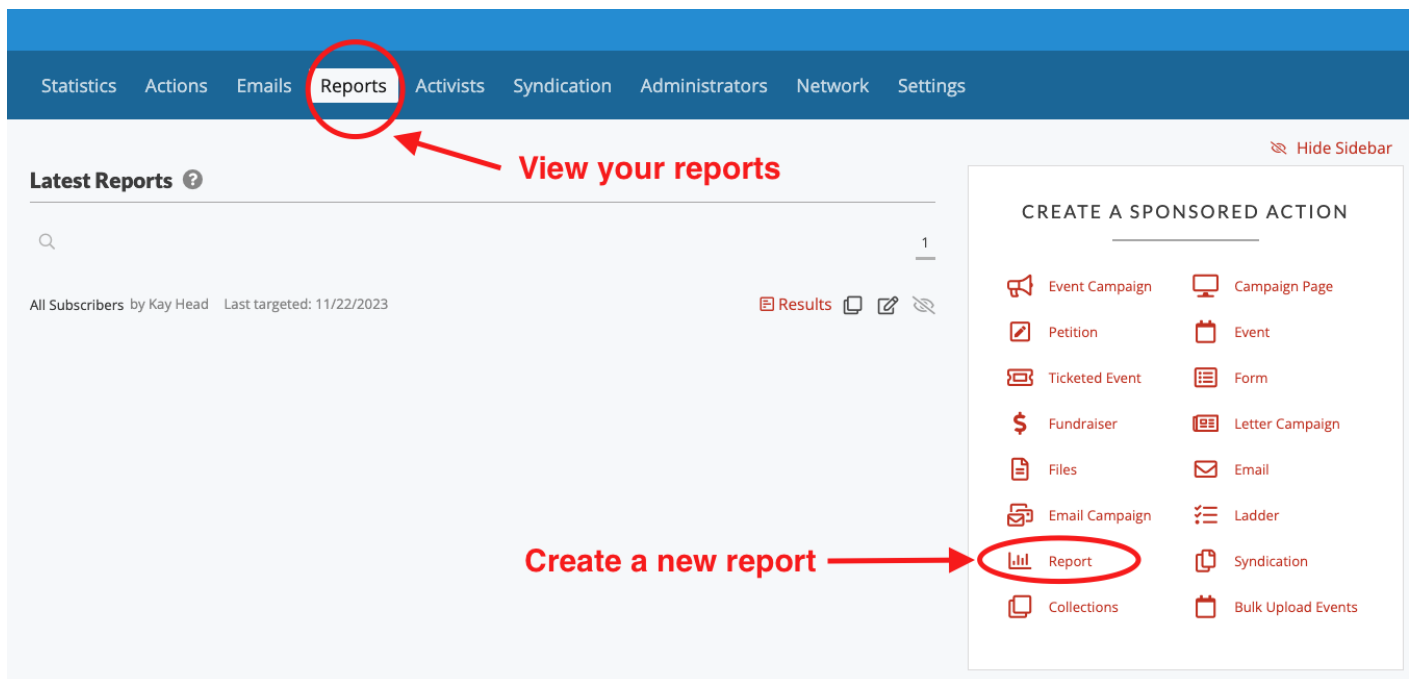


Create reports on Action Network

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



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.

ENGAGEMENT +

TAGS, SOURCES, AND FIELDS +

ACTIONS AND FUNDRAISING +

EMAILS +

MOBILE MESSAGES +

GEOGRAPHY +

QUERIES AND REPORTS +

COLLAPSE ALL EXPAND ALL

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) 7 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

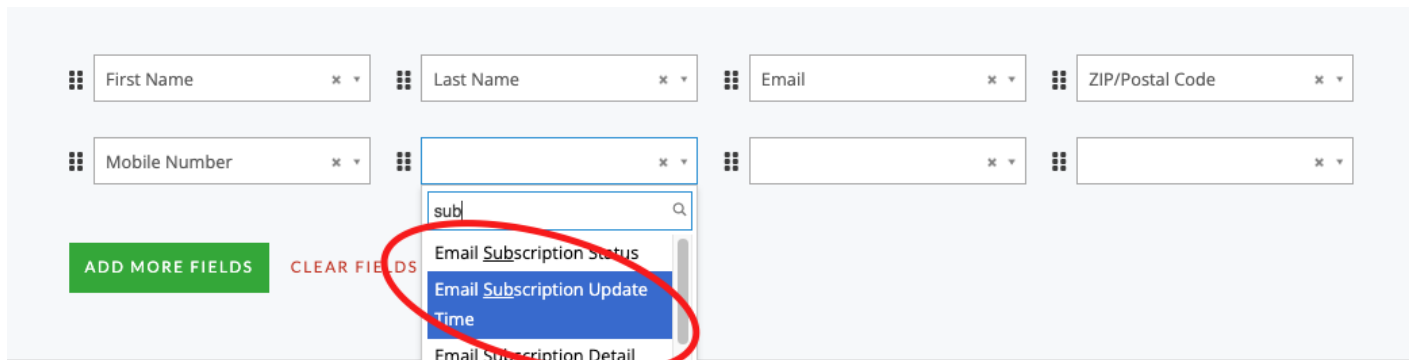
Including activists who clicked messages from these network

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.

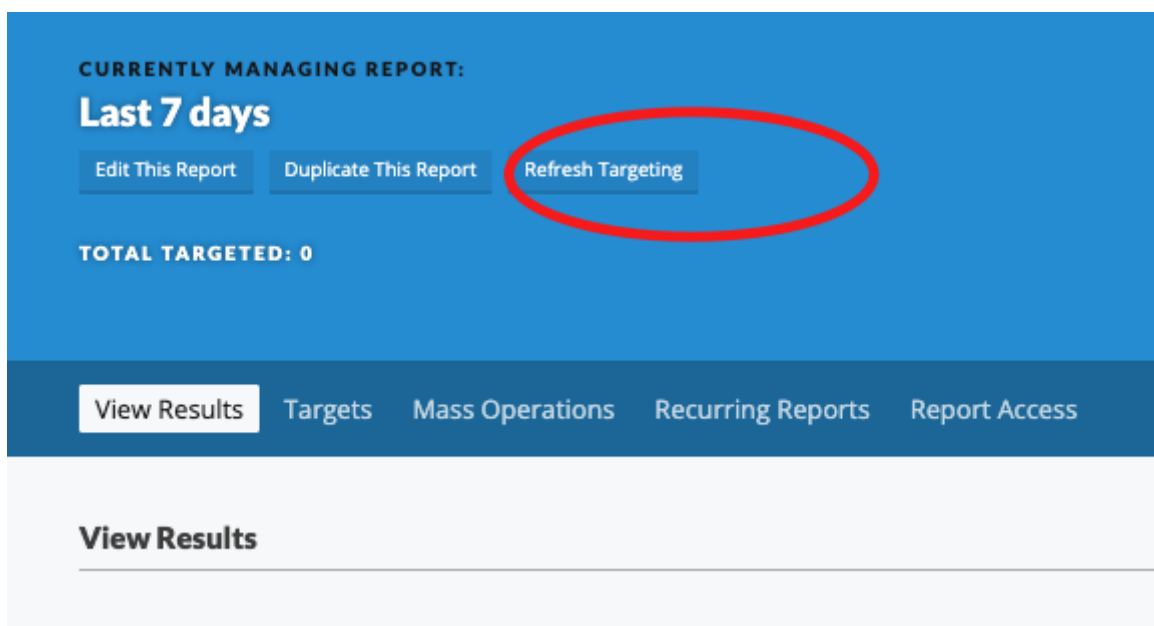


The screenshot shows a data selection interface with two rows of fields. The first row contains 'First Name', 'Last Name', 'Email', and 'ZIP/Postal Code'. The second row contains 'Mobile Number' and three empty fields. A green button labeled 'ADD MORE FIELDS' and a red button labeled 'CLEAR FIELDS' are on the left. A dropdown menu is open on the third field of the second row, showing a search bar with 'sub' and a list of options: 'Email Subscription Status', 'Email Subscription Update', 'Time', and 'Email Subscription Detail'. The 'Email Subscription Update' option is highlighted in blue. A red circle is drawn around the dropdown menu.

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'



The screenshot shows a report management interface. At the top, it says 'CURRENTLY MANAGING REPORT:' followed by 'Last 7 days' in large bold text. Below this are three buttons: 'Edit This Report', 'Duplicate This Report', and 'Refresh Targeting'. The 'Refresh Targeting' button is circled in red. Below the buttons, it says 'TOTAL TARGETED: 0'. At the bottom, there is a navigation bar with five items: 'View Results', 'Targets', 'Mass Operations', 'Recurring Reports', and 'Report Access'. The 'View Results' item is highlighted. Below the navigation bar, the text 'View Results' is displayed.

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](#).
