- Dashboard
- Contacts
- Campaigns
- Automation
- Reports
- Properties
- Events

Analytics & Reports

All Reports | Smart Reports | Custom Reports

	Reports Name	Category	Last Run
☑	New Leads		11/12/2013
☐	Traffic by Type		09/12/2013
☐	Traffic by Source		09/12/2013
☐	Traffic by Lifecycle		09/12/2013
☐	Lifecycle Pipeline		28/11/2013
☐	Hot List		26/11/2013
☐	Campaign List		14/11/2013
☐	Traffic Type & Lifecycle		09/12/2013
☐	Activity		15/11/2013

Traffic by Type

Date Range [Last 30 Days ▼]

☑ Compare to [previous period ▼]

Group By [Community ▼]

Communities [All ▼]

Traffic Types [All ▼]

[Run Report]

Navigation

- Dashboard
- Contacts
- Campaigns
- Automation
- Reports
- Properties
- Events

[Run Report]   [Save Report As...]

Traffic by Type

Date Range | Last 30 Days ▼

- Last 7 Days
- Last 30 Days

Group By | Last Month
- Last 3 Months

Communities | Month to Date
- Year to Date

Traffic Types | Last Year
- Custom

Dashboard

Contacts

Campaigns

Automation

Reports

Properties

Events

Traffic by Type

Dashboard	
Contacts	
Campaigns	
Automation	
Reports	
Properties	
Events	

Run Report   **Save Report As...**

Date Range [Last 30 Days ▼]

☑ Compare to [previous period ▼]

> previous period
> previous year

Group By [Community]

Communities [All ▼]

Traffic Types [All ▼]

☐ Display table with details

[Run Report]

Traffic by Type

Date Range   Last 30 Days ▼

☑ Compare to   previous period ▼

Group By   Community ▼

Communities

Account Executive

Community

Traffic Types   All ▼

☐ Display table with details

Run Report

Dashboard

Contacts

Campaigns

Automation

Reports

Properties

Events

| Dashboard |
| Contacts |
| Campaigns |
| Automation |
| Reports |
| Properties |
| Events |

Run Report **Save Report As...**

Traffic by Type

Date Range | Last 30 Days ▼ |

☑ Compare to | previous period ▼ |

Group By | Community ▼ |

Communities | All ▼ |

Traffic Types

☑ All

☑ Arbor Ridge

☑ Cypress Creek

☑ Preston Village

Dashboard

Contacts

Campaigns

Automation

Reports

Properties

Events

Traffic by Type

Date Range | Last 30 Days ▼ |

☑ Compare to | previous period ▼ |

Group By | Community ▼ |

Account Exec | All ▼ |

Traffic Types

☑ All

☑ Jenny Janda

☑ Charlotte Manas

☑ Taylor Metcalf

Traffic by Type

Date Range   Last 30 Days   ▼

☑ Compare to   previous period   ▼

Group By   Community   ▼

Communities   All   ▼

Traffic Types   All   ▼

☑   All

☑   Be Back

☑   First

Dashboard

Contacts

Campaigns

Automation

Reports

Properties

Events

Traffic by Type

Date Range   `Last 30 Days    ▼`

☑ Compare to   `previous period    ▼`

Group By   `Community    ▼`

Communities   `All    ▼`

Traffic Types   `All    ▼`

☐ Display table with details

Run Report

Dashboard

Contacts

Campaigns

Automation

Reports

Properties

Events

110
Traffic

▲23%
Previous 30 days

Traffic Types

First

Be Back

Dashboard

Contacts

Campaigns

Automation

Reports

Properties

Events

Traffic by Type

Date Range

Last 30 Days ▼

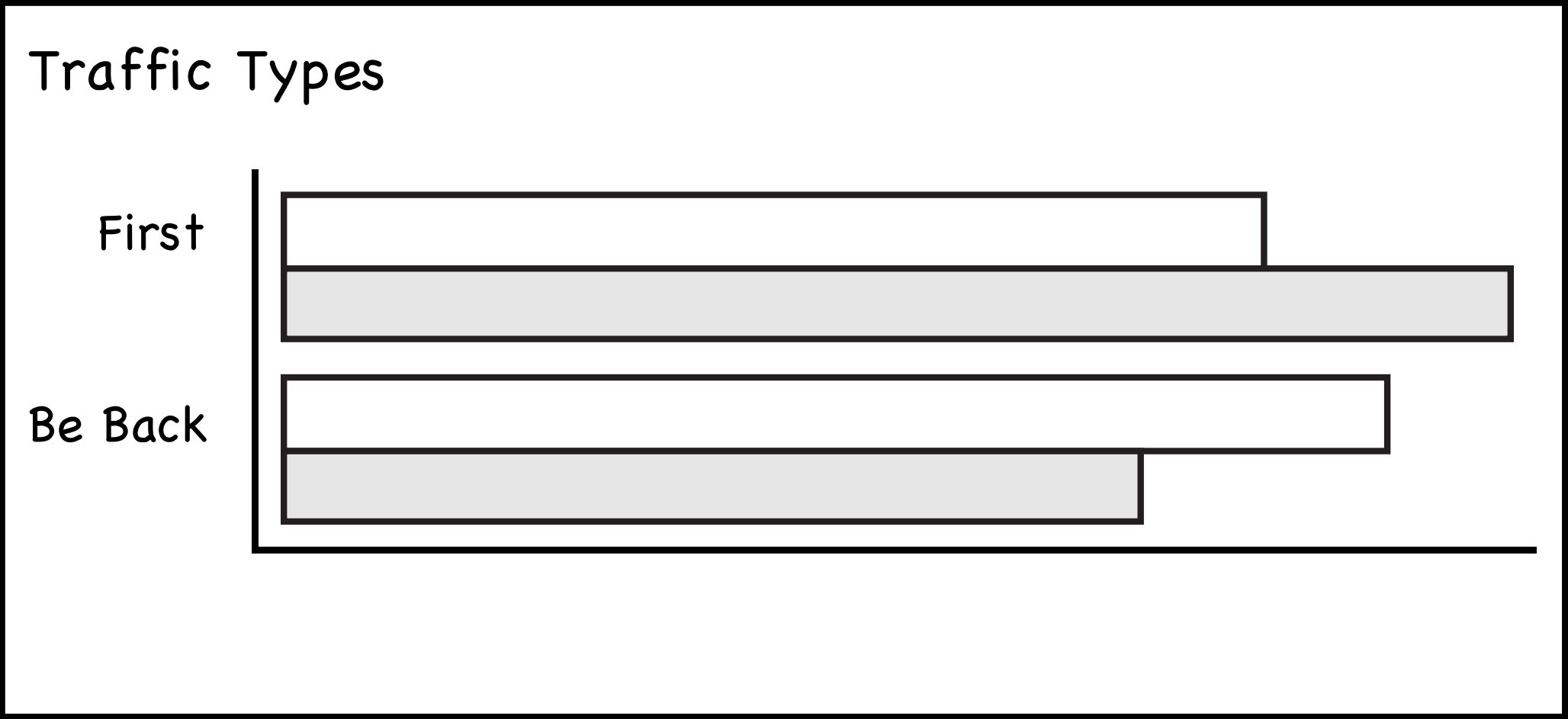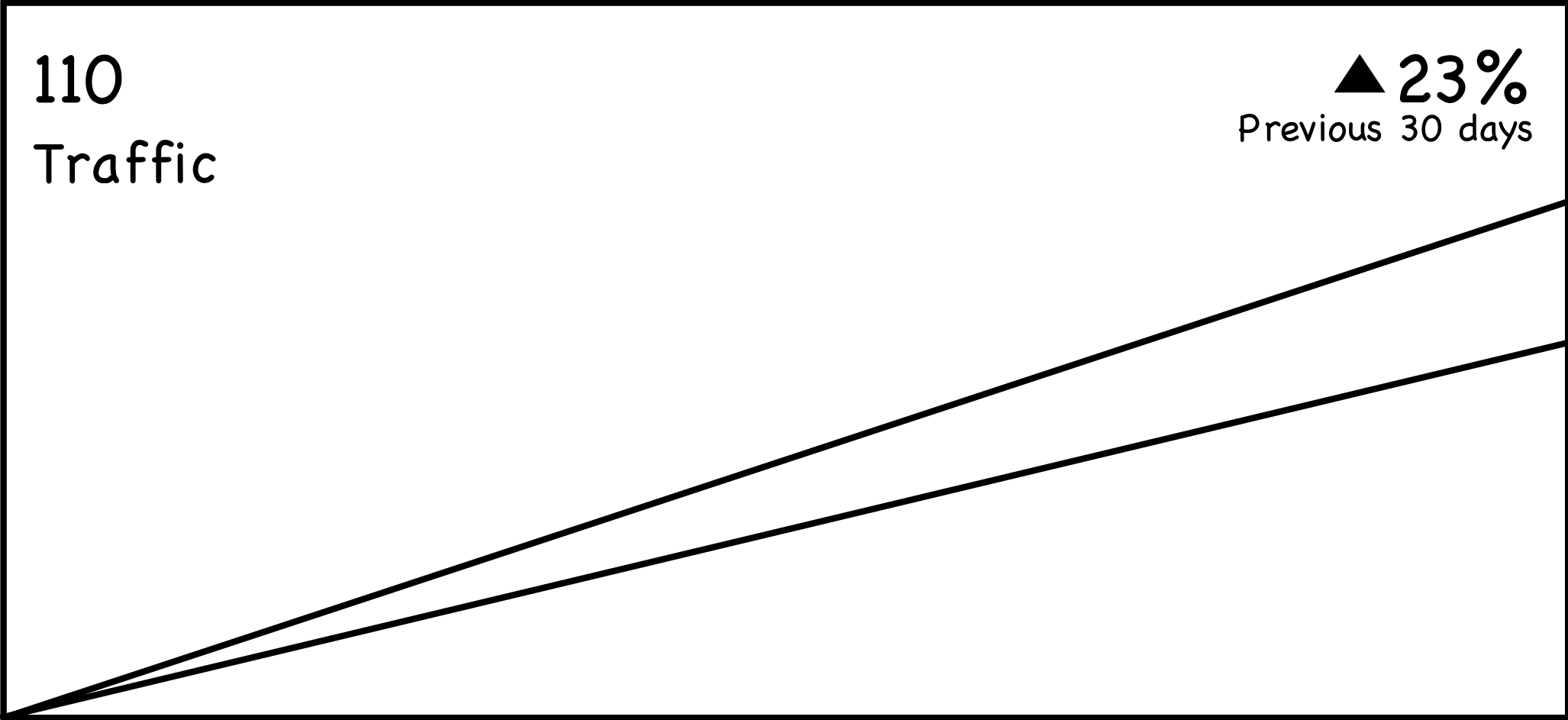☑ Compare to   previous period ▼

Group By

Community ▼

Communities

All ▼

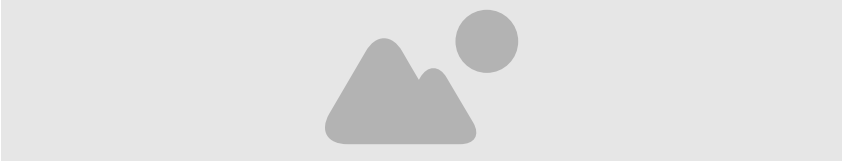Traffic Types

All ▼

Run Report

110
Traffic

▲23%
Previous 30 days

Traffic Types

First

Be Back

Community	First	Be Back	Agent	Total
Cypress Creek	5	1	1	7
Preston Village	45	10	1	56
Total	**50**	**11**	**2**	**63**
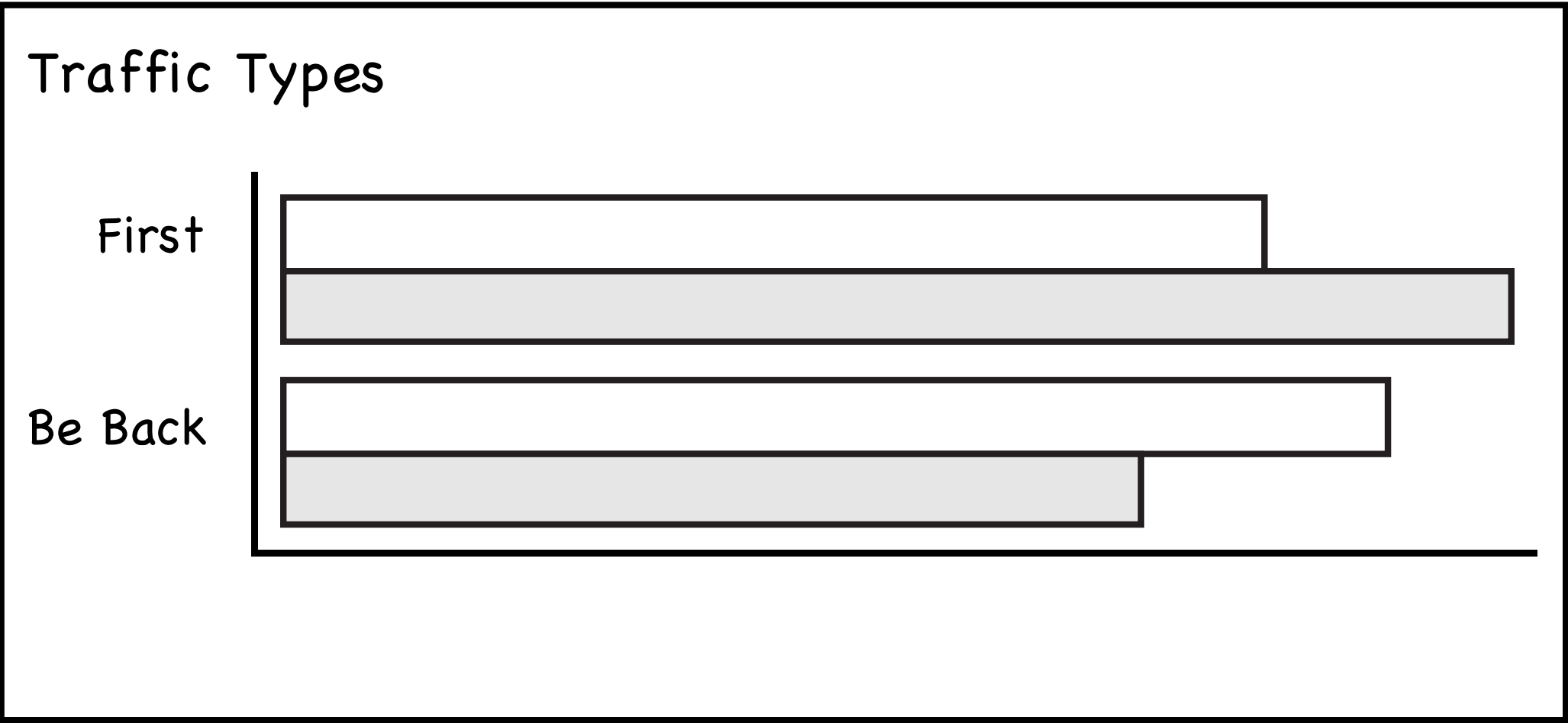
Dashboard

Contacts

Campaigns

Automation

Reports

Properties

Events

	Last Name	First Name	Email	Phone	Community	Tour Type
☑	Taylor	Grant	gtaylor@smarttouchinteractive.com	(512) 736-9032	Cypress Creek	First
☐	White	Ron	ron.white@gmail.com	(512) 555-1111	Cypress Creek	First

Run Report   Save Report As...

Dashboard

Contacts

Campaigns

Automation

Reports

Properties

Events

Traffic by Source

Date Range

| Last 30 Days ▼ |

☑ Compare to | previous period ▼ |

Group By

| Community ▼ |

Communities

| All ▼ |

Traffic Types

| All ▼ |

Run Report

Run Report   Save Report As...

Dashboard

Contacts

Campaigns

Automation

Reports

Properties

Events

Traffic by Source

Date Range

Last 30 Days ▼

☑ Compare to previous period ▼

Group By

Community ▼

Communities

All ▼

Traffic Types

All ▼

Run Report

110
Traffic   ▲23%
                    Previous 30 days

Top 5 Traffic Sources

Internet Search   Drive By
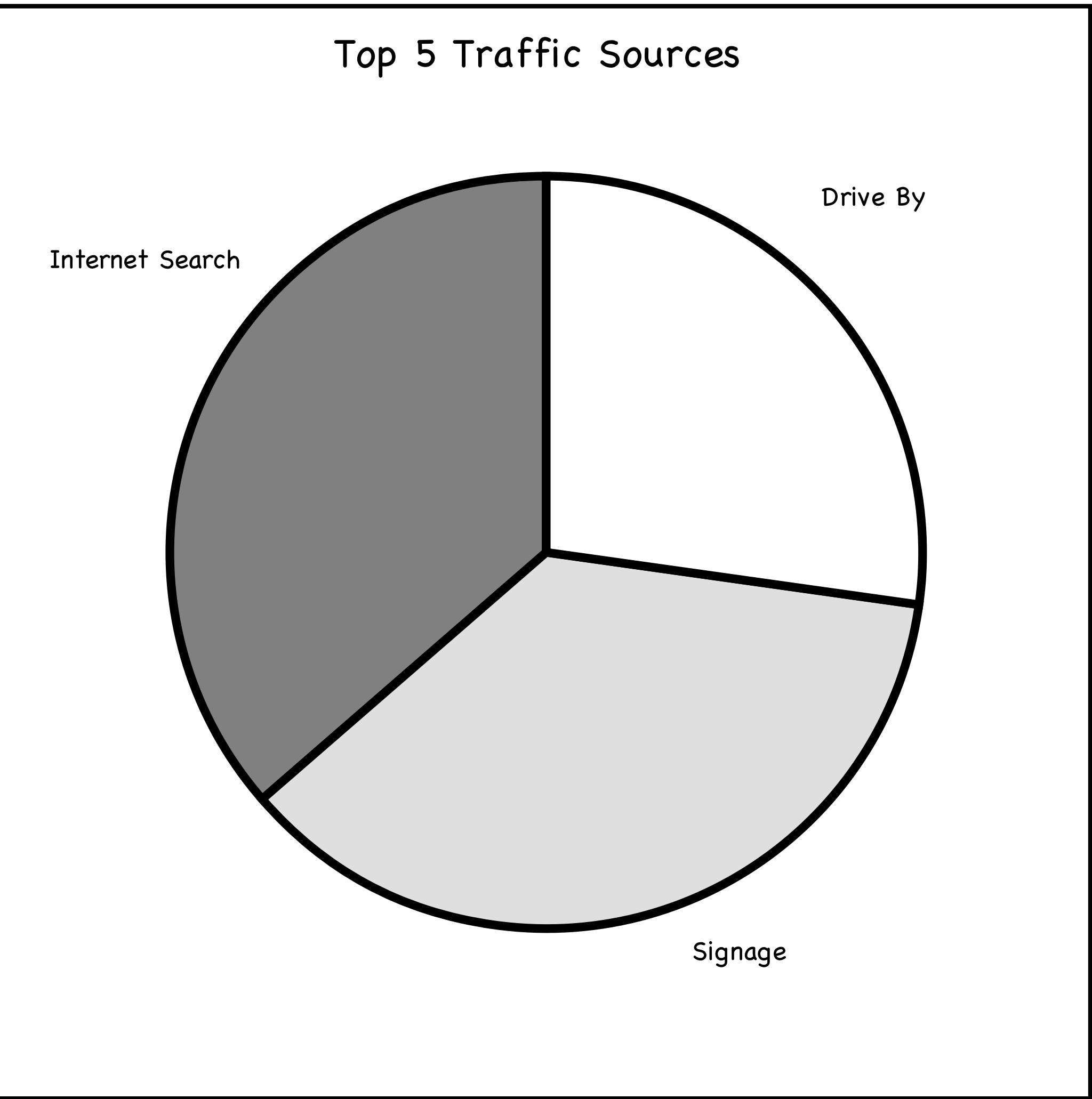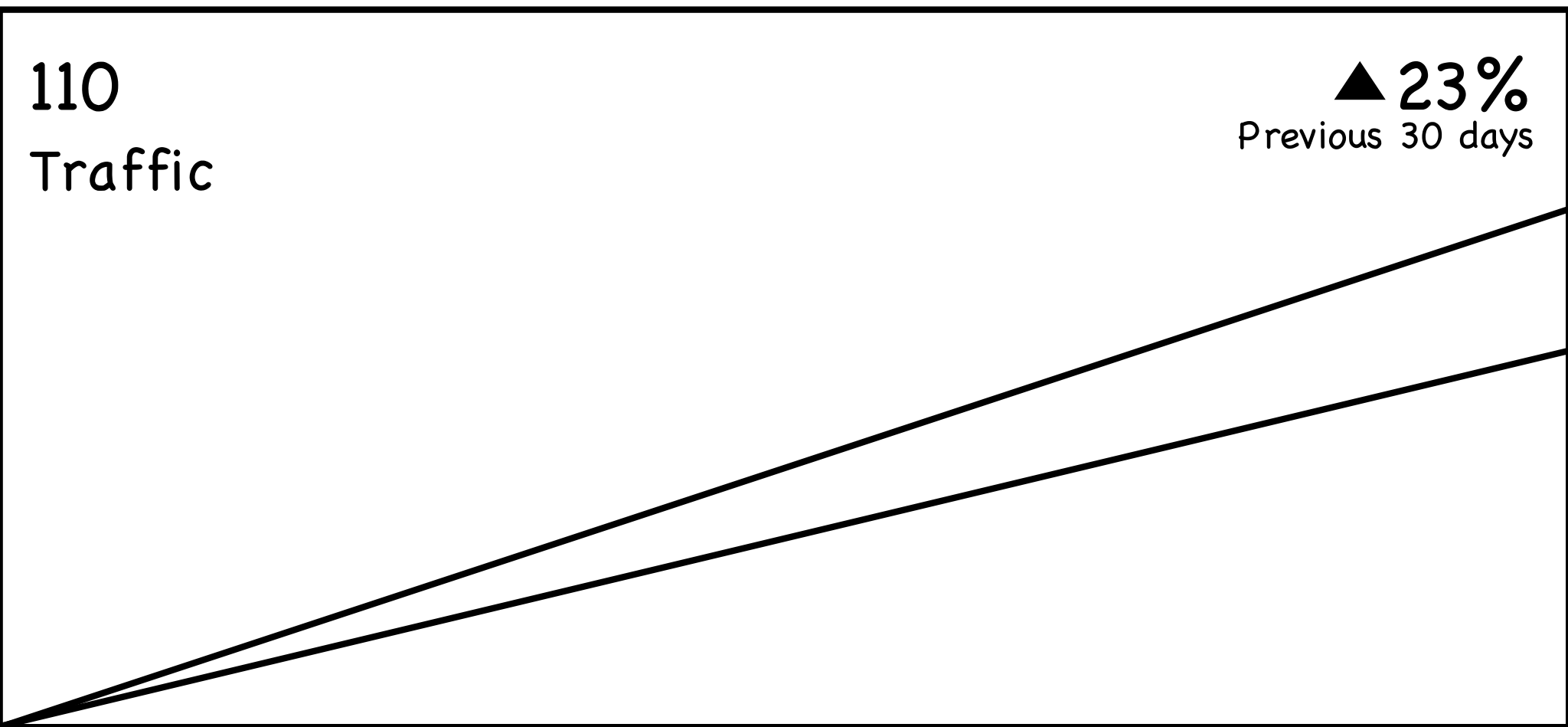
Signage

Community	Total	Internet Search	Drive By	Signage	Referral	MLS	Other
Arbor Ridge	49	15	15	10	5	3	1
Cypress Creek	6	2	0	1	1	0	2
Preston Village	55	20	15	10	5	3	2
Total	110	37	30	21	11	6	5

Dashboard

Contacts

Campaigns

Automation

Reports

Properties

Events

	Last Name	First Name	Email	Phone	Community	Traffic Source
☑	Taylor	Grant	gtaylor@smarttouchinteractive.com	(512) 736-9032	Cypress Creek	Internet Search
☐	White	Ron	ron.white@gmail.com	(512) 555-1111	Cypress Creek	Internet Search

Run Report   Save Report As...

Dashboard

Contacts

Campaigns

Automation

Reports

Properties

Events

Traffic by Lifecycle

Date Range

| Last 30 Days | ▼ |

☑ Compare to | previous period | ▼ |

Group By

| Community | ▼ |

Communities

| All | ▼ |

Traffic Types

| All | ▼ |

Lifecycles

| All | ▼ |

Run Report

Traffic by Lifecycle

Date Range

Last 30 Days ▼

☑ Compare to   previous period ▼

Group By

Community ▼

Communities

All ▼

Traffic Types

All ▼

Lifecycles

All ▼

Run Report

Drive By

110
Traffic   ▲**23%**
                                         Previous 30 days

Top 5 Lifecycles

Internet Search
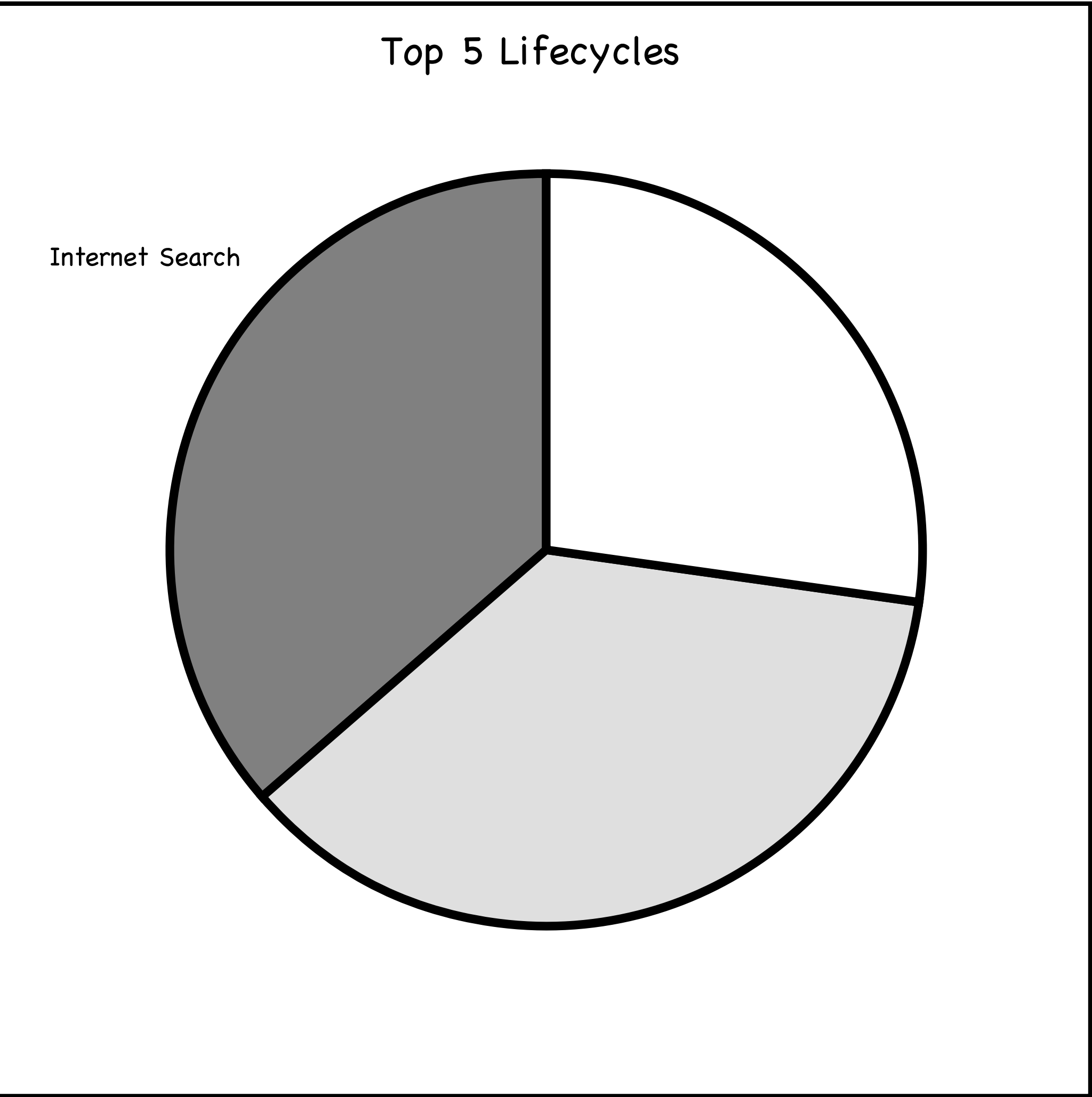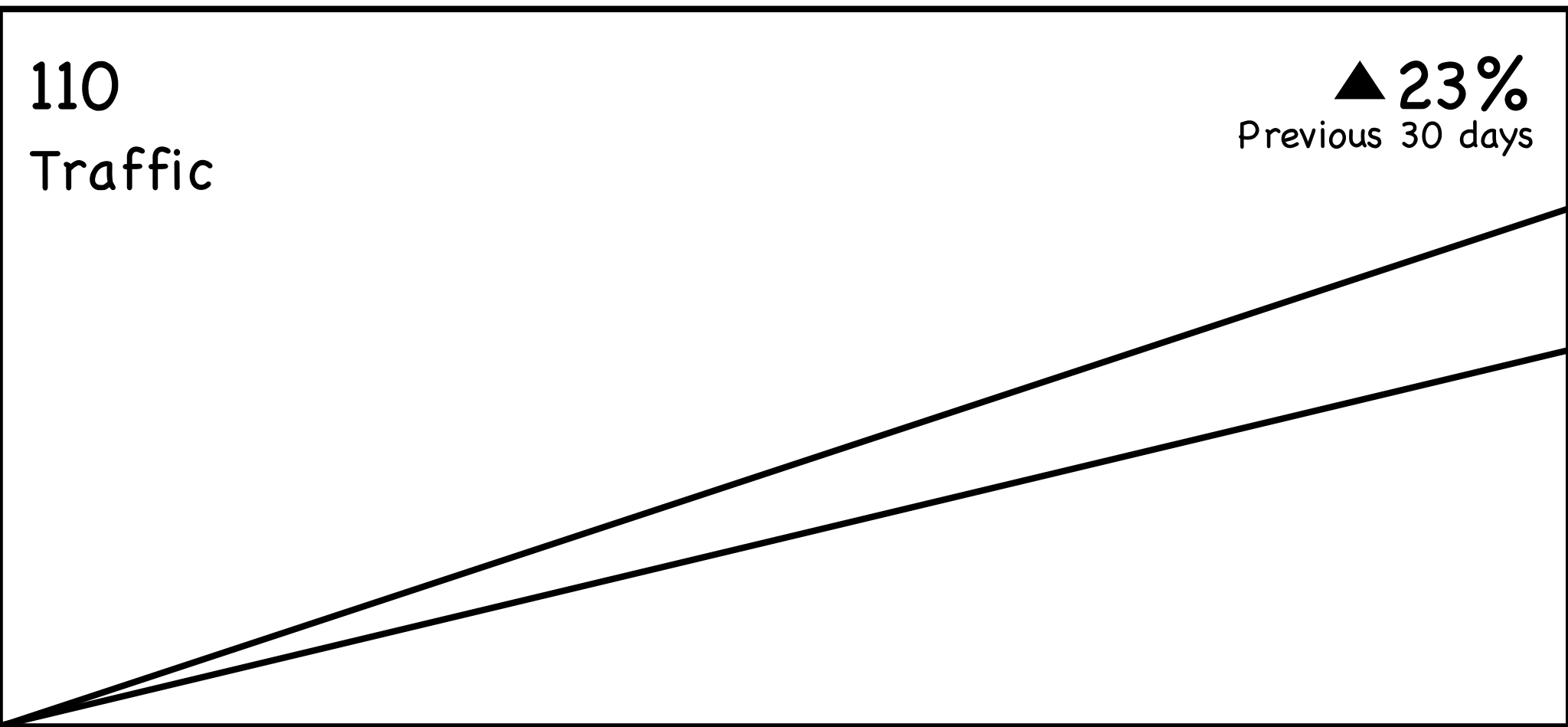
Community	Total	Subscriber	Lead	Prospect	Contract
Arbor Ridge	**49**	15	15	10	5
Cypress Creek	**6**	2	0	1	1
Preston Village	**55**	20	15	10	5
Total	110	37	30	21	11

Dashboard

Contacts

Campaigns

Automation

Reports

Properties

Events

Dashboard

Contacts

Campaigns

Automation

Reports

Properties

Events

	Last Name	First Name	Email	Phone	Community	Traffic Type	Lifecycle
☑	Taylor	Grant	gtaylor@smarttouchinteractive.com	(512) 736-9032	Cypress Creek	First	Subscriber
☐	White	Ron	ron.white@gmail.com	(512) 555-1111	Cypress Creek	First	Subscriber

Dashboard

Contacts

Campaigns

Automation

Reports

Properties

Events

New Leads

Date Range | Last 30 Days ▼ |

☑ Compare to | previous period ▼ |

Account Exec | All ▼ |

☑ Display table with details

| Run Report |

| Run Report with Details |

Dashboard

Contacts

Campaigns

Automation

Reports

Properties

Events

New Leads

Date Range

| Last 30 Days | ▼ |

☑ Compare to | previous period | ▼ |

Account Exec

| All | ▼ |

Run Report

122   ▲**45%**
New Leads   Previous 30 days

Top 5 Lead Sources

Adwords
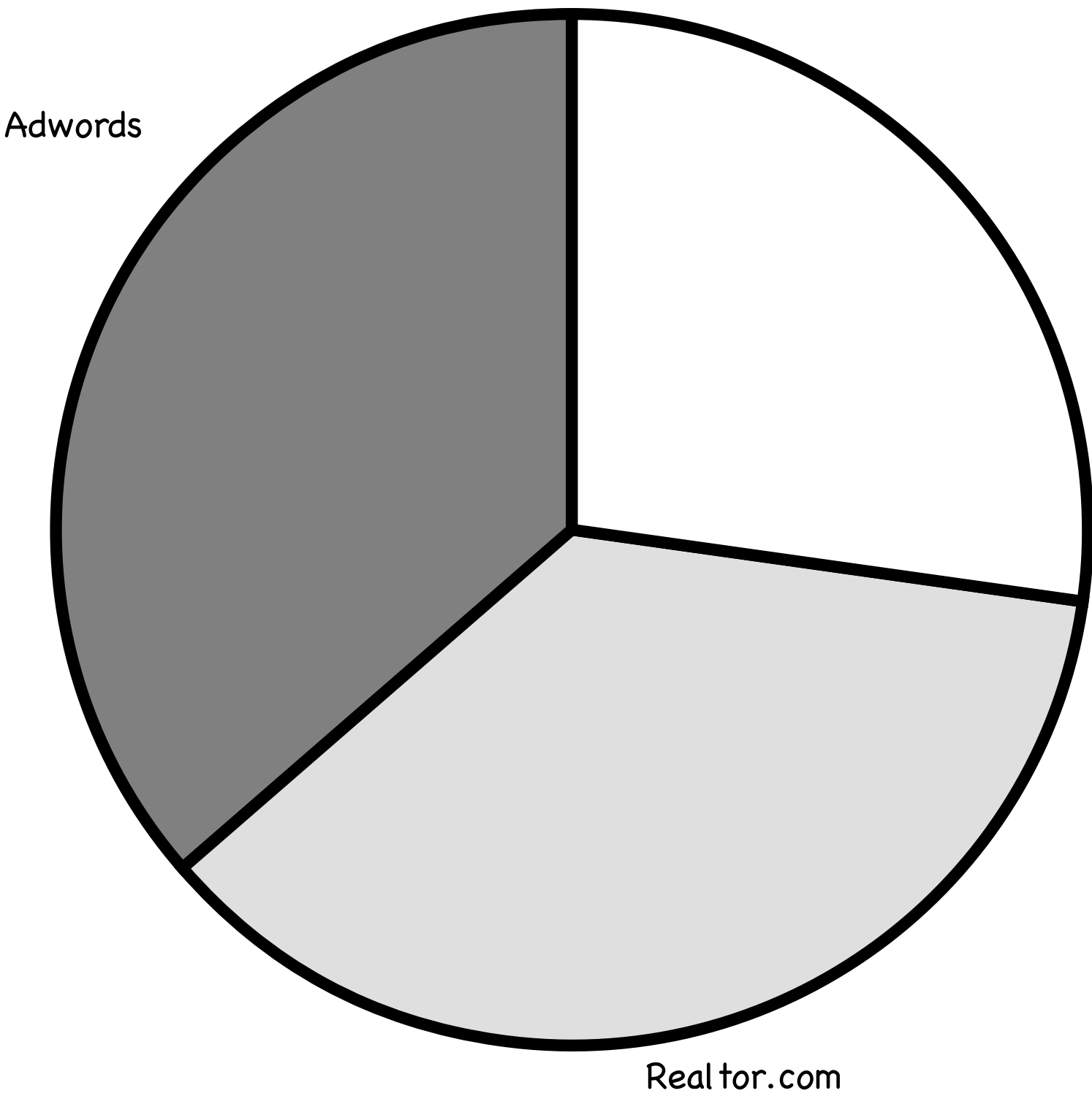
Realtor.com

Name	Lead Source	Lifecycle	Created	Account Exec
Srini Busireddy	Realtor.com	Prospect	3/1/2014	Jenny Janda
Melanie Hines	Adwords	Lead	3/4/2014	Jenny Janda
Patricia Leifeste	Signage	Lead	3/5/2014	Alan Daniel
Carla Sherven	BDX	Prospect	3/12/2014	Alan Daniel
Chris Stanczak	Realtor.com	Subscriber	3/22/2014	Jenny Janda

Lifecycle Pipeline

Dashboard

Contacts

Campaigns

Automation

Reports

Properties

Events

Date Range [Year to Date ▼]

Group By [Community ▼]

Communities [All ▼]

Lifecycle [All ▼]

☑ Display table with details

[Run Report]

Dashboard

Contacts

Campaigns

Automation

Reports

Properties

Events

Lifecycle Pipeline

Date Range
Last 30 Days ▼

Group By
Community ▼

Communities
All ▼

Lifecycles
All ▼

Run Report

Lifecycle Pipeline
99 Contacts

434,823

356,854

280,022

190,374

120,392

October
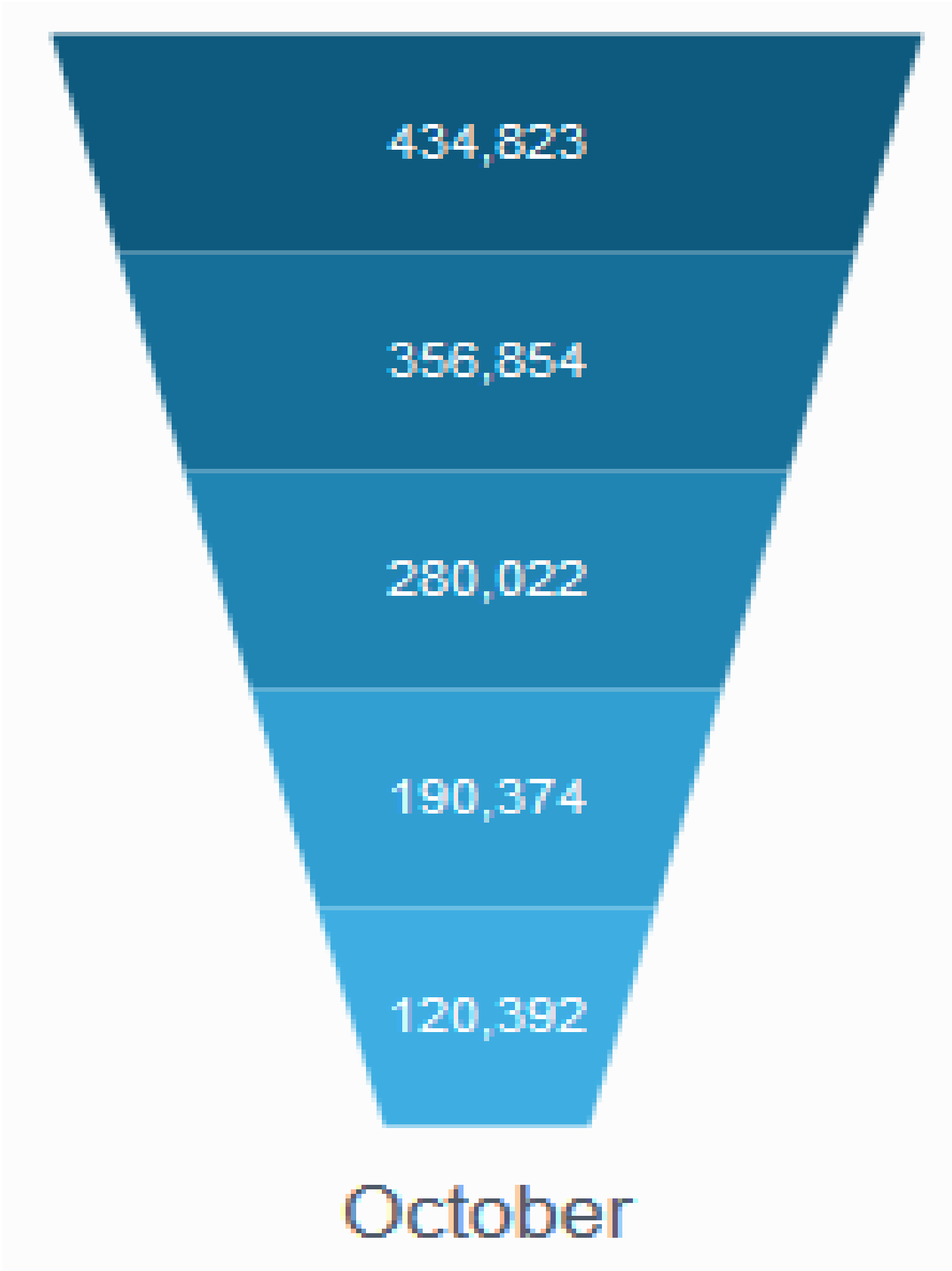
Notes: For each level, display:
Lifecycle Name
Number of Contacts
Percent of Total

Community	Subscriber	Lead	Prospect	Contract	Total
Arbor Ridge	15	15	10	5	45
Cypress Creek	2	0	1	1	4
Preston Village	20	15	10	5	50
Total	37	30	21	11	99

Dashboard

Contacts

Campaigns

Automation

Reports

Properties

Events

<-- back to Traffic by Pipeline report

	Last Name	First Name	Email	Phone	Community	Lifecycle
☑	Taylor	Grant	gtaylor@smarttouchinteractive.com	(512) 736-9032	Cypress Creek	Subscriber
☐	White	Ron	ron.white@gmail.com	(512) 555-1111	Cypress Creek	Subscriber

Hot List

Date Range

Last 30 Days ▼

Account Exec

All ▼

Lifecycle

All ▼

Show

Top 10 ▼

Run Report

Name	Account Exec	Lead Source	Lifecycle	Lead Score	New Points
Srini Busireddy	Jenny Janda	Realtor.com	Prospect	98	20
Melanie Hines	Alan Daniel	Adwords	Lead	112	18
Patricia Leifeste	Alan Daniel	Signage	Lead	105	15
Carla Sherven	Jenny Janda	BDX	Prospect	75	12
Chris Stanczak	Jenny Janda	Realtor.com	Subscriber	85	10

Notes:
New Points are lead points accumulated during the specified period.

Sidebar navigation:
- Dashboard
- Contacts
- Campaigns
- Automation
- Reports
- Properties
- Events

Top buttons: Run Report | Save Report As...

Campaign List

Dashboard

Contacts

Campaigns

Automation

Reports

Properties

Events

Date Range

Last 30 Days ▼

Show

Top 10 ▼

Run Report

Note: Date range pulls campaigns sent during the time period

Campaign	Open Rate	Click Rate
Hills of Bear Creek	22%	10%
WCH Elementary Blast	18%	9%
Woodford Gardens Prospecting	25%	12%
Tera Vista Prospecting	15%	7%
Tera Vista Prospecting	13%	10%

Run Report   Save Report As...

- Dashboard
- Contacts
- Campaigns
- Automation
- Reports
- Properties
- Events

Activity
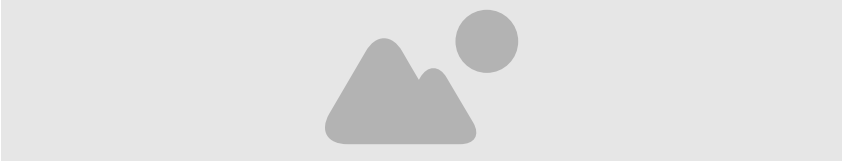
Date Range | Last 30 Days ▼ |

Account Exec | All ▼ |

Activities | All ▼ |

Run Report

|

Dashboard

Contacts

Campaigns

Automation

Reports

Properties

Events

Activity

Date Range

| Last 30 Days ▼ |

Account Exec

| All ▼ |

Activities

| All ▼ |

Run Report

Account Executive	Be Back Tour	Contract	CRM Emails	Deposit	Email Exchange	First Tour	LVM	Phone Conversation	Proposal	Text Messsage	Total
Melanie Townsend	0	0	22	0	28	0	2	0	0	0	**52**
Luis Montejano	2	1	0	3	0	6	0	0	3	0	**15**
Dennis Trimble	1	0	0	1	0	2	0	0	1	0	**5**
Ginger Schneider	0	0	0	0	1	0	0	0	1	1	**3**
Christine Frizzelle	0	0	0	0	0	1	0	0	1	0	**2**
Ellen Lewis	0	0	0	0	0	1	0	0	0	1	**2**
Micha Morelisse	0	0	0	0	1	1	0	0	0	0	**2**
Bob Svienty	1	0	0	0	1	0	0	0	0	0	**2**
Mary Cavanagh	0	0	1	0	0	0	0	0	0	0	**1**
Adrian Garcia	0	0	0	0	0	1	0	0	0	0	**1**
Total	**4**	**1**	**23**	**4**	**31**	**12**	**2**	**0**	**6**	**2**	**85**