

Reports and Viewing Activist Data

Information on how to access and collect data on rebels in the Action Network system

- [Create reports on Action Network](#)
- [Monitor your forms or events](#)
- [Monitor new subscribers with a weekly report](#)
- [View Activist Tags](#)

Create reports on Action Network

Creating reports in Action Network lets you see what data subscribers have provided, and what actions* they have taken.

*actions is Action Network jargon for interaction with emails, forms or events created in Action Network.

To view current reports or create a new one

The screenshot shows the Action Network dashboard. At the top, a blue navigation bar contains the following menu items: Statistics, Actions, Emails, Reports, Activists, Syndication, Administrators, Network, and Settings. The 'Reports' item is circled in red, with a red arrow pointing to it from the text 'View your reports'. Below the navigation bar, the main content area is titled 'Latest Reports' and shows a search bar, a search result for 'All Subscribers by Kay Head' (last targeted 11/22/2023), and a 'Results' button. On the right side, a sidebar titled 'CREATE A SPONSORED ACTION' is open, listing various action types: Event Campaign, Campaign Page, Petition, Event, Ticketed Event, Form, Fundraiser, Letter Campaign, Files, Email, Email Campaign, Ladder, Report, Syndication, Collections, and Bulk Upload Events. The 'Report' option is circled in red, with a red arrow pointing to it from the text 'Create a new report'.

Add a title and choose criteria from various categories

PULL A REPORT FROM LIST *
XR Newcastle Unis

REPORT NAME
Last 7 days

EMAIL SUBSCRIPTION STATUS ?
 SUBSCRIBED
 BOUNCING
 SPAM COMPLAINT
 AND HAS EMAIL
 UNSUBSCRIBED
 PREVIOUS BOUNCING
 PREVIOUS COMPLAINT

MOBILE SUBSCRIPTION STATUS ?
 SUBSCRIBED
 BOUNCING
 UNSUBSCRIBED
 AND HAS MOBILE NUMBER

Jump to filter...
No filters have been selected.
Your entire list will be targeted.

COLLAPSE ALL EXPAND ALL

- ENGAGEMENT +
- TAGS, SOURCES, AND FIELDS +
- ACTIONS AND FUNDRAISING +
- EMAILS +
- MOBILE MESSAGES +
- GEOGRAPHY +
- QUERIES AND REPORTS +

For example - people who have signed up to your list in the last 7 days

Email Subscription Date ?
Target activists who subscribed (or whose subscription status was updated) days ago or less ...or target by date
 First-time subscribers only

Mobile Click Activity ?
Target activists who clicked at least mobile messages in the last days ...or target by date
Including activists who clicked messages from these network

Email Subscription Date ?
Target activists who subscribed (or whose subscription status was updated) days ago or less ...or target by date
 First-time subscribers only

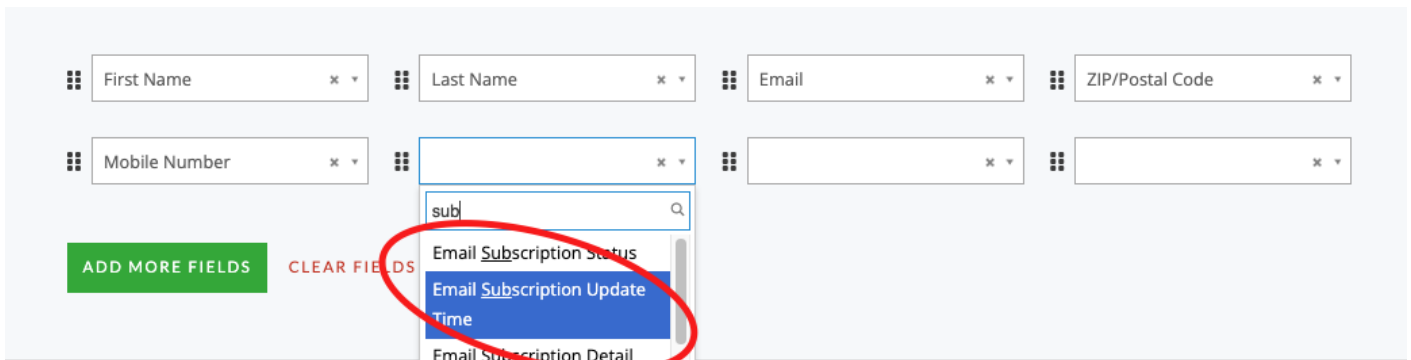
Mobile Click Activity ?
Target activists who clicked at least mobile messages in the last days ...or target by date
Including activists who clicked messages from these network

Click 'SAVE AND SELECT DATA'

Blue button on the bottom right of the screen.

Choose data to view

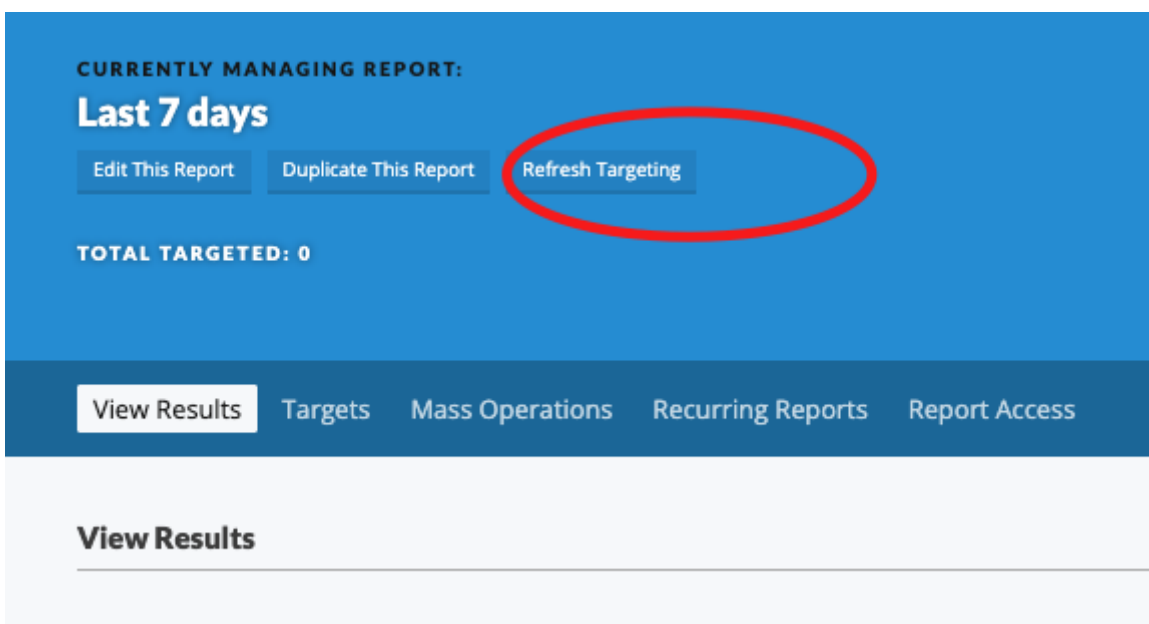
There are the core fields of email, name, postcode, phone. But also you can choose to view extra bits of data e.g. the date they subscribed to your list. Also you can rearranged these data field using the 6 little dots to pick up and reorder.



Click 'SAVE AND GET RESULTS'

Remember to REFRESH

When you view reports you always need to 'refresh' to get the latest data. This is very important for a report like 'last 7 days'



Mass Operation and Recurring Reports

If you need support on these options, then please get in touch with the [Action Network Data Team](#)

Note that, once you have created a report you will see a link in red, bottom right; CREATE AN EMAIL BASED ON THIS REPORT.

More 'targeting' advice on [this page about targeting emails](#).

Monitor your forms or events

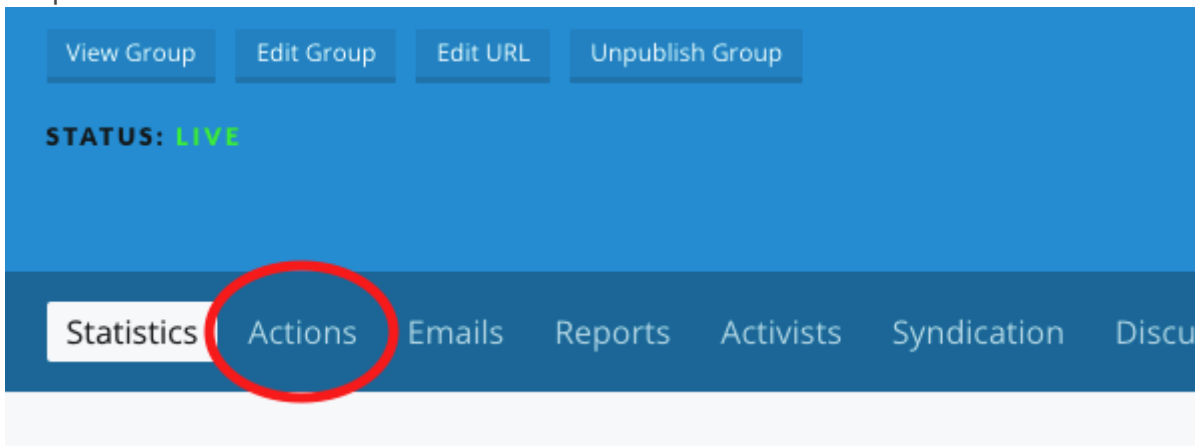
You may want to [learn more about forms and events](#) before reading this page.

Here are three ways to keep an eye on your sign up forms (or other data collection forms).

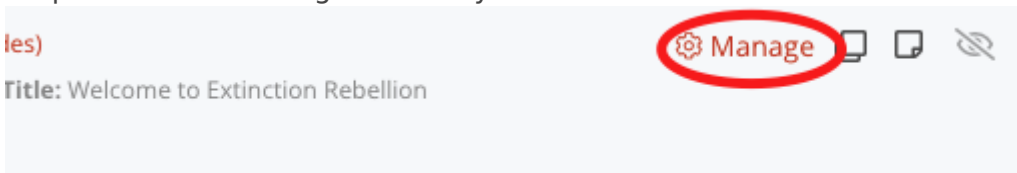
1. View the last 100 activists who signed up
2. Get an email every time someone uses your form/event
3. Make a report of all who have signed up on your form/event

1. View the last 100 activists who signed up

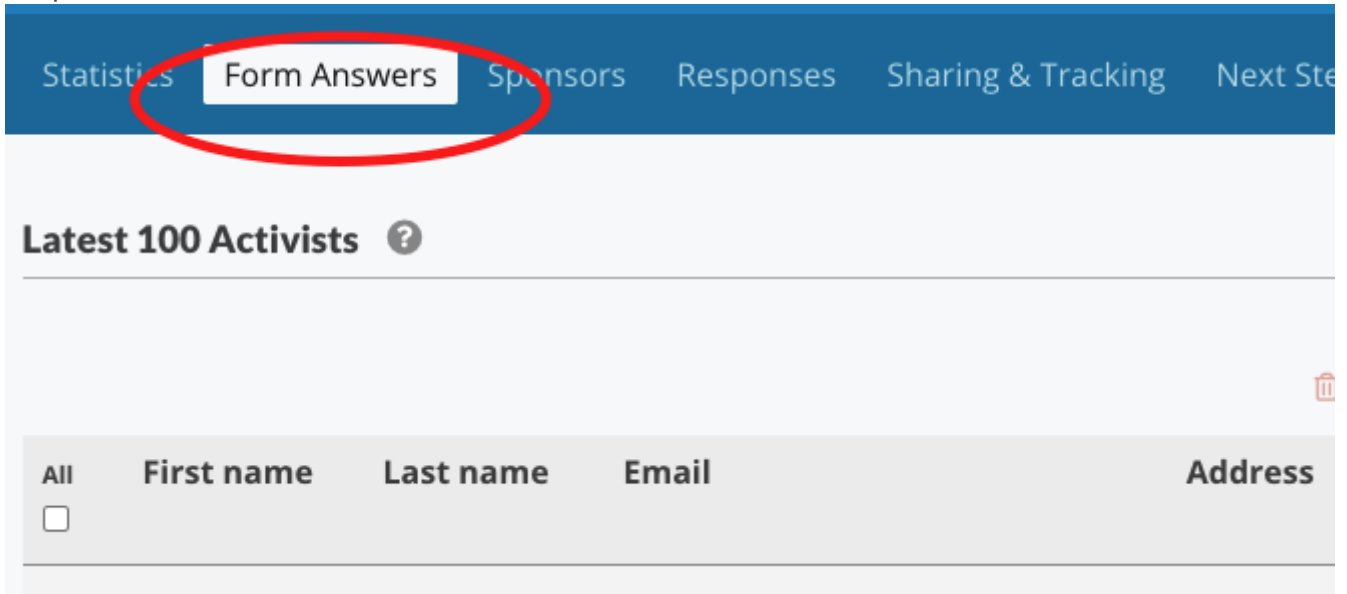
Step 1: Go to the 'Actions' tab



Step 2: Choose 'manage' next to your form

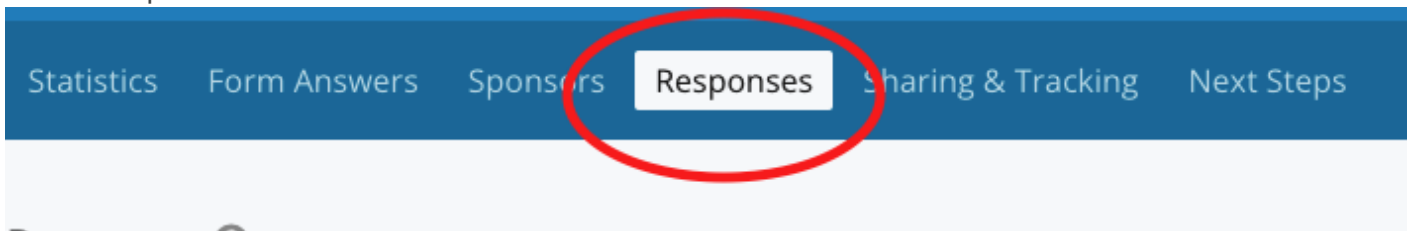


Step 2: Click form answers

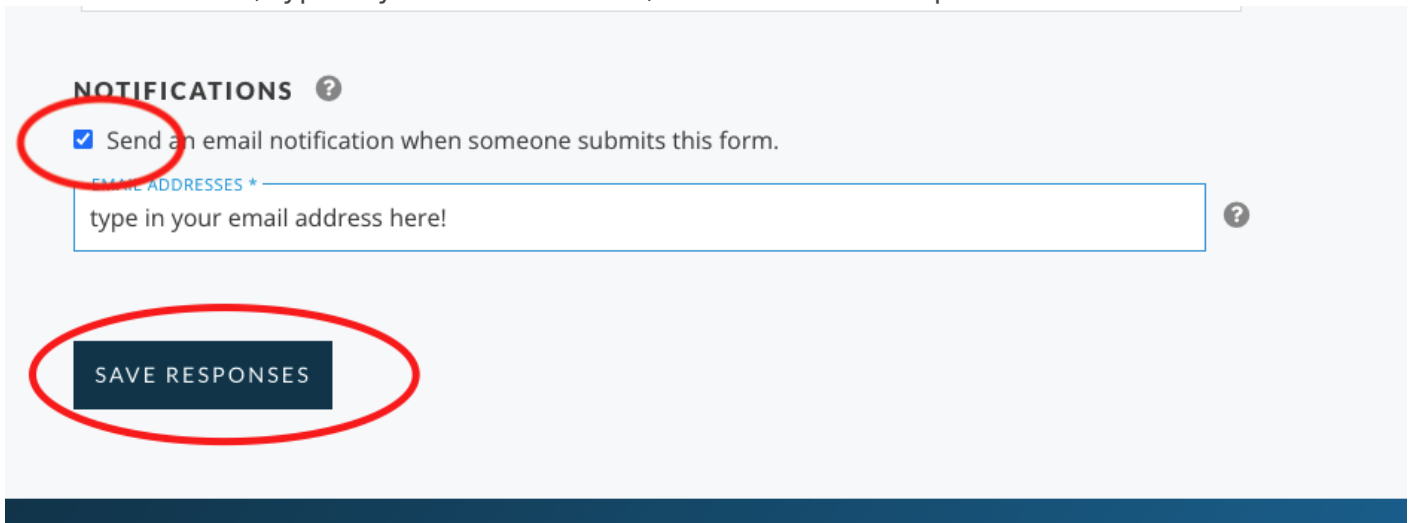


2. Get an email EVERY time someone uses your form

Follow step 1 and 2 above



















Step 3: Scroll down to the bottom and tick the box 'Send an email notification when someone submits the form', type in your email address, and click 'Save Responses'




3. Make a report of all who have signed up

Step 1: Click on Report

CREATE A SPONSORED ACTION

- | | |
|--|--|
|  Event Campaign |  Campaign Page |
|  Petition |  Event |
|  Ticketed Event |  Form |
|  Fundraiser |  Letter Campaign |
|  Files |  Email |
|  Email Campaign |  Ladder |
|  Report |  Syndication |
|  Collections |  Bulk Upload Events |

Step 2: Give it a name

QUERY MODE 

XR UK

Report Name *

Step 3: On the left hand 'Include' column find your report - just start typing its name into the field labelled 'Actions' and you should find it (ignore the number that just means in this case it's the 1925th form on the system!) - you just need to know what your form is called and search for that.

Include

Click to make your selections...

Add Collection

Actions ?

× [1925, Form] Sign up form (XR Bedford)

Emails ?

Click to make your selections...

Step 4: Click 'Save and select data' blue button on bottom right.

Step 5: Choose which fields you'd like to see in your report and what order you'd like to see them

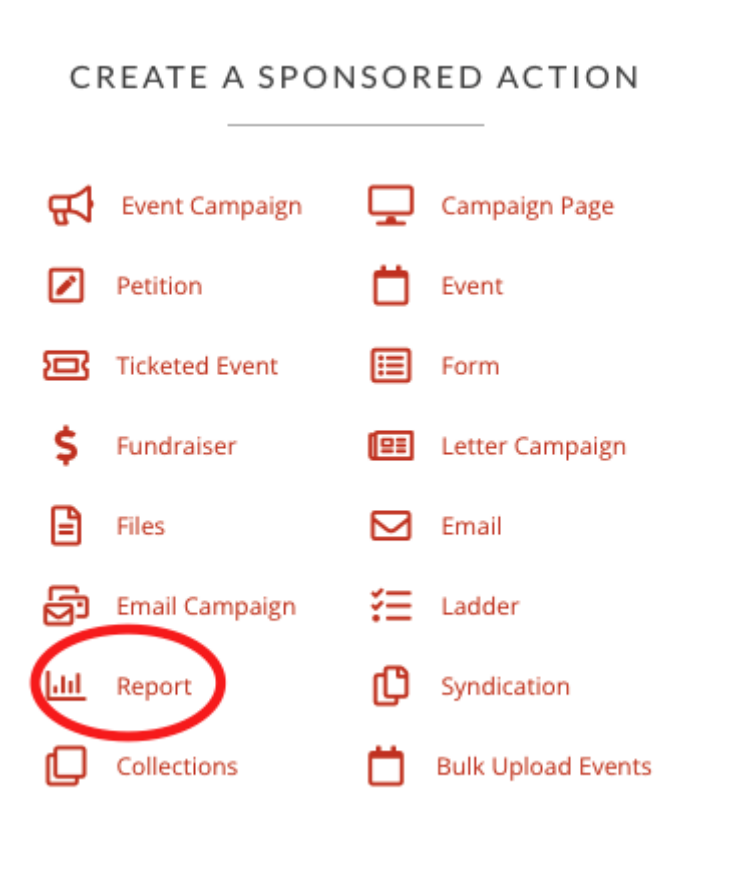
Step 6: Click 'Save and get results' button

Remember if you come back to view this report another time - you have to *refresh* to get the latest information.

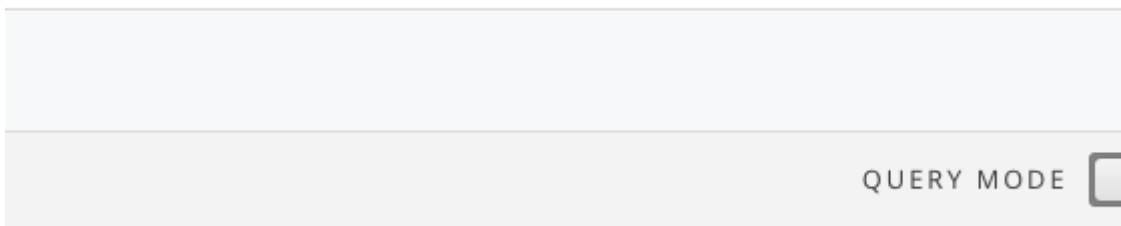
Monitor new subscribers with a weekly report

This report will pick up all new subscriptions to your email list.

1. Click on 'Report'



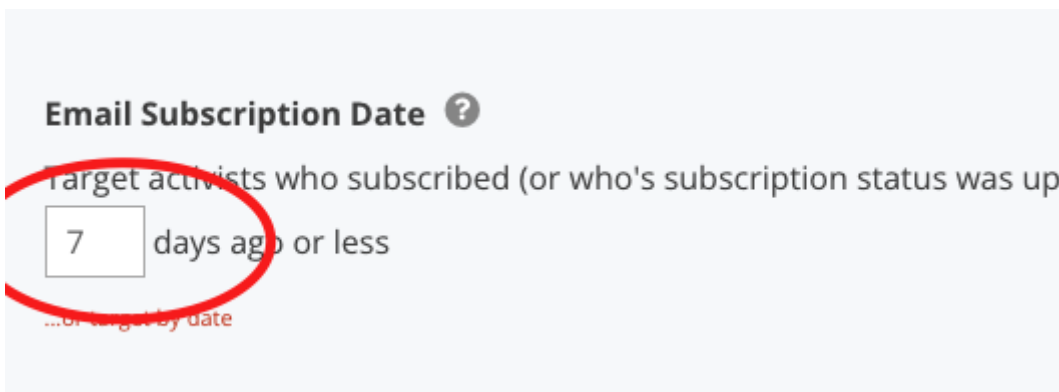
2. Give the report a name



XR UK

Report Name *

3. Scroll further down the left hand column and pick (for example) all sign ups in the last 7 days.



4. Click 'Save and select data' blue button on bottom right.
5. Choose which fields you'd like to see in your report and what order you'd like to see them
6. Click 'Save and get results' button
Note : This may take some time to load!
7. Then set up a recurring report to be run automatically and emailed to you...

Recurring Reports ?

Interval ?

Weekly

Start Date ?

February 13, 2022

Email Addresses ?

type your email address here



SAVE

View Activist Tags

View which tags have been added to a email list subscriber

1. On the top menu - click **People** and from the drop-down menu and click on the work **Activists**.
2. Type in the name or email address of the person who you are enquiring about and click **SEARCH**.
3. If this person is on your email list they should now be listed below the search box and you can now click **VIEW RECORD**.
4. Then click on **Tags**.

Only 10 tags are shown at one time, so if the person has more than 10 tags, you need to click on the number 2 (or 3!) to see more of their tags.

Example : Has someone signed the volunteer agreement?

The tag you are looking for is:

XR_May2021_Volunteer_Agreement

If they don't have this tag, you should ask them to [sign the Volunteer Agreement here](#).