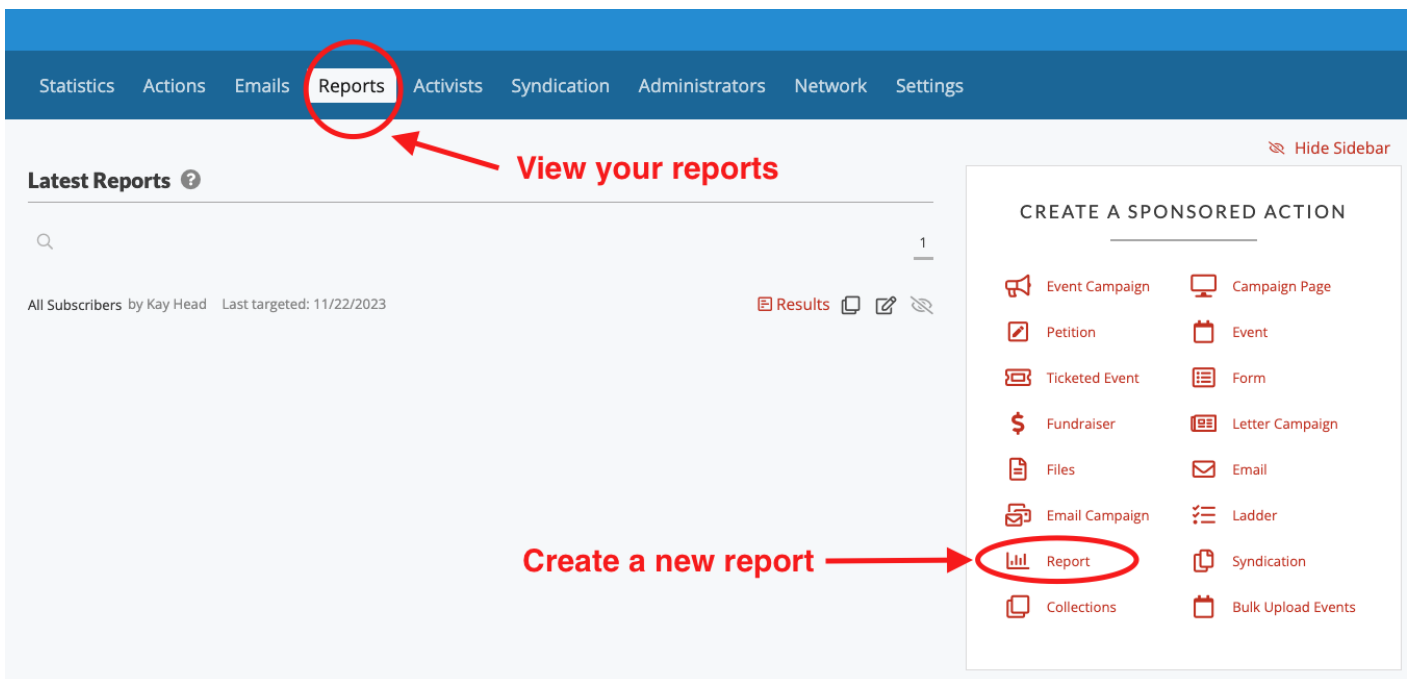


Create reports on Action Network

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 interface. At the top, a blue navigation bar contains the following menu items: Statistics, Actions, Emails, Reports, Activists, Syndication, Administrators, Network, and Settings. The 'Reports' menu item is circled in red, and a red arrow points from it to the text 'View your reports'. Below the navigation bar, the main content area is divided into two sections. On the left, under the heading 'Latest Reports', there is a search bar and a list of reports. The first report is 'All Subscribers by Kay Head' with a 'Last targeted: 11/22/2023' date. To the right of this report are icons for 'Results', a document, a pencil, and a trash can. On the right side of the interface, there is a sidebar titled 'CREATE A SPONSORED ACTION'. This sidebar contains a grid of icons and labels for 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, and a red arrow points from the text 'Create a new report' to it. In the top right corner of the sidebar, there is a 'Hide Sidebar' link.

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

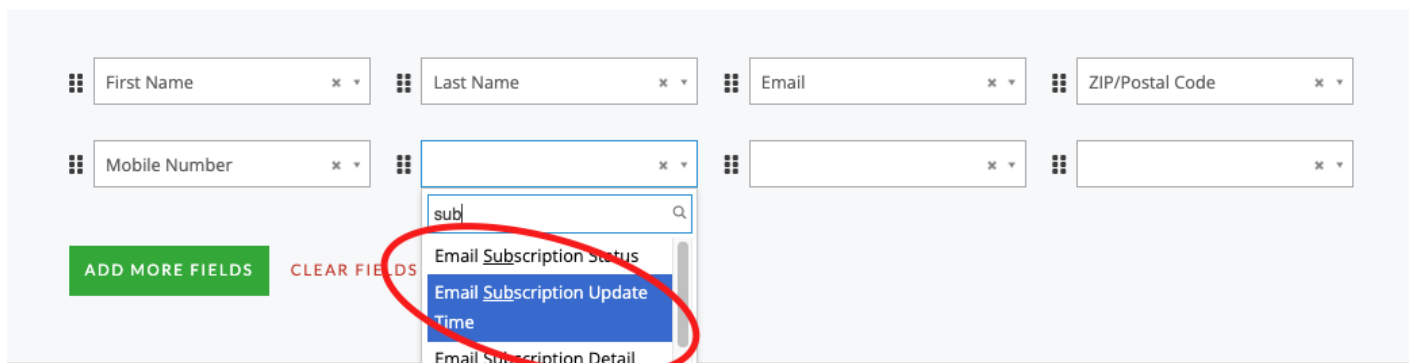
Mobile Click Activity ?
Target activists who clicked at least mobile messages in the last days ...or target by date
Including activists who clicked messages from these network

Click 'SAVE AND SELECT DATA'

Blue button on the bottom right of the screen.

Choose data to view

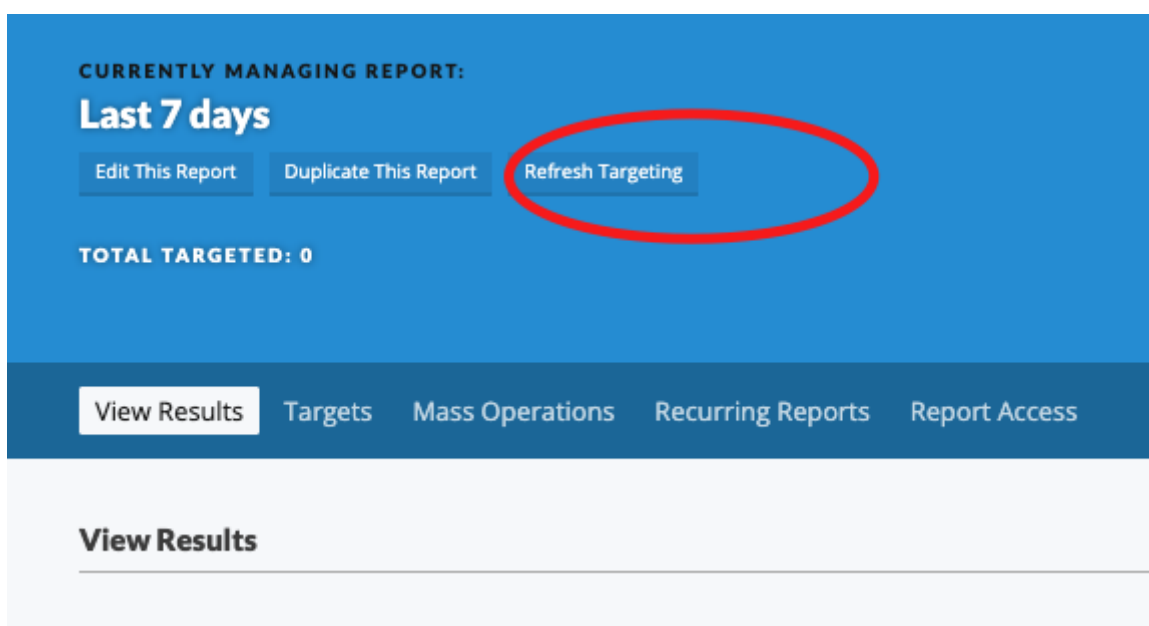
There are the core fields of email, name, postcode, phone. But also you can choose to view extra bits of data e.g. the date they subscribed to your list. Also you can rearranged these data field using the 6 little dots to pick up and reorder.



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](#).
