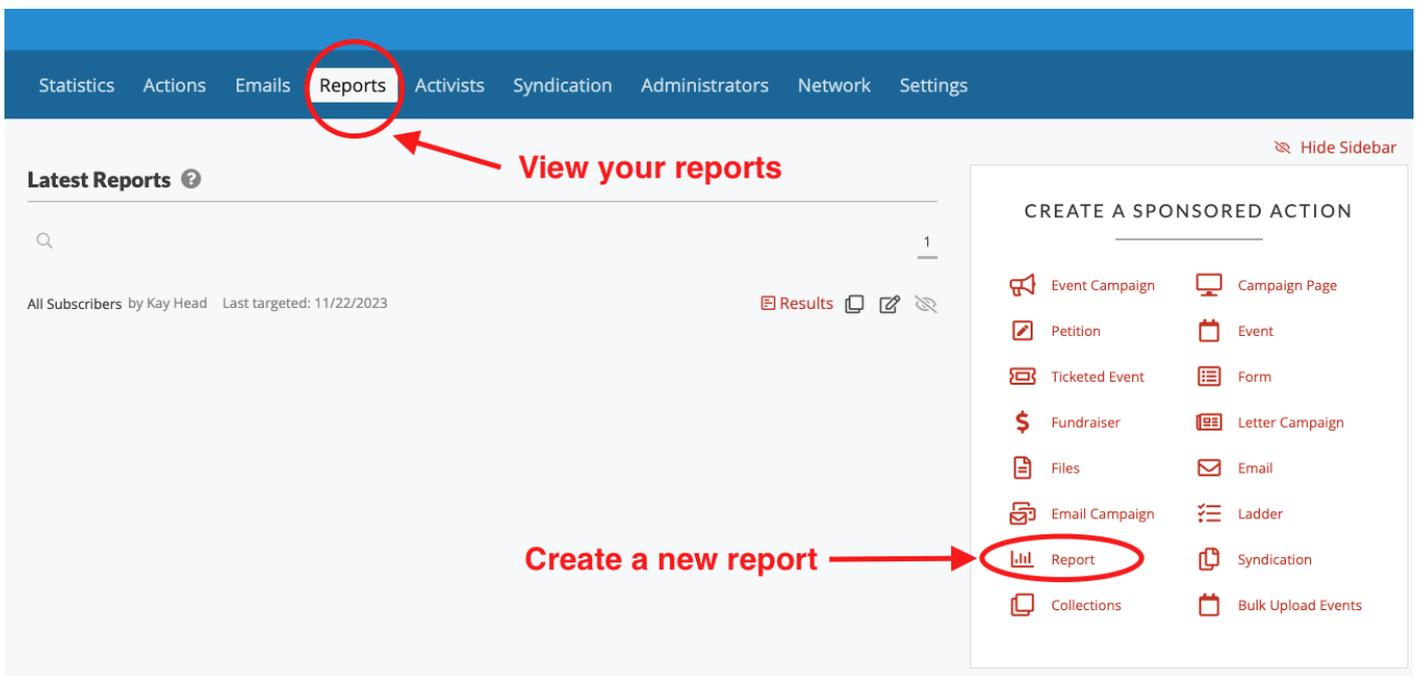


Create reports on Action Network

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 displays the Action Network dashboard. At the top, a navigation bar contains the following 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 list of reports (currently showing 'All Subscribers by Kay Head' with a 'Last targeted: 11/22/2023' date), and a 'Results' button. To the right, a sidebar titled 'CREATE A SPONSORED ACTION' lists 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' item in this sidebar 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

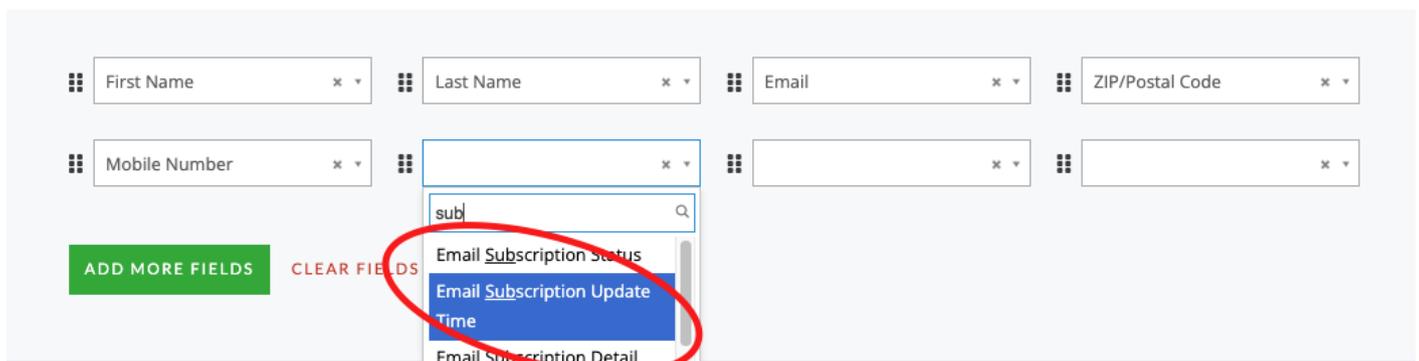
Including activists who clicked messages from these network

Click 'SAVE AND SELECT DATA'

Blue button on the bottom right of the screen.

Choose data to view

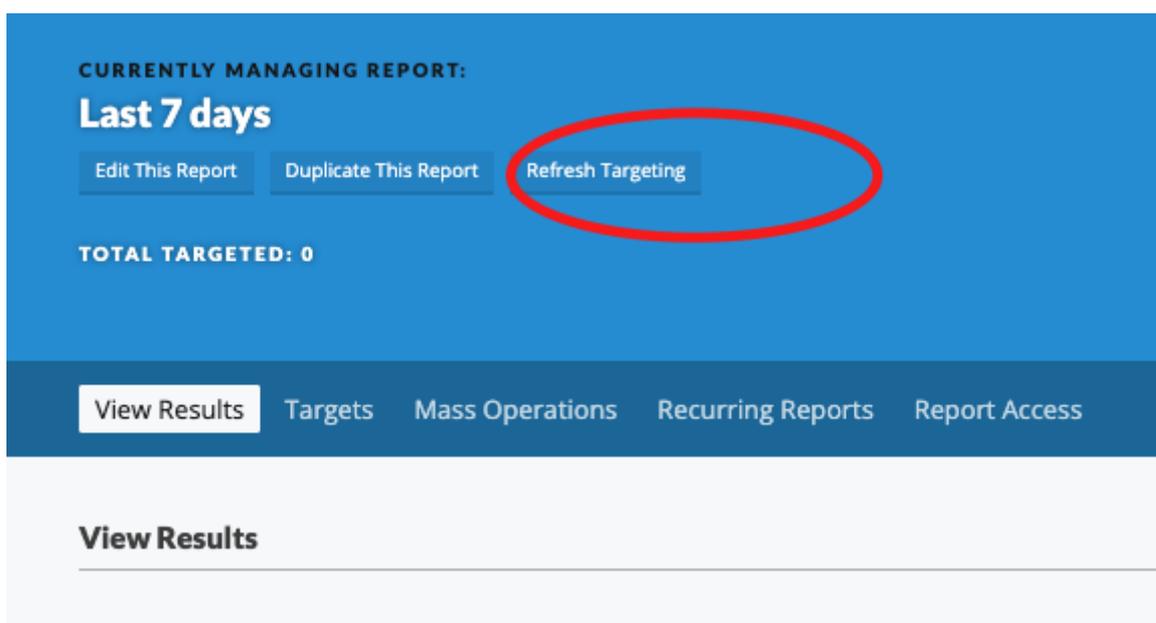
There are the core fields of email, name, postcode, phone. But also you can choose to view extra bits of data e.g. the date they subscribed to your list. Also you can rearranged these data field using the 6 little dots to pick up and reorder.



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](#).
