedin Corganic Organic Organic Organic
		Day 11 - Download A PURL Marketing Data Sheet	32 leads entered the step 32 leads met the step criteria			



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.

	estCampaignList (Web For	All URLs in the	Campaign Status Campaign is live unpublish	Manage Campaign Status
BoingnetEmployeeT.	estCampaignList (Web Fo			
	estcampaignuss (web ro		unpublish	
		All URLs in the		
is one sample for each page i	in your microsite.	Microsite	Page visitor information -	
<u>Sanborn</u> Sanborn/thankyou			names & more	
r campaign.				
# opens				page name home
3				home
1				thankyou
1				home
i i				thankyou
2	yes 👁	Colleen D'Alessandro	http://pages.boingnet.com/webtest1/ColleenDAlessandro	home
	1000	and a state of the		
i i	80	John reed	http://pages.bojngget.com/webtest1/lobgreed	
t t	no ves on	John reed	http://pages.boingnet.com/webtest1/johnreed http://pages.boingnet.com/webtest1/johnreed	thankyou home
1 1	yes 👁	John reed	http://pages.boingnet.com/webtest1/Johnreed	home
1 1 4 4	yes 👁 no	John reed Liz-Townsend	http://pages.boingnet.com/webtest1/johnreed http://pages.boingnet.com/webtest1/LizTownsend	home thankyou
1 1 4 2	yes 👁 no yes 👁	John reed Liz Townsend Liz Townsend	http://pages.boingnet.com/webtest1/johnreed http://pages.boingnet.com/webtest1/LizTownsend http://pages.boingnet.com/webtest1/LizTownsend	home thankyou home
1 4 4 2 2	yes 👁 no	John reed Liz-Townsend	http://pages.boingnet.com/webtest1/johnreed http://pages.boingnet.com/webtest1/LizTownsend	home thankyou
	r campaign. # opens 1	r compage. # opens converted 1 no	Samborn/thankyou r compaign. r converted name 1 no Lennik Soliy 3 no Lennik Koliy 1 no Arry-Sanborn 1 no Arry-Sanborn 1 no Colleen D'Astraandro	samborn/thankyou name puri r campaign.



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:

drips - Drp campaigns allow you to segmen Drip Name Test PURL Campaign Drip Add pURL Campaign Drip	nt and send to your audience based on behavior. Segment Non Visitor	Set up behavioral drips to openers, non openers & converters	Creative	Action al View Report
 Broadcasts - Broadcast campaigns let you Broadcast - email (Webinar Broadcast - email (New Fea 		Broadcast email ar blasts	nd/or SMS	•
Add Email Broadcast	Add SMS Broadcast		Notification Options	
Notify on pURL open Notify on pURL complete Send a daily summary report	email(s) to notify: kengle@boingnet.com email(s) to notify: kengle@boingnet.com email(s) to notify: kengle@boingnet.com			

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).

	Re	ports											
 pURL	. Report	s											
Overview	Detail	Web Forms	Questions	Day/Month/Year	Time Perio	d Visits	Clicks	Per Day					
Overvie The Overv		hows a summary	of your campai	gn activity. You can v	ew all page ac	tivity for the	campaign, o	r drill down i	nto each p	age. You can	also segment you	r results by any c	of the data fields y
Campaigr					Granularity	Level:					Segment:		
January 2	0th New Feat	ture Webinar	Ŧ		Campaign	Page					View All	Segment By	
60 50 40 30		Enal - January 20th New Fasture Webinar	Drip - Retarget Non Converters(Uot Opened)										
20		Email - 3	Drip - Reta										
Jan 1	.7	Jan 18	Jar	19	Jan 20		1 22	Jan			n 31	Feb	Feb 03
				Opens	total: 70	Unique	Page Opens	total: 60	Conv	ersions to	tal: 15		
		Audience		Tot	al Opens			Unique	e Opens			Open Rate	
		1034			70			3	37			3.58 %	



Boingnet Standard Page Reports

<u>Report</u> 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

	rts		pURL http://pages	.boingnet.com/wptestblast	/DennisKelly				
mmary Detail	Web Forms Question	s Day/Month/Year T	Basic		Contact				
etail e Detail report shows		aining to a pURL entry. Narrow	First Name Last Name Address1 Address2 City State	Dennis Kelly 55 Accord Park Drive Sulte 2R Rockland MA	Email Custom Fiel	dennis@boingnet.com			
impaign:	Whitepaper Blast 1	Test PURL							
ige:	whitepaper								
gment:	View All	Segment By	Page Details				_		
atus: /iew Report	Show all	Show Opened	PURL_Case_Study PURL_Sell_Sheet PURL_Sell_Sheet PURL_Sell_Sheet_Thank Webinar whitepaper	Status Opened Opened s Opened Not Opened Opened	06/21/16 10:4	9:50 AM 3:59 AM 5:11 AM			Export F
now All Detail Repor	t								
Name	Page	Opens						Opened	Details
Dennis Kelly	whitepaper	2						Jun 21 2016 10:43AM	Activity
Dair Anderson	whitepaper	5.						he 21 2010 10 24AM	Adhete
	whitepaper	2					_	Jun 7 2016 4:11PM	Actority
Kelly Williams									
Kelly Williams DK Kelly	. whitepaper	1							



Agency B2B Brand

B2C Brand

Choose One

Non Profit

Company	Туре		<u>Total</u>	Total %		Company T			
View Rep	ort								
Questions		Company	Туре						
Page:		v2videow	ebinar 💽						
Campaign:		11webina	r						
				uestions submitted by For a full set of form q					ere wou
Questio	ns								
Summary	Detail	Web Forms	Questions	Day/Month/Year	Time Period	Visits	Clicks	Per Day	

67.74%

9.68%

3.23%

3.23%

100%

21

3

1

1

31

Questions Report Example

B2B Brand

B2C Brand

Choose One

Non Profit

Total :



Day/Month/Year Example

Summary	Detail	Web Forms	Questions	Day/Month/Year	Time Period	Visits	Clicks	Per Day	
	nth/Year _{eport lets yo}		, month to mont	h or year to year statis	stics on pURL acti	vity.			
Campaign	:	Adwor	dsMicrosites			•			
By:		Day:	s in a Month⊜ I	Months in a Year Y	ears				
Granularit	y Level:	Carr	npaign Level⊜ I	Page Level					
Date:		12	▼ 2015 ▼						
View R	eport								
Cam 8	ipaign Sumi	mary By Day:Ac	lwordsMicrosit	es				open	
									a
	1.1							comp	leted
6	1							comp	leted
6								comp	leted
6			_					comp	leted
4						.		comp	leted
2								comp	leted
4	2 3 4 5	6 7 8 9	10 11 12 13	14 15 16 17 18 19	20 21 22 23 24	25 28 27	28 29 30	comp	leted



									riod	Visits	Clicks	Per Da	ay	
allow	vill allow	ow you to	to expo	ort all us	er sub	omitted data	from the	web forms	s on you	r landing	pages.			
	I page th									, in the second s				
					_	1								
1	V	v2wet	binarl	g	•									
Ĩ		V2wol	binarl	la		Ĩ								
6	V	VZVVCI	Dinan	y	0000									
		v2wel			•									

Web Forms Example



Visits Report Example

ongnet	nAge	ncy Home						
pURL Rep	orts							
Summary Detail	Web Forms	Questions	Day/Month/Year	Time Period	Visits	Clicks	Per Day	
Visits								
The Visits report allo	ws you report on k	ey metrics per ca	mpaign or campaign	n group such as rep	ponse rate	and unique	response rate	ə.
Group: v2 Nover	mber Webin 🔻	or Campaign :	< <select>></select>				T	
View Report								
Campaign Name	Audience	Total Visits	Unique Visits	Unique Response	Rate(%)	Avg. Visits pe	er Unique Visitor	Completed Forn
11webinar	921	173	54	5.86		3		30
		449	424	0.00		1		6
v2webinarlg	0	449	424	0.00		1		0
1	0	449	424	0.00		1		0
	0	449	424	0.00		Ţ		U
1 Export Report						1		5
1 Export Report Visits: Group			oup & Campaign Na			1		
1 Export Report						1	Vi	
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1 Export Report Visits: Group 500						1	Ur	sits iique Visits
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1 Export Report 500 375 250							Ur	sits iique Visits
1 Export Report Visits: Group 500 375							Ur	sits iique Visits



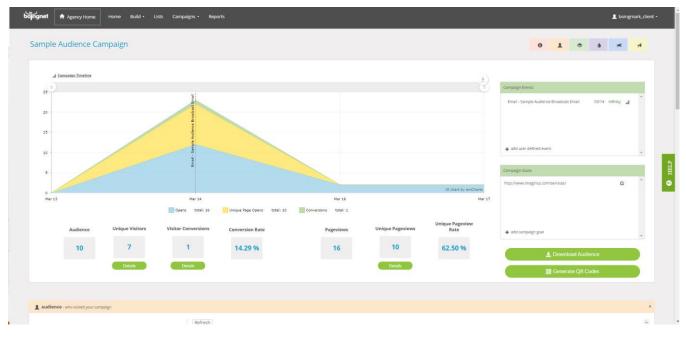
Clicks Report Example

mmary Detail	web Forms Question	s Day/wonth/r	rear Time Period				
Clicks							
he Clicks report will	show you a click tracking sum	mary per campaign	or per page on all code	d links you have p	places on your templa	tes.	
ampaign:	Holiday Campaign 2015		Ŧ				
age:	happyholidays •						
ink Names:	< <all links="">> •</all>	_					
View Report	Download Click Details	5					
ink Name	Total Clicks	Total Visits	Visit to Click Rate	Unique Clicks	Total Unique Visits	Unique Visit to Click Rate	
start	86	162	53.09%	64	122	52.46%	
	-						_
xport Report	ay Campaign 2015 / happyho	lidays					
Export Report	ay Campaign 2015 / happyho	idays				ue Clicks	
Clicks: Holida	ay Campaign 2015 / happyho	idays			Uniq Click		
	ay Campaign 2015 / happyho	idays					
Clicks: Holida	ay Campaign 2015 / happyho	idays					
Clicks: Holida 95 85	ay Campaign 2015 / happyho	idays					
Clicks: Holida 95 85	ay Campaign 2015 / happyho	idays					
Clicks: Holida 95 75	ay Campaign 2015 / happyho	idays					



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:

						-
1 audience - who visited your campaign						^
	Refresh					14
Time Period						
	name John reed	pages visited	# opens	last visited 3/14/2017 12:48:40 PM	converted	
all select dates	Dennis Kelly	view ©	6	3/17/2017 9:05:50 AM	yes	
Audience	Colleen D'Alessandro	view 👁	2	3/14/2017 12:52:29 PM	no	
	Charles Rubino	view 👁	1	3/14/2017 2:06:05 PM	no	
opened not opened converted	Alec Graziano	view 👁	з	3/14/2017 2:37:36 PM	no	
Contraction of the second seco	Liz Townsend	view 👁	2	3/14/2017 1:09:30 PM	no	
Segment	Dennis Kelly	view 👁	1	3/14/2017 3:14:52 PM	no	
select segments						204
And the second se					Exp	port Data
						in a start of the
filter results						
						^
pages - where did your audience visit						
pages - where did your audience visit						
	Refresh					
pages - where did your audience visit Time Period		visito	s ≢opens	last visited	converted	
	Refresh page http://www.imaginus.com/cool-var-data	visito vien		last visited 3/17/2017 9:05:50 AM	converted no	
Time Period	page http://www.imaginus.com/cool-var-data http://www.imaginus.com/services		11	3/17/2017 9:05:50 AM 3/17/2017 9:05:45 AM		
Time Period	page http://www.imaginus.com/cool-var-data http://www.imaginus.com/services http://www.imaginus.com/services/boingret-app	<u>view</u> 🖲	11 3 1	3/17/2017 9:05:50 AM 3/17/2017 9:05:45 AM 3/14/2017 2:37:36 PM	no	
Time Period select dates Audience	page http://www.imaginus.com/cool-var-data http://www.imaginus.com/services	view e	11 3 1	3/17/2017 9:05:50 AM 3/17/2017 9:05:45 AM	no yes	*
Time Period	page http://www.imaginus.com/cool-var-data http://www.imaginus.com/services http://www.imaginus.com/services/boingret-app	view d view d	11 3 1	3/17/2017 9:05:50 AM 3/17/2017 9:05:45 AM 3/14/2017 2:37:36 PM	no yes no no	_
Time Period select dates Audience	page http://www.imaginus.com/cool-var-data http://www.imaginus.com/services http://www.imaginus.com/services/boingret-app	view d view d	11 3 1	3/17/2017 9:05:50 AM 3/17/2017 9:05:45 AM 3/14/2017 2:37:36 PM	no yes no no	port-Data
Time Period a select dates Audience connet connet Segment	page http://www.imaginus.com/cool-var-data http://www.imaginus.com/services http://www.imaginus.com/services/boingret-app	view d view d	11 3 1	3/17/2017 9:05:50 AM 3/17/2017 9:05:45 AM 3/14/2017 2:37:36 PM	no yes no no	_
Time Period (a) select dates Audience connect converter	page http://www.imaginus.com/cool-var-data http://www.imaginus.com/services http://www.imaginus.com/services/boingret-app	view d view d	11 3 1	3/17/2017 9:05:50 AM 3/17/2017 9:05:45 AM 3/14/2017 2:37:36 PM	no yes no no	_



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.

Singnet Agency Home Home	Build • Lists Campaigns • Reports	L boingmark_client -
Created: Microste: Contact List: Variable Data and Logic Assistants Popup builder: Chrome Extention:	Mar 14 2017 12:289M LinePage Redirect (0)/14/17 12:259MS RoingnetTimployeeTextCampaignList Web Form List) New to use	Compaign Status Campaign is unpublished. Once resting is complete, click 'publish' below. Clicking 'publish' will clear all your stats and remove the unpublished banner from your landing pages. publish and clear stats publish and keep stats
Wordpress Plugin: difips: Drip campaigns allow you to segment an Add pURL Campaign Drip	how to use	
#E broadcasts - Broadcast campages let you see Broadcast - email (Sample Auc		
Add Email Broadcast Ad	d SMS Broadcast	
Notify on Form complete	email(s) to notify: kengle@boingnet.com, jreed@boing	