

A vertical column of five decorative circles on the left side of the slide. From top to bottom: a solid light orange circle, a double-lined light orange circle, a solid light orange circle with a smaller solid light orange circle inside it, a double-lined light orange circle, and a solid light orange circle.

Reporting & the Flywheel

Hannah Carey-Smyth

Hi, I'm Hannah



Product Expert - Data Analysis

4 years at HubSpot

Previously Customer Support

Originally from Ireland

Living in Berlin for 2 years



Who's here today?

- HubSpot users
- Marketing Hub Users
- Sales Hub Users
- Service Hub Users
- Reporting Feature Users



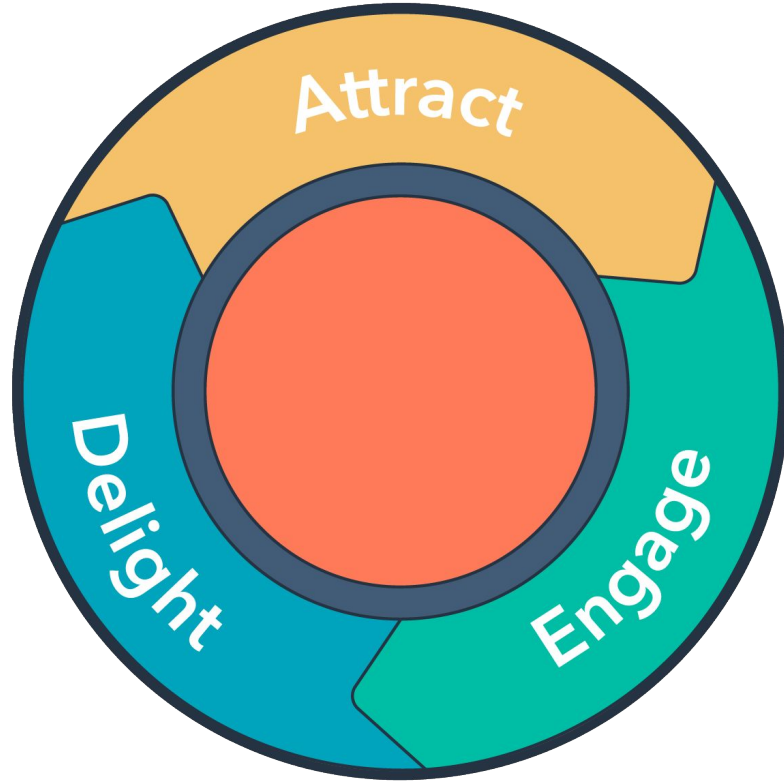
Agenda

1. How to think about reporting
2. What reports to actually run (including the next big thing)



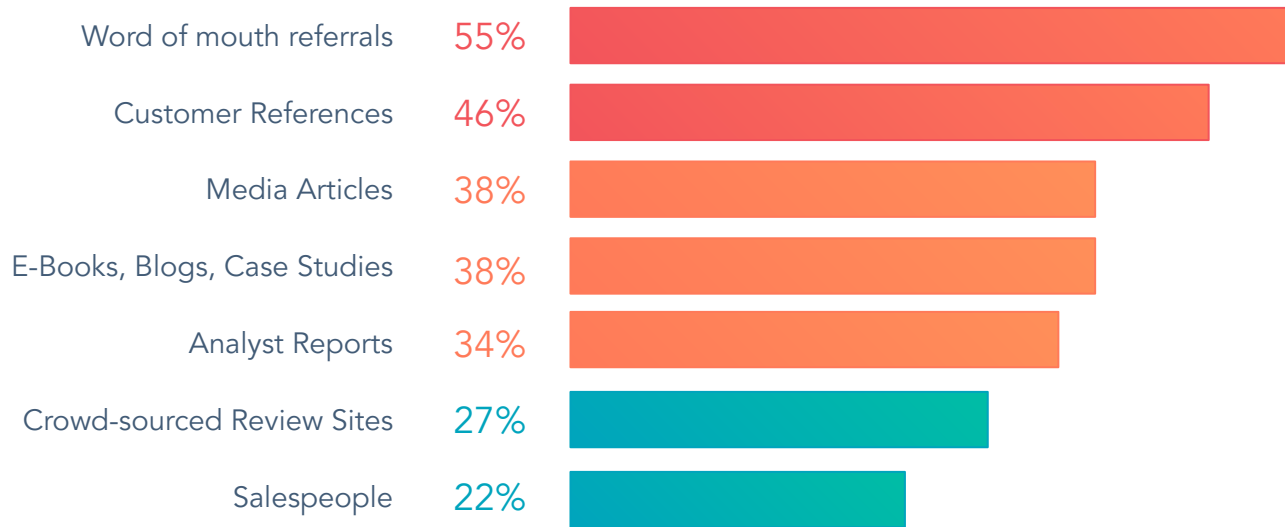
How to think about reporting





Our customers have changed.

What sources of information do you rely on when purchasing software?



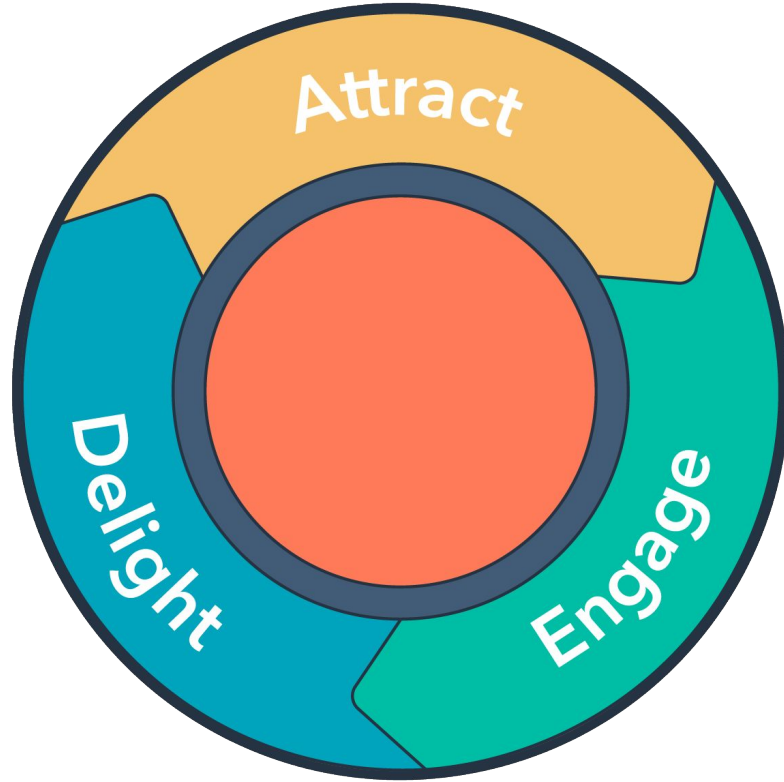
Our customers have changed.
We haven't.

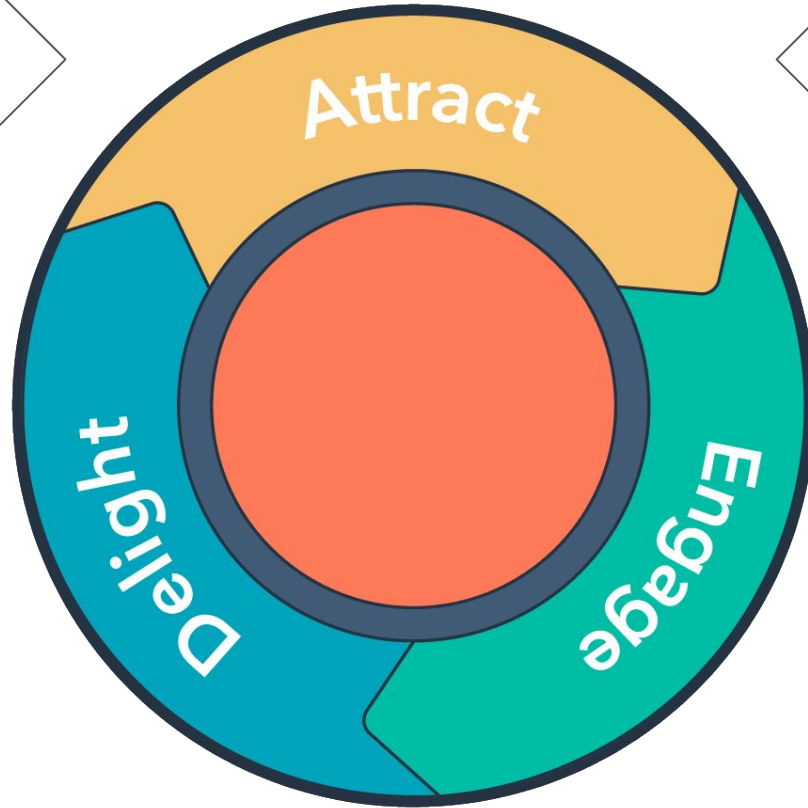
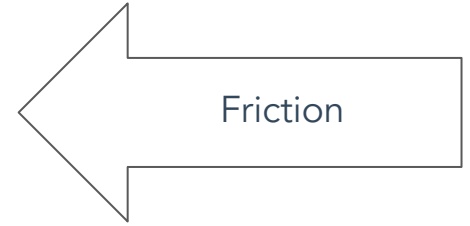
Farewell funnel...



Hello flywheel







The speed of your flywheel increases when you apply more force.

The speed of your flywheel decreases when you experience friction.



Force

(n) energy, positive movement



Blog traffic up
International lead generation up
Global SLA attainment up

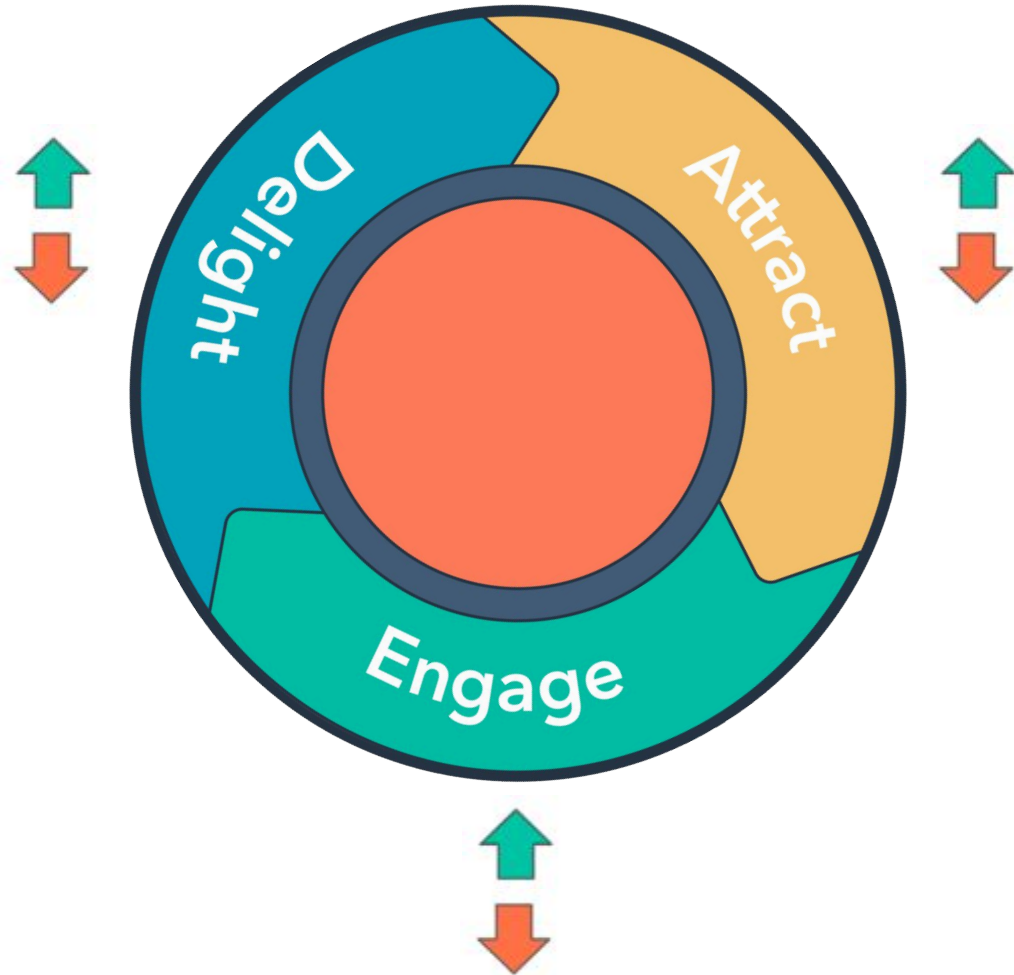
Friction

(n) resistance

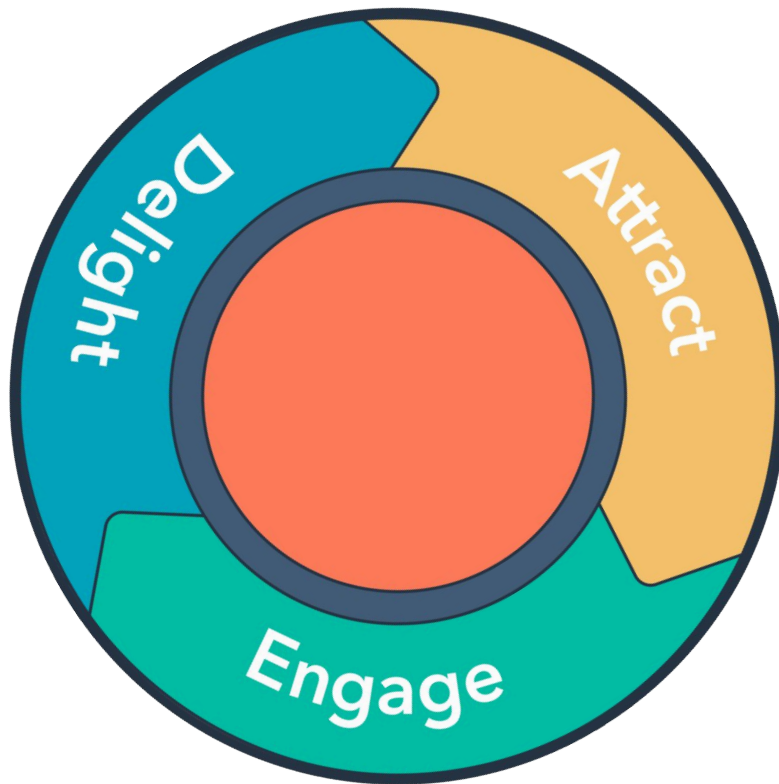


Event attendees down
Persona X NPS down
Partner acquisition down



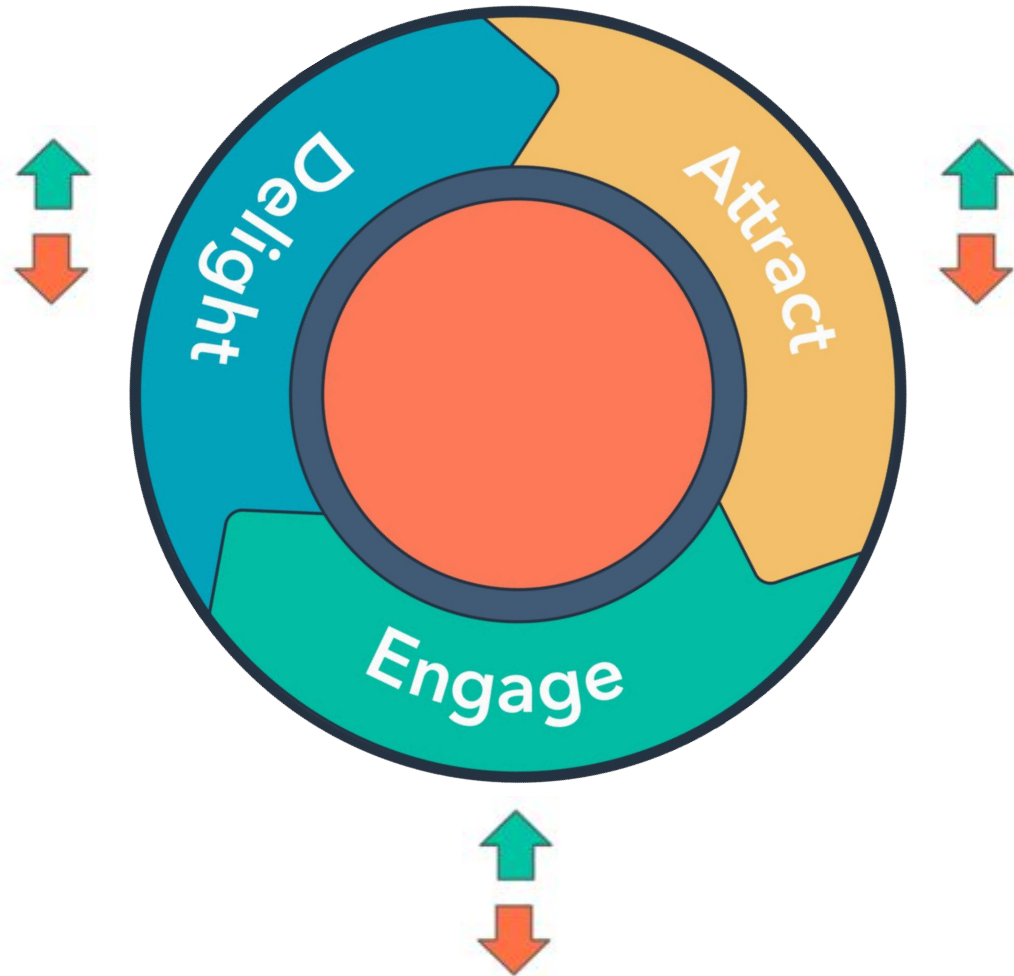


Custom ticket reports



Traffic analytics

Attribution reports



3 reports to run





Traffic analytics



Music • Tech • Culture



What to look for in Traffic Analytics

- Source
- Quality
- Differences across slices



Analytics Tools



Traffic Analytics

Track sources, pages, topics and campaigns that are driving traffic to your website.



Website Analytics

Track the performance of your HubSpot website pages, landing pages, and blog.



Ads

Track the performance of your ads.



Campaign Analytics

See how your marketing efforts are impacting your business. Track performance over time.



Events

Create custom events to see what your visitors are doing on your website. Track performance over time.



Contact Analytics

See more info on your contacts, like country, lifecycle stage, and how they found your website.



Sales Content Analytics

Documents are being shared and viewed.



Sales Team Productivity

Track your sales team's created deals, meetings booked, and more.

Does this tool answer all of your data analysis questions?



Traffic Analytics

Date range: [Custom time period](#) 📅 01/01/2017 → 📅 12/31/2018 Frequency: [Monthly](#)

[Sources](#) [Topic clusters](#) [Pages](#) [UTM Parameters](#)

Analytics view: [All analytics activities](#) Include offline sources

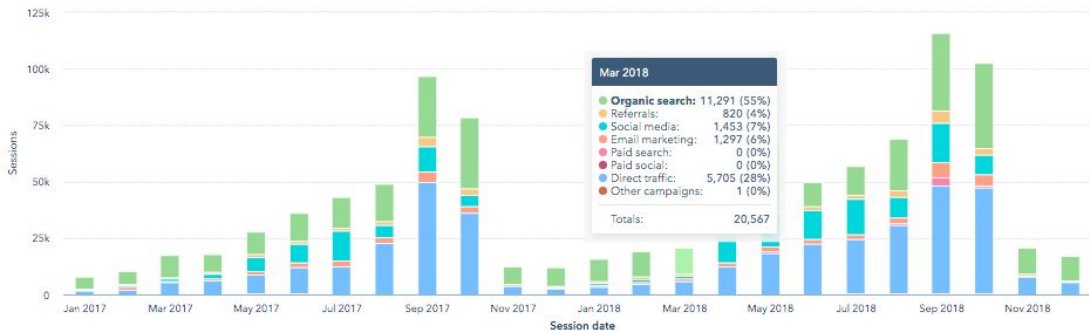
[Export](#)

[Save as report](#)

Sessions

Compare to: [None](#) Style: [Column](#)

Organic search Referrals Social media Email marketing Paid search Paid social Direct traffic Other campaigns



[All sources](#)

[Edit columns](#)

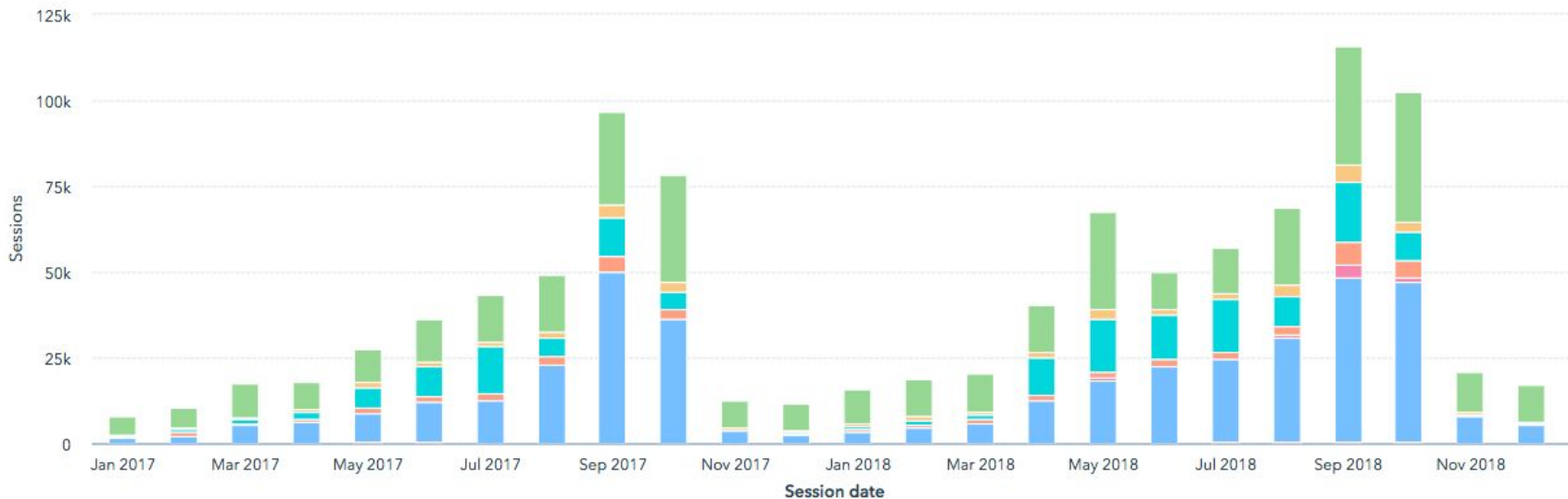
<input checked="" type="checkbox"/>	SOURCE	SESSIONS	SESSION TO CONTACT RATE	NEW CONTACTS	CONTACT TO CUSTOMER RATE	CUSTOMERS
<input checked="" type="checkbox"/>	Direct traffic	392,664	1.21%	4,760	15.57%	741
<input checked="" type="checkbox"/>	Organic search	372,359	1.33%	4,967	16.47%	818
<input checked="" type="checkbox"/>	Social media	148,061	1.19%	1,766	11.55%	204



Sessions

Compare to: None Style: Column

Organic search Referrals Social media Email marketing Paid search Paid social Direct traffic Other campaigns



Sessions ▼

Compare to: **None** ▼ Style: **Column** ▼

● Organic search



<input checked="" type="checkbox"/>	SOURCE	SESSIONS	SESSION TO CONTACT RATE	NEW CONTACTS	CONTACT TO CUSTOMER RATE	CUSTOMERS
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<input checked="" type="checkbox"/>	Social media	148,061	1.19%	1,766	11.55%	204
<input checked="" type="checkbox"/>	Email marketing	43,568	0.42%	183	17.49%	32
<input checked="" type="checkbox"/>	Referrals	38,966	1.13%	442	13.12%	58
<input checked="" type="checkbox"/>	Paid search	6,390	1.86%	119	7.56%	9
<input checked="" type="checkbox"/>	Other campaigns	2,534	1.54%	39	15.38%	6
<input checked="" type="checkbox"/>	Paid social	1	0%	0	0%	0
	Total	1,004,543	1.22%	12,276	15.22%	1,868



SITE	SESSIONS	SESSION TO CONTACT RATE	NEW CONTACTS	CONTACT TO CUSTOMER RATE	CUSTOMERS
Facebook	78,848	1.09%	856	10.63%	91
Instagram	40,166	1.58%	633	9.79%	62
Twitter	27,589	0.95%	261	19.16%	50
LinkedIn	797	1.38%	11	9.09%	1
YouTube	447	0.89%	4	0%	0
Wikipedia	101	0.99%	1	0%	0



REFERRER	SESSIONS	SESSION TO CONTACT RATE
blog-a3cfestival-com.cdn.ampproject.org	11,778	0.49%
ticketmaster.com	7,253	0.81%
woobox.com	2,556	0.59%
exploregeorgia.org	2,490	3.05%
bandsintown.com	1,313	1.07%
fanlink.to	1,159	0.35%
praverb.net	852	0.82%
rhymestars.com	799	1.63%
atlanta.net	638	2.82%

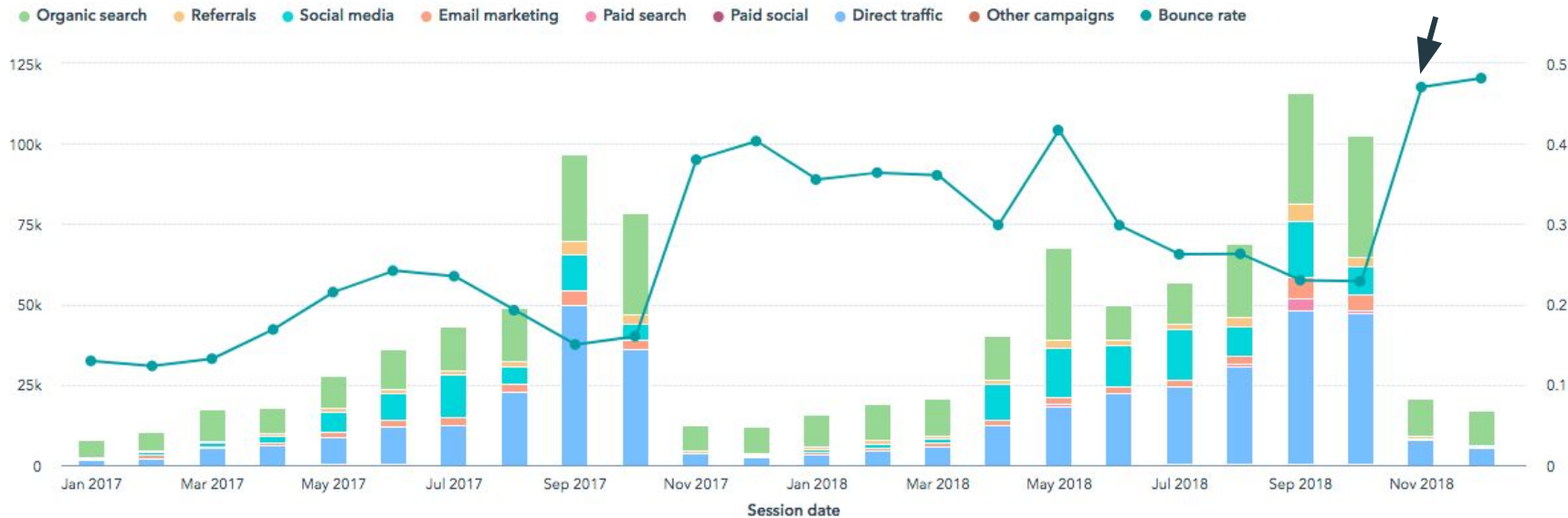


Pro tip #1: Overlay a website metric

Sessions ▾ and

Bounce rate ▾

Compare to: None ▾ Style: Combination ▾



And follow it....



Before

FESTIVAL CONFERENCE PARTNER **OCT 3-7, 2018** SHOP NEWS **BUY PASSES**

ATL A3C GA FESTIVAL & CONFERENCE

Wed, Oct 3 - Sun, Oct 7

Creator Complex

Artist Guide to Hip-Hop

Buy Early Bird Pass

Action Summit for Social Justice

After

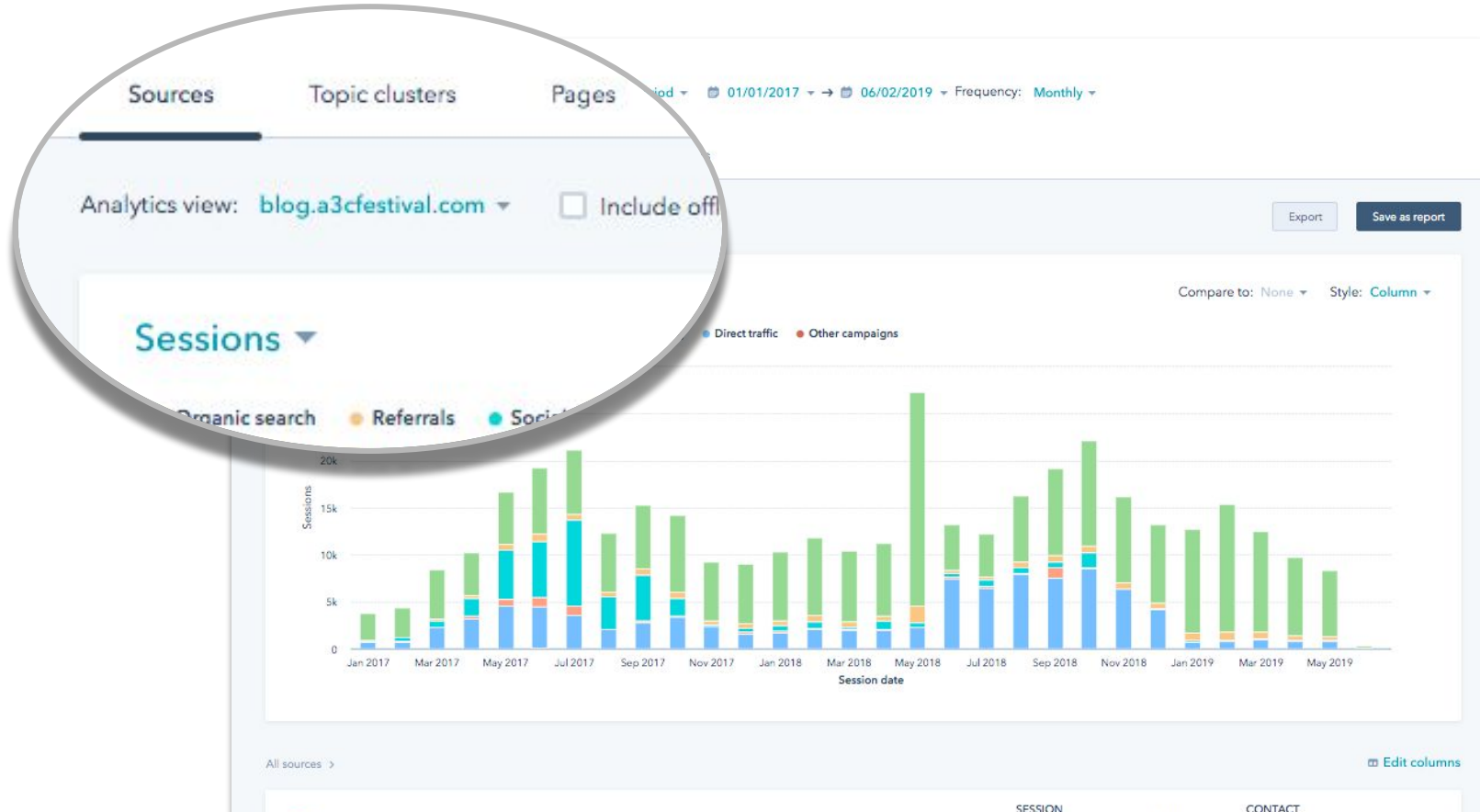
HOME PARTNER PERFORM **OCT 8-13, 2019** BLOG **BUY TICKETS**



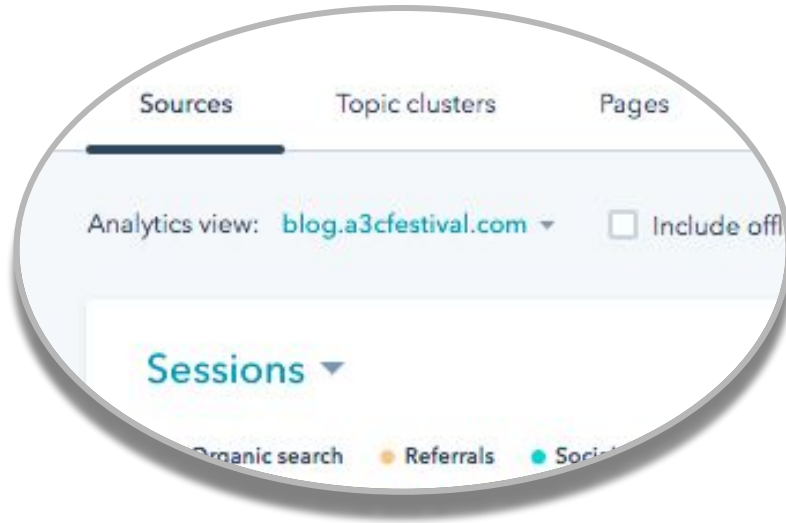
Music • Tech • Culture



Pro tip #2: Create an analytics view



Pro tip #2: Create an analytics view

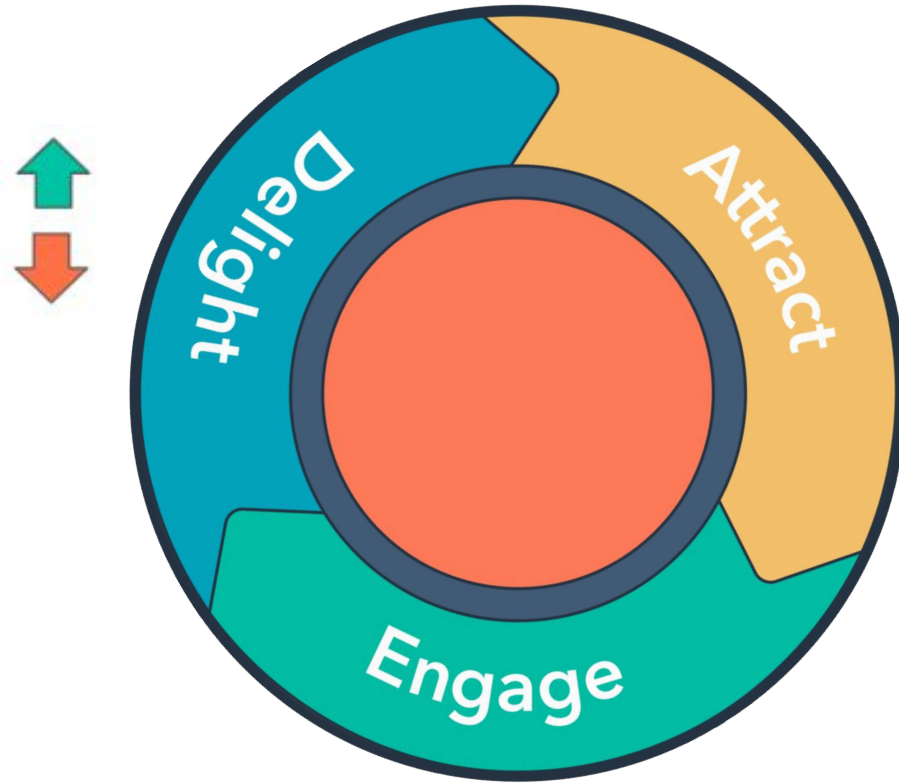





Domain/subdomain
Directory (e.g. lineup pages)
Country of traffic

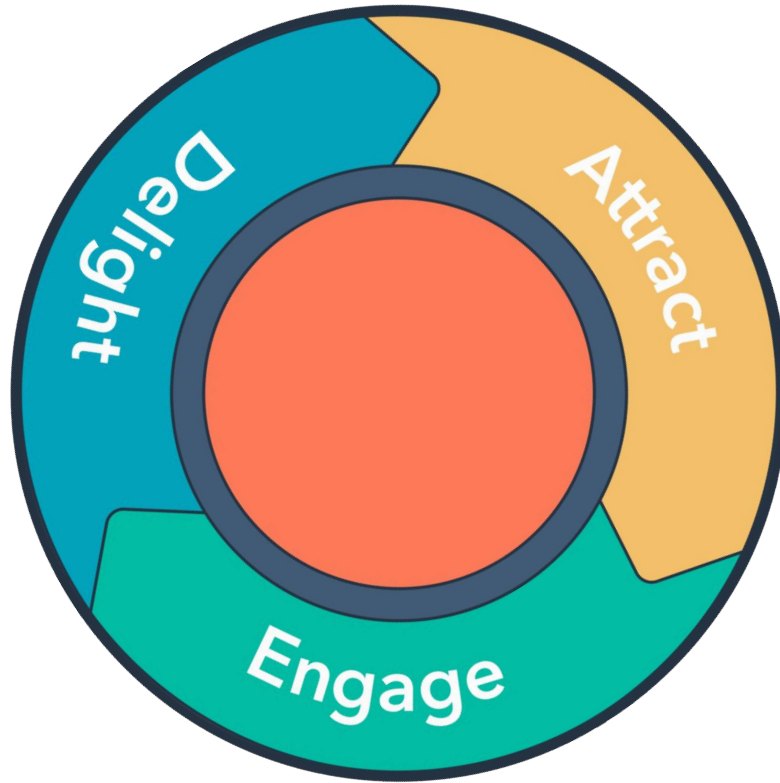


What to look for in Traffic Analytics

- Source (social vs. paid, Facebook vs. Insta, etc.)
- Quality (conversion rates, bounce rate, time on page)
- Variances across slices (analytics views)



-  Organic traffic to blog
-  FB and local traffic
-  Bounce rate

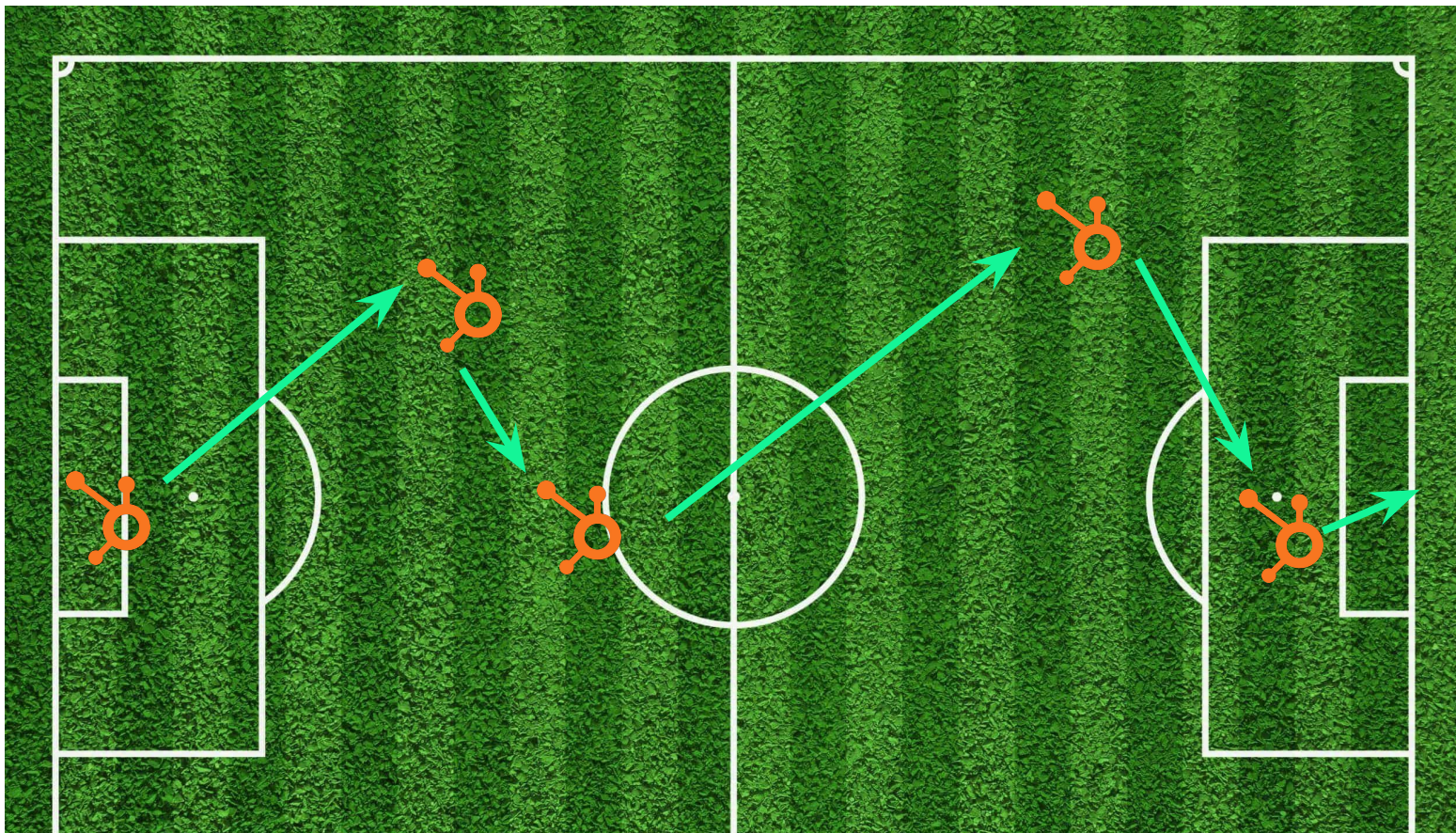


Attribution reports



**Think of
customer
experience like
football.**

Who deserves credit for this goal?



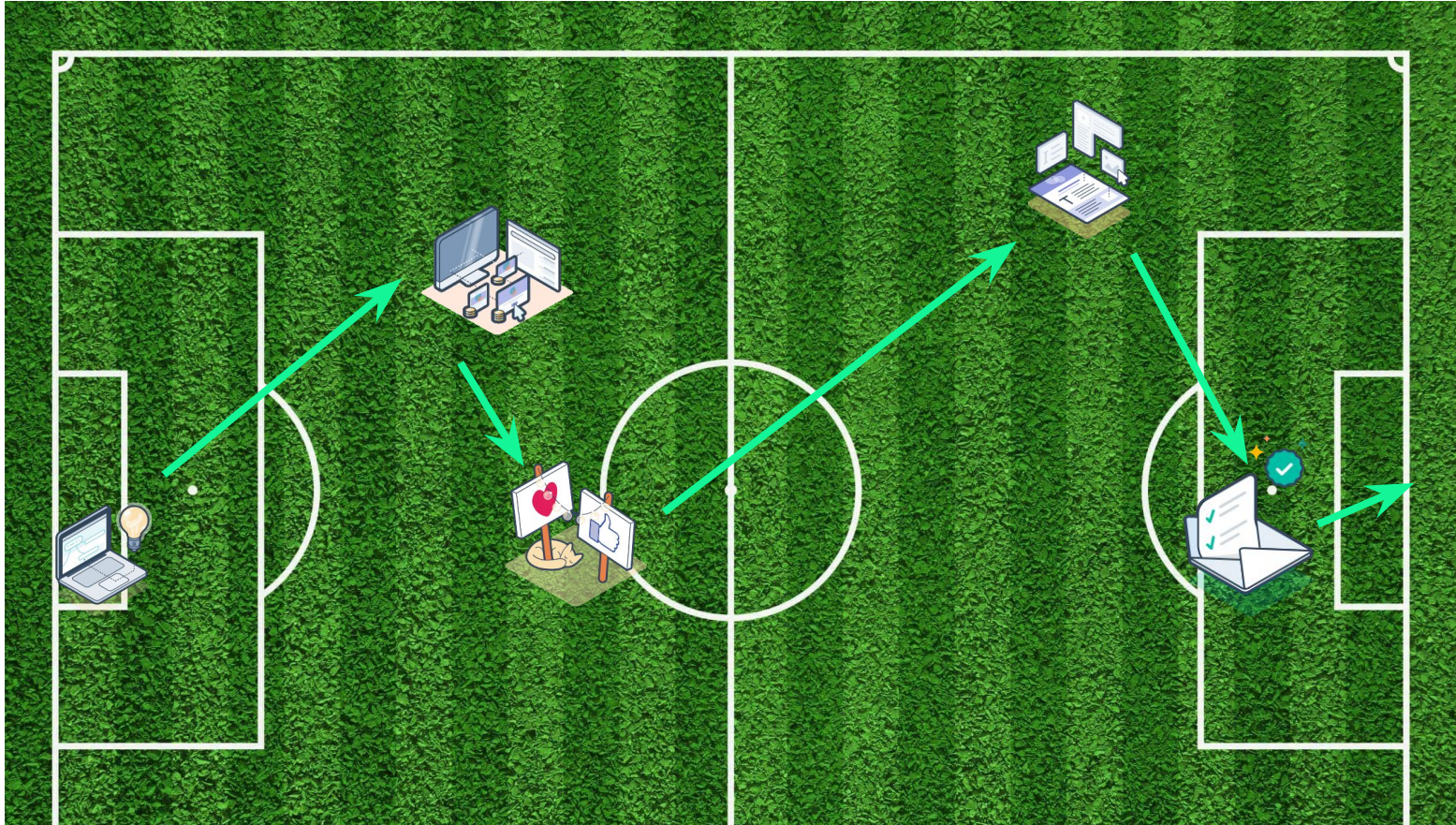


Who scored
the most **goals**?



Who had the
most **assists**?

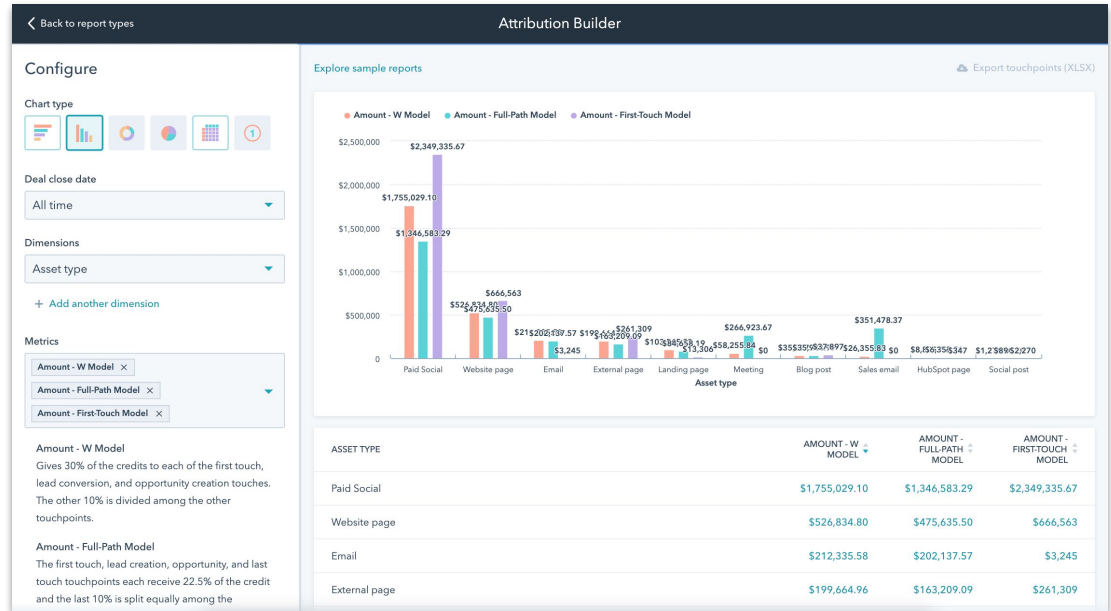
The same is true for your business.



IN MARKETING HUB ENTERPRISE

Multi-Touch Attribution

Fully take stock of what marketing assets should receive credit for influencing deals that go closed won.





Music • Tech • Culture





Meet
Bethany



FIRST TOUCH



things to do in georgia in october



Volume: 70/mo | CPC: \$2.99 | Competition: 0.16 ★ 🍷

Georgia Fall Bucket List | Official Georgia Tourism & Travel Websit...

<https://www.exploregeorgia.org> › [things-to-do](#) › [blog](#) › [georgia-fall-bucke...](#) ▾

From leaf watching to apple picking, here are seven things you absolutely must do to fully experience fall in Georgia. Admire the fall foliage at Georgia State Parks. Rent a cabin for the weekend. Cheer on your favorite football team. Find the perfect pumpkin at a Georgia patch. Get lost in a corn maze.

18 Can't-Miss Fall Events for Family Fun | Official Georgia Tourism ...

<https://www.exploregeorgia.org> › [things-to-do](#) › [list](#) › [18-cant-miss-fall-ev...](#) ▾

Fall beckons families outdoors to enjoy Georgia's festivals, fairs and crisp weather ... Each October, the nine-day Georgia Mountain Fall Festival features exciting ...

Cool Things To Do In Atlanta In October - Atlanta Insiders Blog

<https://www.atlanta.net> › [Blog](#) › [Cool-Things-To-Do-In-Atlanta-In-October](#) ▾

Sep 21, 2018 - How about scaring up some October fun with these cool things to do? ... Fright Fest at Six Flags over Georgia has plenty of tricks and treats ...

Atlanta Fall Festivals - Things to Do in September, October & Nove...

<https://www.atlanta.net> › [events](#) › [festivals](#) › [fall](#) ▾

Explore Atlanta fall festivals taking place in September, October and November such as Dragoncon, Music Midtown, TomorrowWorld, Taste of Atlanta and more.

FIRST TOUCH



A3C Festival & Conference
Sponsored

...

A3C Festival & Conference engages and inspires the artists, entrepreneurs and creatives that shape culture. Founded in 2005, A3C has grown from a local hip-hop showcase to become one of the most important music, tech & culture events of the year.

A poster for the Fader Fort event. The background is a dark, textured, brush-stroke style. At the top, it says 'FADER + A3C FESTIVAL'. In the center, the word 'FORT' is written in a large, bold, white font inside a white-outlined box. Below that, the dates 'OCTOBER 8 - 10' and the location 'CENTER STAGE | 1374 W PEACHTREE ST NW | ATL' are listed. The poster also features three days of music: 'TUESDAY | PINK SWEAT\$', 'WEDNESDAY | MEGAN THEE STALLION', and 'THURSDAY | LIL KEEED + LIL GOTIT', followed by '+ MORE!'. At the bottom, the website 'A3CFESTIVAL.COM/TICKETS' is provided.

FADER + A3C FESTIVAL

FORT

OCTOBER 8 - 10
CENTER STAGE | 1374 W PEACHTREE ST NW | ATL

TUESDAY | PINK SWEAT\$

WEDNESDAY | MEGAN THEE STALLION

THURSDAY | LIL KEEED + LIL GOTIT

+ MORE!

A3CFESTIVAL.COM/TICKETS

Fader Fort @ A3C!

A3C Festival & Conference engages and inspires the artists, entrepreneurs and creatives that shape culture. Founded in...

Learn More

[A3CCONFERENCE.COM](https://www.a3cconference.com)



FIRST TOUCH



LEAD
CREATED



Conference Hubs



The Studio

presented by ACID Pro Next

Network and learn from hip-hop's most influential music industry professionals and producers. Create, collaborate and experiment with the newest hardware, software and technology in music.

[Find out more](#)



The Artist Center

presented by Symphonic Distribution

A space for artists and music makers to connect, learn and develop their careers through a series of panels, workshops, mixers, mentorship and listening session.

[Find out more](#)



The Creator Complex

presented by CD Baby

Connect music makers with creative professionals and experts to create valuable digital assets and provide actionable insight to help advance artist's careers.

[Find out more](#)

Signup for More Info

Subscribe with your email*

[Sign Up](#)

Partner with us

[Download the Partner Deck](#)



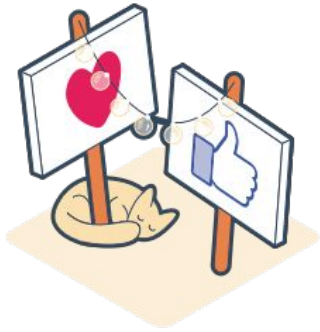
FIRST TOUCH



LEAD
CREATED



DEAL
CREATED



HOME PARTNER PERFORM **OCT 8-13, 2019** BLOG [BUY TICKETS](#)

A3C THIS IS MY YEAR
of substack

1000 tickets with
performances of A3C19
Each week, winners @ A3C19 will be selected
and send your favorite to A3C Festival &
Conference from Oct 8-13, 2019.

VOTE DAILY

6 dope new hip-hop artists. Who do you want to see LIVE at #A3C19?

by The Blog Team posted at 8/19/19 1:00 PM

Subscribe to Email Updates

Subscribe with your email*

[Sign Up](#)

FADER + A3C FESTIVAL
FORT

OCTOBER 8 - 10
CENTER STAGE | 1374 W PEACHTREE ST NW | ATL

TUESDAY | PINK SWEATS
WEDNESDAY | MEGAN THEE STALLION
THURSDAY | LIL KEED + LIL GOTIT

+ MORE!
A3CFESTIVAL.COM/TICKETS

The FADER FORT at A3C headlined by Megan Thee Stallion, Pink Sweat\$, Lil Keed, Lil Gotit + more!

by The Blog Team posted at 8/18/19 12:25 PM

Lil Jon & Friends

E-40 joins Lil Jon, Rakim & Big Daddy Kane on the Hip-Hop Trailblazer series at A3C 2019

by The Blog Team posted at 8/16/19 12:28 PM

Featured Posts

The FADER Fort at A3C headlined by Megan Thee



FIRST TOUCH →

LEAD
CREATED →

DEAL
CREATED →

CLOSED WON



HOME PARTNER PERFORM **OCT 8-13, 2019** BLOG **BUY TICKETS** \$999.00 0

GA Limited Number Available Provides Access to A3C Festival & Conference from More info	\$399.00	0
Conference Limited Number Available Provides Access to A3C Conference from October 10-12, More info	\$199.00	0
GA (20% Group Discount) 20% off for groups of 3 or more Limited Number Available Provides Access to A3C More info	\$319.00	0
Conference (20% Group Discount) Limited Number Available Provides Access to A3C Conference from October 10-12, More info	\$159.00	0

Powered by **UNIVERSE** [GET TICKETS](#)

Ticket Types

VIP	GA	CONFERENCE
\$999	\$399	\$199



Total
Purchase





Bethany's Buyer's Journey



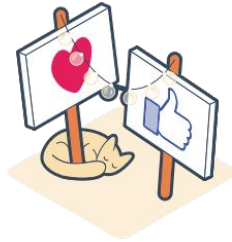
ORGANIC
SEARCH

FIRST TOUCH



PAID SOCIAL

LEAD
CREATED



ORGANIC
SOCIAL

DEAL
CREATED



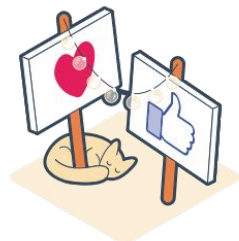
BLOG



EMAIL

CLOSED WON





FIRST TOUCH

LEAD
CREATED

DEAL
CREATED

CLOSED WON

%

%

%

%

%

\$\$\$

\$\$\$

\$\$\$

\$\$\$

\$\$\$



Attribution Models

First touch model

Last touch model

Linear model

Full path model

U-model

W-model



“How are paying customers first finding out about us?”



SINGLE-TOUCH ATTRIBUTION

FIRST TOUCH ATTRIBUTION

Gives all the credit to the first touch point someone has with your brand on their way to becoming a customer.

100%





Bethany's Buyer's Journey



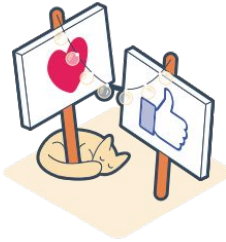
ORGANIC
SEARCH

FIRST TOUCH



PAID SOCIAL

LEAD
CREATED



ORGANIC
SOCIAL

DEAL
CREATED



BLOG



EMAIL

CLOSED WON



First Touch Attribution



ORGANIC
SEARCH



Configure

Chart type



Deal close date

All time

Dimensions

Asset type

+ Add another dimension

Metrics

- Amount - W Model x
- Amount - Full-Path Model x
- Amount - First-Touch Model x

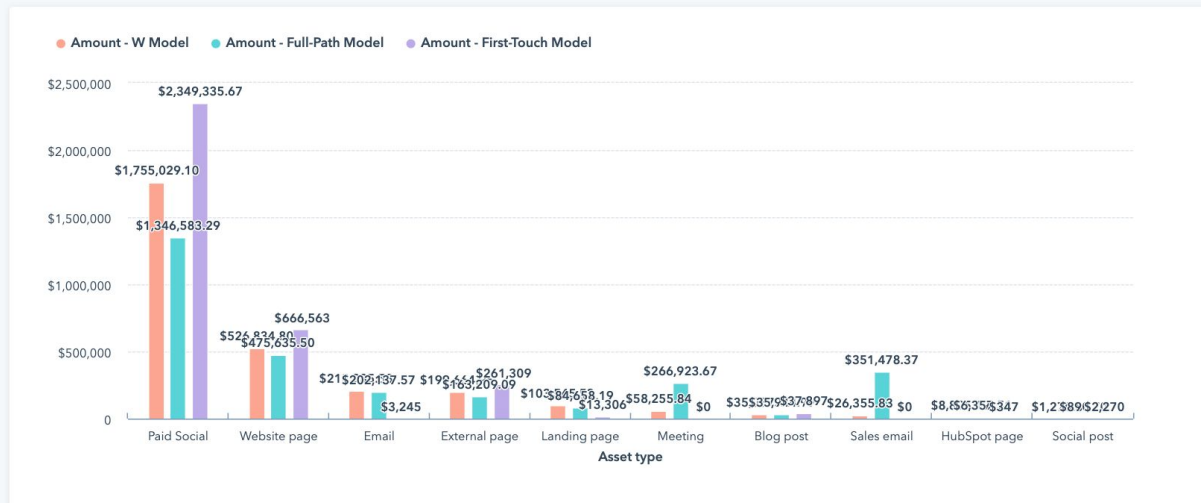
Amount - W Model

Gives 30% of the credits to each of the first touch, lead conversion, and opportunity creation touches. The other 10% is divided among the other touchpoints.

Amount - Full-Path Model

The first touch, lead creation, opportunity, and last touch touchpoints each receive 22.5% of the credit and the last 10% is split equally among the

Explore sample reports



ASSET TYPE	AMOUNT - W MODEL	AMOUNT - FULL-PATH MODEL	AMOUNT - FIRST-TOUCH MODEL
Paid Social	\$1,755,029.10	\$1,346,583.29	\$2,349,335.67
Website page	\$526,834.80	\$475,635.50	\$666,563
Email	\$212,335.58	\$202,137.57	\$3,245
External page	\$199,664.96	\$163,209.09	\$261,309



[Back to report types](#)

Attribution Builder ALPHA

ASSET TYPE

AMOUNT -
FULL-PATH
MODEL

AMOUNT
- FIRST-
TOUCH
MODEL

Paid Social

\$299,366.89

\$738,325

Dimensions

Asset type

+ Add another dimension

Metrics

Amount - W Model ×

Amount - Full-Path Model ×

Amount - First-Touch Model ×

Amount - W Model

Gives 30% of the credits to each of the first touch,
lead conversion, and opportunity creation touches

External page	\$28,157.48	\$22,166.24	\$50,000
Landing page	\$22,046.29	\$16,527.62	\$0
Blog post	\$18,230.15	\$13,818.83	\$0
Misc HubSpot page	\$7,888.98	\$5,458.00	\$0
Social post	\$134.15	\$120.12	\$0
Listing page	\$30.61	\$25.42	\$0
Meeting	\$0	\$95,857.80	\$0
Sales email	\$0	\$59,349.41	\$0

Analyze the results

Paid social is driving a bulk of their revenue for first touch.

[Back to report types](#)

Attribution Builder ALPHA

Configure

Chart type



Deal close date

This year

Dimensions

Asset type

ASSET TYPE	AMOUNT - W MODEL	AMOUNT - FULL-PATH MODEL	AMOUNT - FIRST-TOUCH MODEL
Paid Social	\$412,379.01	\$299,366.89	\$738,325
Website page	\$106,774.73	\$95,034.14	\$77,500
Email	\$60,183.60	\$48,086.54	\$0
External page	\$28,157.48	\$22,180.24	\$50,000
Landing page	\$22,046.29	\$16,527.62	\$0

Analyze the results

Organic social is hardly moving the needle.

ASSET TYPE

Social post

Amount - W Model
Gives 30% of the credits to each of the first touch, lead conversion, and opportunity creation touches

ASSET TYPE	AMOUNT - FULL-PATH MODEL	AMOUNT - FIRST-TOUCH MODEL
Social post	\$120.12	\$0
Sales email	\$0	\$59,349.41

Attribution Builder ALPHA

Configure

Chart type

ASSET TYPE	AMOUNT - W MODEL	AMOUNT - FULL-PATH MODEL	AMOUNT - FIRST-TOUCH MODEL
Paid Social	\$412,379.01	\$299,366.89	\$738,325
Blog post		\$13,818.83	\$0
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Listing page	\$30.61	\$25.42	\$0
Meeting	\$0	\$95,857.80	\$0
Sales email	\$0	\$59,349.41	\$0

Metrics

- Amount - W Model
- Amount - Full-Path Model
- Amount - First-Touch Model

Amount - W Model
Gives 30% of the credits to each of the first touch, lead conversion, and opportunity creation touches

Analyze the results

Email isn't making an influence on first touch. Neither is the blog.

“What is influencing paying customers across the entire buyer’s journey?”



MULTI-TOUCH ATTRIBUTION

FULL PATH ATTRIBUTION

Gives an equal 22.5% of credit to the four main touchpoints. The remaining 10% is distributed to any other touchpoints.

- First touch
- Lead created
- Deal created
- Closed won

- All other touchpoints

90%

10%



Bethany's Buyer's Journey



FIRST TOUCH

22.5%
CREDIT

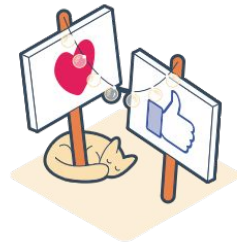
\$180



LEAD
CREATED

22.5%
CREDIT

\$180



DEAL
CREATED

22.5%
CREDIT

\$180



CLOSED WON

22.5%
CREDIT

\$180



[Back to report types](#)

Attribution Builder ALPHA

ASSET TYPE

AMOUNT - FULL-PATH MODEL

AMOUNT - FIRST-TOUCH MODEL

Paid Social

\$299,366.89

\$738,325

Dimensions

Asset type

+ Add another dimension

Metrics

Amount - W Model

Amount - Full-Path Model

Amount - First-Touch Model

Amount - W Model

Gives 30% of the credits to each of the first touch, lead conversion, and opportunity creation touches

External page	\$28,157.48	\$22,180.24	\$50,000
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Blog post	\$18,230.15	\$13,818.83	\$0
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Listing page	\$30.61	\$25.42	\$0
Meeting	\$0	\$95,857.80	\$0
Sales email	\$0	\$59,349.41	\$0

Analyze the results

Paid social is still on top.

Attribution Builder ALPHA

Configure

Chart type

Deal close date: This year

Dimensions: Asset type

ASSET TYPE	AMOUNT - W MODEL	AMOUNT - FULL-PATH MODEL	AMOUNT - FIRST-TOUCH MODEL
Paid Social	\$412,379.01	\$299,366.89	\$738,325
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Landing page	\$22,046.29	\$16,527.62	\$0

ASSET TYPE	AMOUNT - FULL-PATH MODEL	AMOUNT - FIRST-TOUCH MODEL
Social post	\$120.12	\$0

Amount - W Model
Gives 30% of the credits to each of the first touch, lead conversion, and opportunity creation touches

Analyze the results

Organic social is hardly moving the needle.

Attribution Builder ALPHA

Configure

Chart type

ASSET TYPE	AMOUNT - W MODEL	AMOUNT - FULL-PATH MODEL	AMOUNT - FIRST-TOUCH MODEL
Paid Social	\$412,379.01	\$299,366.89	\$738,325
Blog post		\$13,818.83	\$0
Email		\$48,086.54	\$0
Misc HubSpot page	\$7,888.98	\$5,458.00	\$0
Social post	\$134.15	\$120.12	\$0
Listing page	\$30.61	\$25.42	\$0
Meeting	\$0	\$95,857.80	\$0
Sales email	\$0	\$59,349.41	\$0

Metrics

- Amount - W Model
- Amount - Full-Path Model
- Amount - First-Touch Model

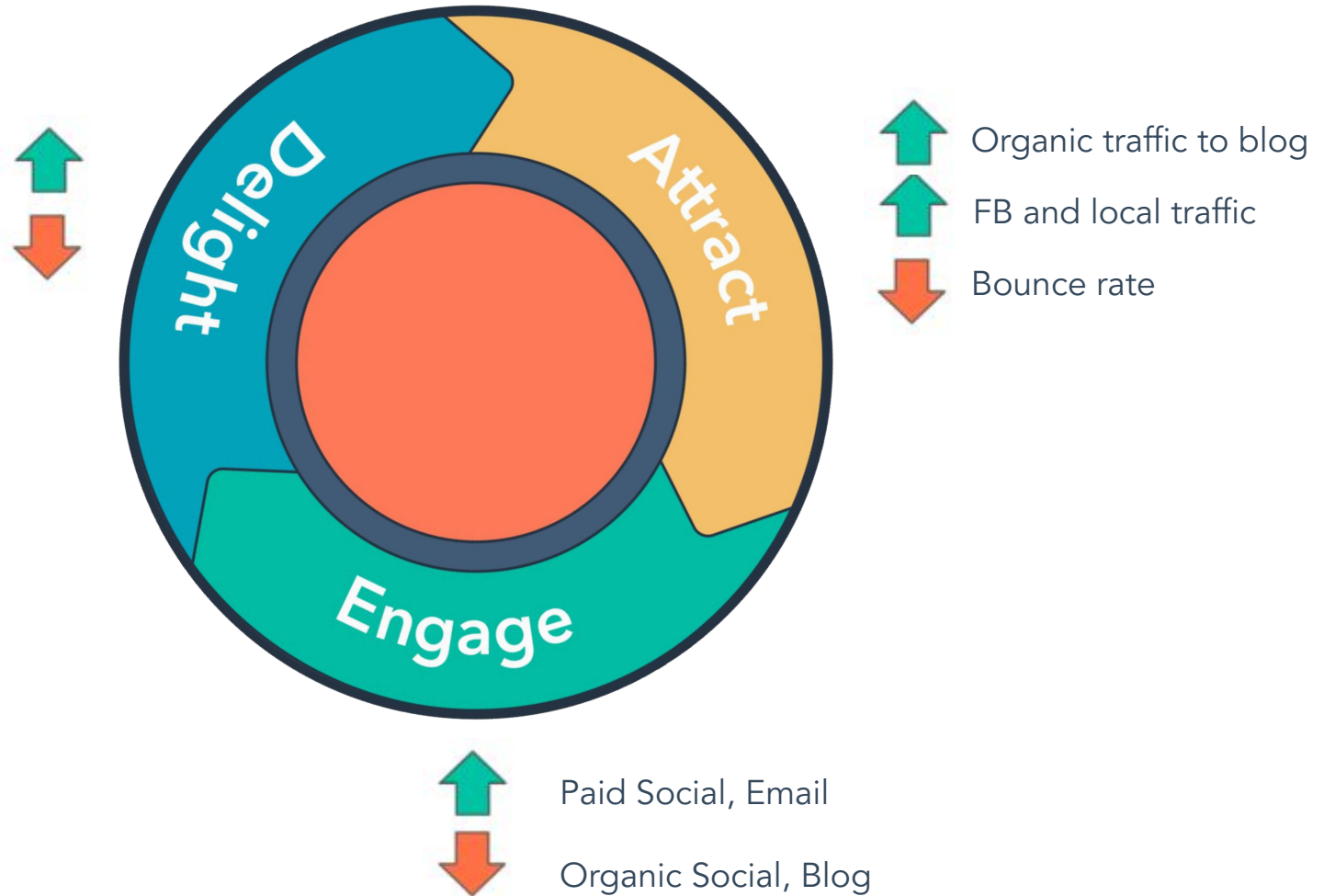
Amount - W Model
Gives 30% of the credits to each of the first touch, lead conversion, and opportunity creation touches

Analyze the results

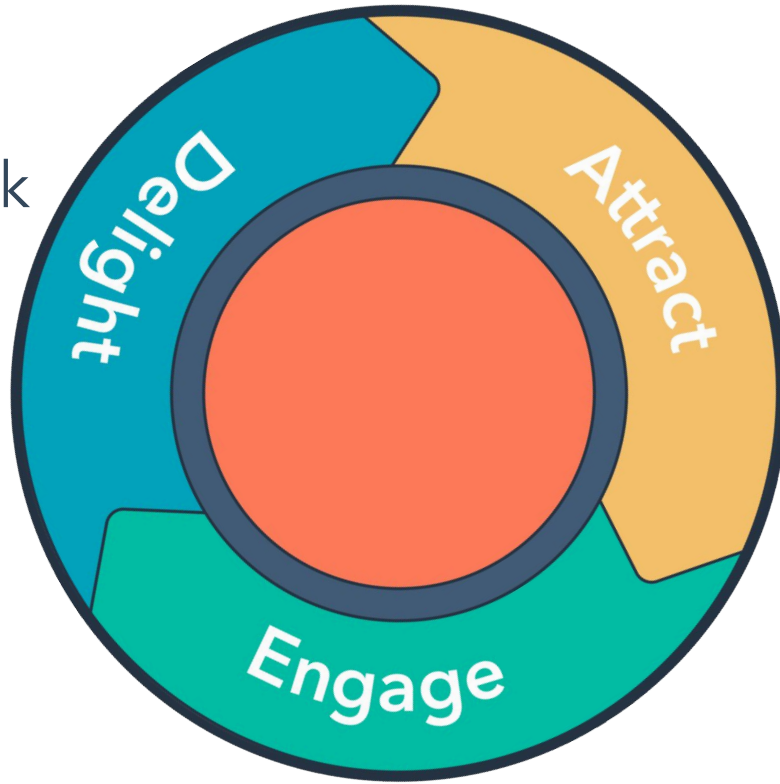
Email and blog *are* driving a lot of revenue with this model.

What to look for in Attribution Reports

- What question are we trying to answer?
- How is a specific channel or asset performing?
- What is driving revenue?
 - Give credit where credit's due
 - Optimize for what's working



Tickets & Feedback
Reports





Otis
@otis



Follow

Cool festival @A3C but where are the water fountains? I'm PARCHED.



2:48 PM - 8 Oct 2018





< Tickets

Actions ▾

[Activity](#) [Notes](#) [Emails](#) [Calls](#) [Tasks](#)



Otis is PARCHED



Open a few seconds

Status: New ▾



Note Email Call Log Task Meet

▾ **About this ticket**

Ticket name

Otis is PARCHED

Ticket description

Otis can't find the drinking fountain.
Let's help him!

Ticket owner

Ari Plaut

Create date

08/20/2019

Last customer reply date

--

Filter by: [Filter activity \(8/10\)](#) ▾ [All users](#) ▾ [All teams](#) ▾ 🔍

August 2019

- Ticket activity**
Ari Plaut moved ticket to New

Aug 20, 2019 at 1:43 PM GMT+1
- Ticket created**
Otis is PARCHED was created

Aug 20, 2019 at 1:43 PM GMT+1

Help



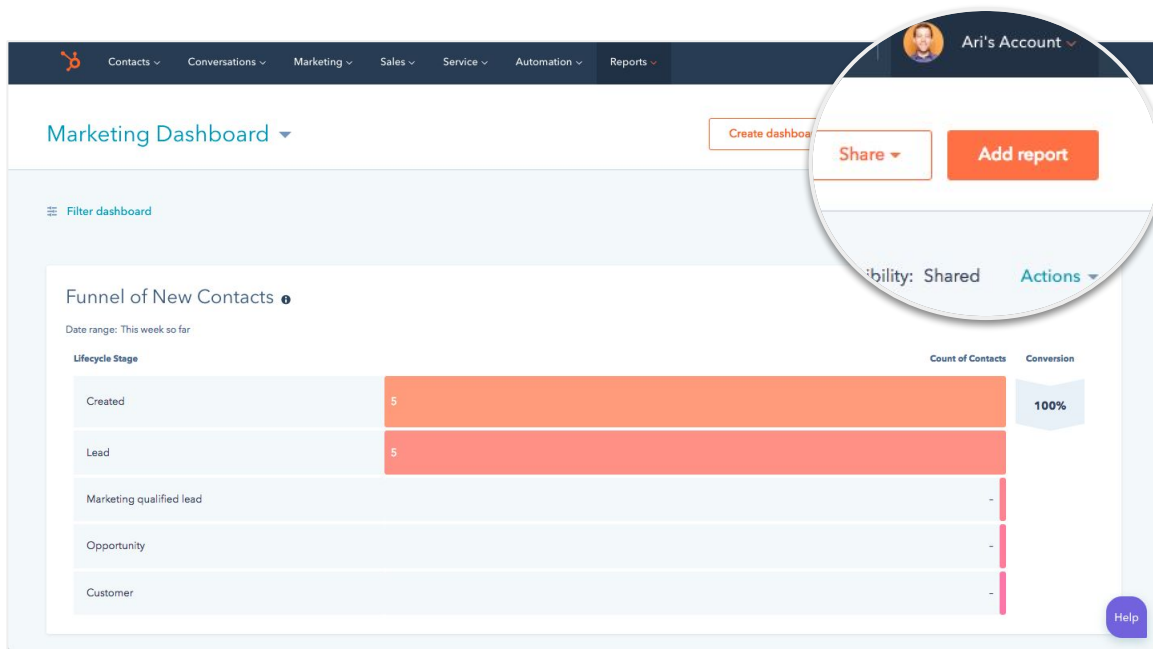
How long do they take?

What are they about?

Where are they coming from?

Who's answering them?

How long do they take? **Time to first reply**
What are they about? **Ticket category**
Where are they coming from? **Ticket source**
Who's answering them? **Ticket owner**



Step 1

Get to the builder

From any HubSpot dashboard or from your Reports screen, click *Add report* then *Create custom report*.

Exit

What do you want to report on?

Single data set

Report on a single data set such as your contacts.

Cross data set

Report across two different data sets such as your contacts and deals, or deals and products.

Choose one data set

- Contacts
- Companies
- Deals
- Activities
- Tickets
- Products

Step 2

Choose your data set

Do you want to report on contacts, companies, etc.?

In this case, tickets.

Back to dashboard Custom Contacts and Deals Report Next

Visualization Export Undo

Properties

Add properties to build this report with the data you want. Data you select here can be visualized in the next step.

Selected properties

- Category
- Ticket Property

DEAL STAGE (DEALS)	DEAL OWNER (DEALS)	STATE/REGION (CONTACTS)
Created	Dhanashree Shah	Massachusetts
Created	Dhanashree Shah	Massachusetts

What do you think of the new Report Builder? Help

Step 3

Pick your properties

Examples:
Source, status, pipeline

In this case, category.

The screenshot shows a CRM report builder interface. At the top, there is a navigation bar with a back arrow and the text "Back to dashboard", the report title "Custom Contacts and Deals Report", and a "Next" button. Below the navigation bar, there are "Export" and "Undo" buttons. A light green banner contains the text "Save or export your report." with a close icon. The main content area is divided into sections for filter configuration. A circular callout highlights the "Required filters" section, which contains the text "Create date is This year so far". Below this is the "Other filters" section with the text "Add filters to narrow down your data." To the right of the callout, a table displays the filtered data. At the bottom left, there is a feedback prompt: "What do you think of the new Report Builder?". At the bottom right, there is a "Help" button.

Back to dashboard Custom Contacts and Deals Report Next

Export Undo

Save or export your report.

Required filters

Create date is This year so far

Other filters

Add filters to narrow down your data.

DEAL STAGE (DEALS)	DEAL OWNER (DEALS)	STATE/REGION (CONTACTS)
Created	Dhanashree Shah	Massachusetts
Created	Dhanashree Shah	Massachusetts

What do you think of the new Report Builder?

Help

Step 4

Add your filters

Which tickets do we want to see?

The image shows a data visualization tool interface. A circular configuration panel is overlaid on the left side of the screen. The panel is titled "Configure bar chart" and contains the following sections:

- Displaying:** A dropdown menu showing "Category" with a close button (X).
- measured by:** A dropdown menu showing "Count of Tickets" with a close button (X).
- Available properties to display:** A list of properties to display in the data table.

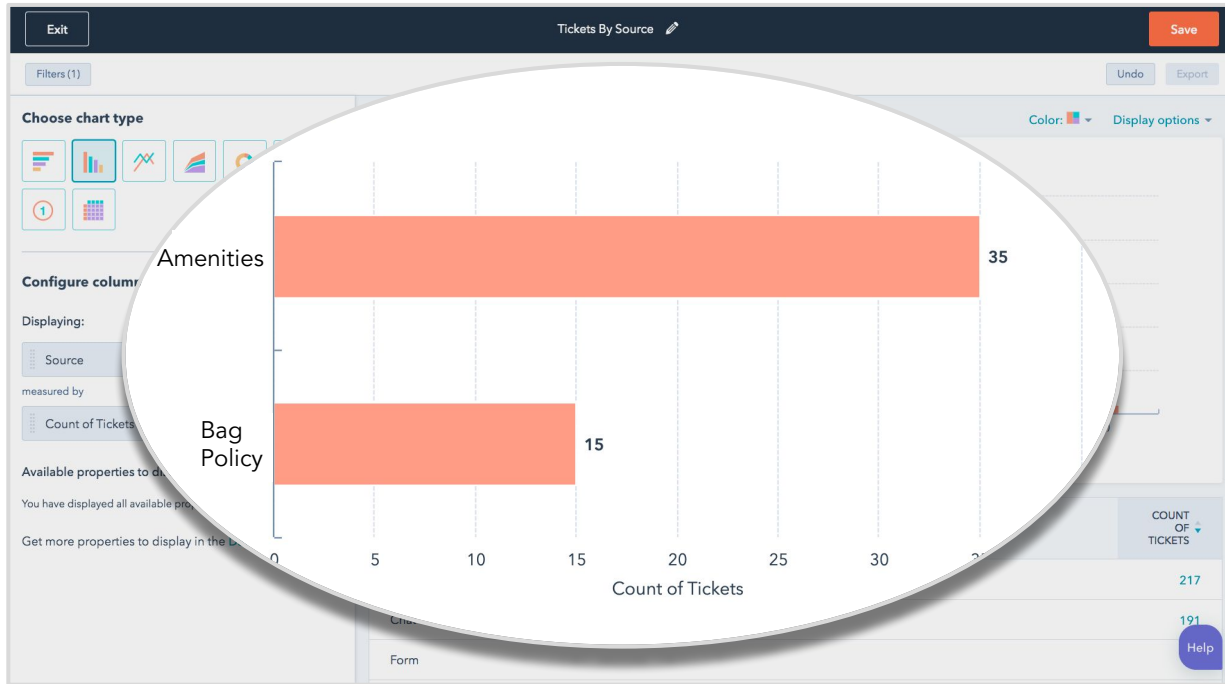
The background interface shows a bar chart with three bars representing different sources: "Form" (81), "Phone" (60), and "(No value)" (10). The chart is titled "Source" and has a "COUNT OF TICKETS" label. The interface also includes a "Save" button, "Undo", and "Export" options.

Source	Count of Tickets
Form	81
Phone	60
(No value)	10

Step 5

Create your visualization

Chart type, sort, data labels, colors, etc.



Step 5

Create your visualization

Chart type, sort, data labels, colors, etc.

Save custom report



This custom report will be saved to your reports. You can also add it to a dashboard.

Report name

Add to dashboard

Custom dashboard name

Visibility

Your account currently has 18 custom reports and 4 custom dashboards.

Step 6

Save your report.

Click *Save*, and decide whether you'd like to add your report to a dashboard, or have it live on its own.





Bethany
@bethany



 **Follow**

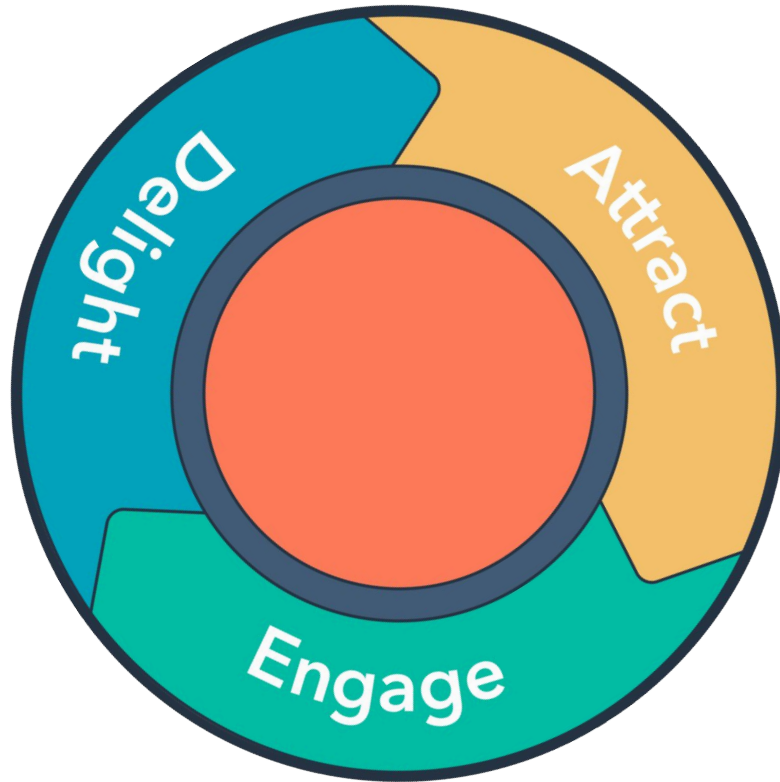
Best. Festival. Ever. @ **A3C**



2:48 PM - 10 Oct 2018



Pro tip: Measure NPS



NPS stands for Net Promoter Score.

It's a customer satisfaction benchmark that measures how likely your customers are to recommend you to a friend.





Hey Contact: First name,
Your opinion matters

**How likely is it that you would recommend
A3C to a friend or colleague?**



Not at all likely

Extremely likely



Your NPS score ?

Date range: Last year

 48% Promoters

- minus

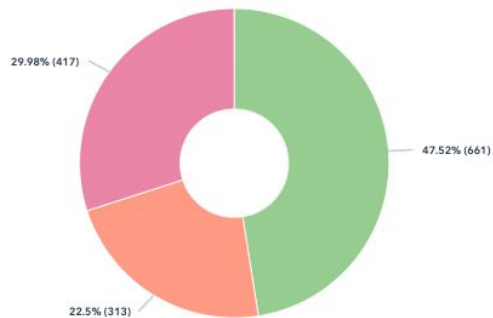
 30% Detractors

= 18 NPS

How your customers are feeling ?

Date range: Last year

 Promoters 9-10  Passives 7-8  Detractors 0-6



How your customers are feeling over time ?

Date range: Last year

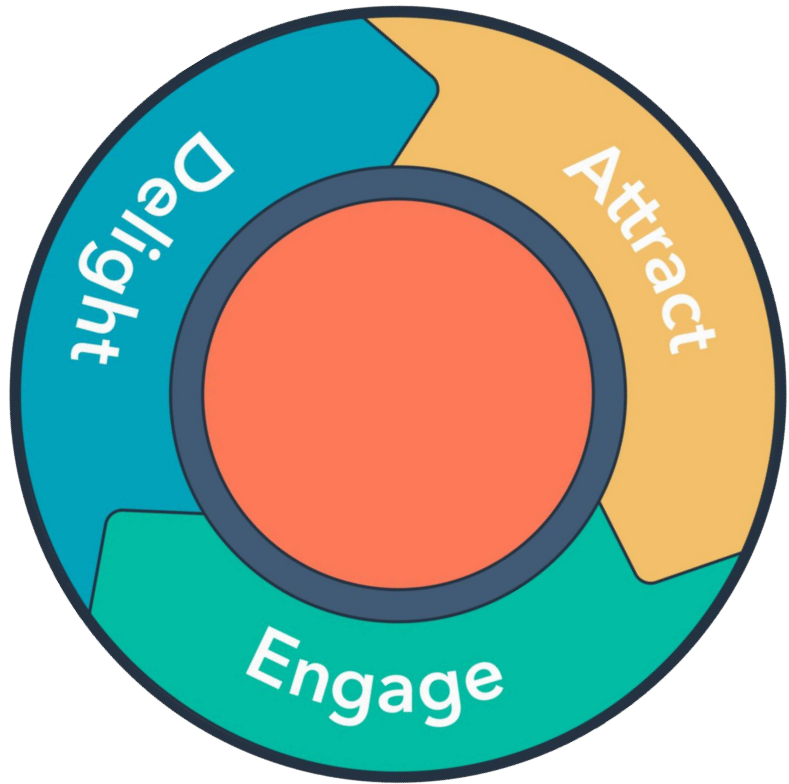
 Score  World Class



Net Promoter Score



Tickets about water



Organic traffic to blog



FB and local traffic



Bounce rate



Paid Social, Email

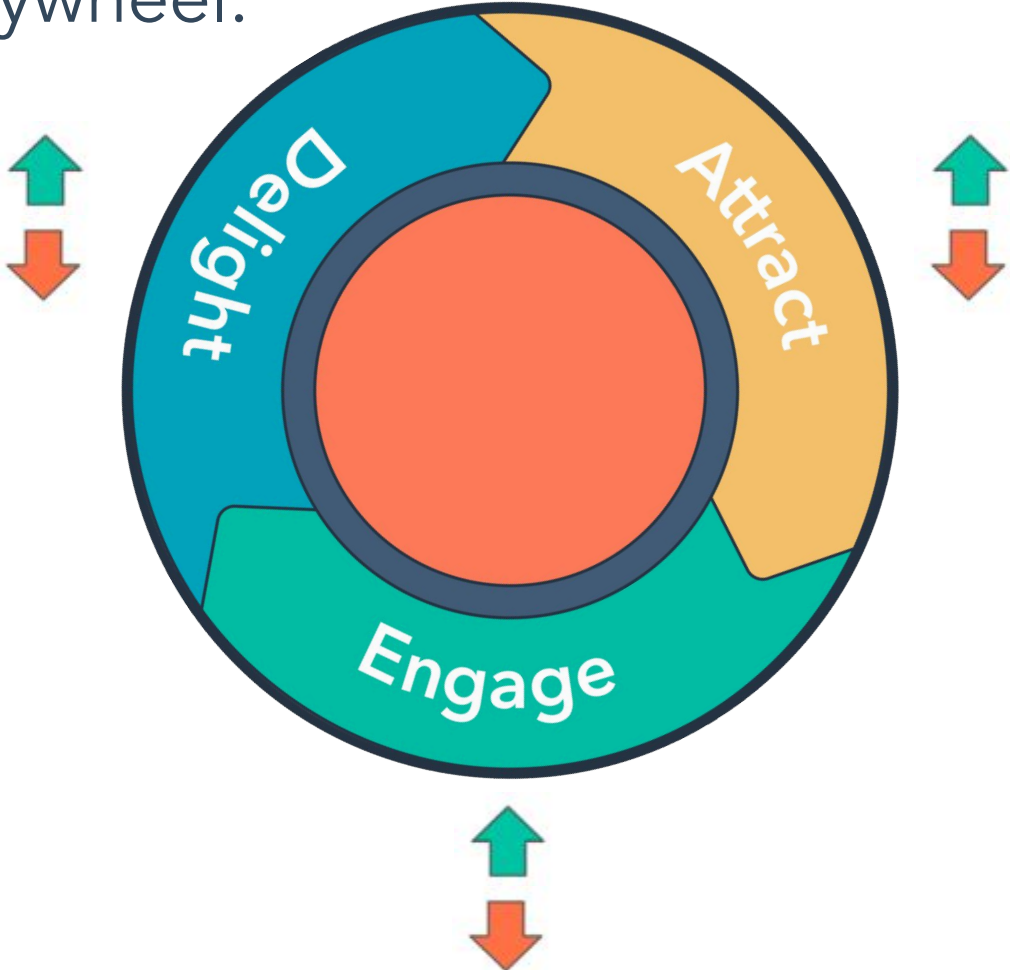


Organic Social, Blog

Summary

- Force is good. Friction is bad. Flywheel is our guide.
- Traffic analytics = Attract
- Attribution report = Engage
- Custom ticket reports & feedback = Delight

That's A3C's reporting flywheel.
What's yours?



Thanks!