

Campaigns Analytics shows your information for your emailed campaigns. You can view open rates and revenue details for bookings that were generated from your emailed marketing campaigns that were sent in the past 90 days.

Overview

- From the SalonBiz Central side bar, click Campaigns, then Analytics. The Campaigns Revenue report will automatically load and show you an overview of your campaign data.
 - Each section of the report is dedicated to a different campaign - Client Birthdays, First Visits, Overdue Clients, and Top Spenders.
 - Each time you run an email campaign, a new row of data will be generated in that campaign's section on the report.
 - Within each row on the report, you will find the following data for your campaign:
 - The time and date when the campaign was run
 - How many emails the campaign sent
 - How many clients opened the email that they received
 - An estimate of how many dollars in service revenue that the campaign generated (based on the amount of clients who opened the email and booked an appointment within 48 hours of opening)
 - A percentage of how many clients booked an appointment within 48 hours of opening the email

Campaigns Revenue

View details for bookings that were generated from emailed marketing campaigns, and were sent in the last 90 days.

Note - clients who receive multiple campaign emails that book appointments within a 48 hour period will generate revenue for each campaign email they receive.

Client Birthdays

17th May @01:42 pm 1 emails sent 1 emails opened - 100%	\$0 generated 0% of recipients booked	Show Booking Details
15th May @03:58 pm 3 emails sent 1 emails opened - 33%	\$65 generated 100% of recipients booked	Show Booking Details
15th May @03:28 pm 3 emails sent 2 emails opened - 67%	\$65 generated 100% of recipients booked	Show Booking Details
15th May @11:18 am 2 emails sent 2 emails opened - 100%	\$65 generated 100% of recipients booked	Show Booking Details
15th May @08:55 am 1 emails sent 1 emails opened - 100%	\$0 generated 0% of recipients booked	Show Booking Details

Booking Details

- Next to each campaign, there is a Show Booking Details button. Click it to view detailed information about each campaign. All data in the details popup is based on clients who booked an appointment within 48 hours of opening their campaign email. The data available in the Booking Details popup is:
 - Total revenue generated from the campaign
 - Total number of appointments booked
 - Total number of services booked
 - Client email address
 - The time and date that the client booked their appointment
 - The price of the service that the client booked
 - The name of the service that the client booked
 - The staff member who the client booked with
 - The client's appointment date and time

Campaign Revenue Details

Revenue Generated: \$190.00

Appointments Booked: 1

Services Booked: 5

Customer	Booking Time	Price	Service	Staff	Appt date
nathan.williams@neiltech.com	21st May @11:01 am	\$55.00	Color Balance	Vivian Meyers	31st May @10:00 am
nathan.williams@neiltech.com	21st May @12:24 pm	\$35.00	Men's Cut	Gena Williamson	21st May @01:00 pm
nathan.williams@neiltech.com	21st May @12:24 pm	\$35.00	Men's Cut	Gena Williamson	22nd May @01:45 pm
nathan.williams@neiltech.com	22nd May @10:10 am	\$20.00	Childrens Cut	Drake King	22nd May @09:00 am
nathan.williams@neiltech.com	22nd May @01:13 pm	\$45.00	Woman's Cut	Sophy Coax	22nd May @10:15 am

Close

Clients who receive multiple emails from different or repeating campaigns and book within a 48 hour period will show reported revenue for each email.