

# CardioLog Engage Reports

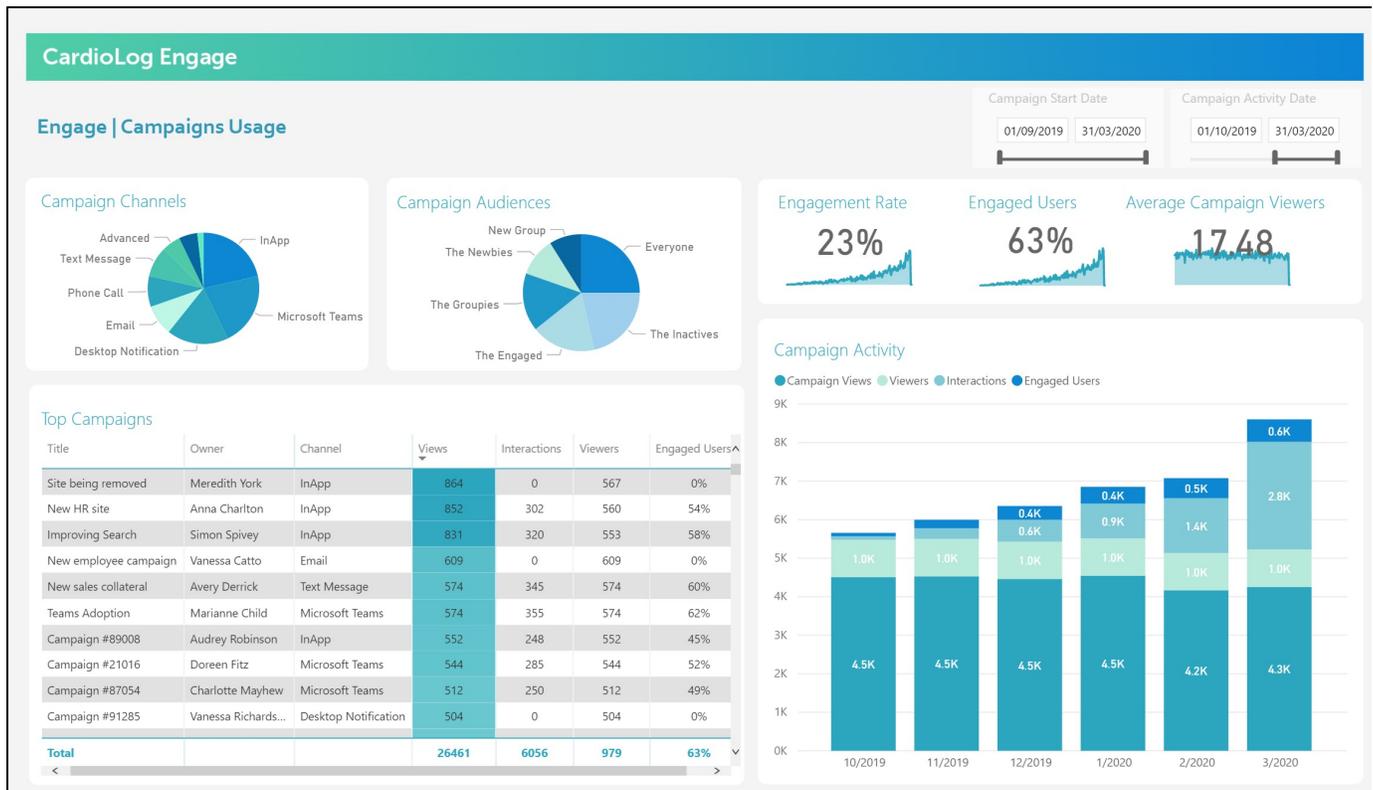
CardioLog Engage ships with Power BI reports to help you gain understanding from employee feedback and analyze their responses to your campaigns. You can explore your target audience's reactions and motivate them to take action, such as updating content, attending a session, completing their training and more.

Some of the reports available out of the box include:

- Engage Campaigns
  - Visuals
    - Campaign Channels
    - Campaign Audiences
    - Engagement Rate
    - Engaged Users
    - Average Campaign Viewers
    - Top Campaigns
    - Campaign Activity
  - Filters
    - Campaign Start Date
    - Campaign Activity Date
- Campaign Overview
  - Visuals
    - Campaign Overview
    - Campaign Activity
    - Campaign Viewers
    - Campaign Responses
    - Engaged Users
  - Filters
    - Campaign Name
    - Campaign Activity Date

## Engage Campaigns

The Engage Campaigns report contains several visuals, ready to be quickly filtered by the Campaign Activity Date (how long the campaign was actively running) slider, or by campaign by clicking a specific campaign from the Top Campaigns visual. To further analyze specific campaign responses use the Campaign Overview report. Additionally, each of the graph visuals can easily be drilled down simply by clicking on the relevant data point. All widgets in the report will respond accordingly to any drill down or filter.



## Visuals

### Campaign Channels

This visual displays the number of campaigns by channel type.

### Campaign Audiences

This visual displays the number of campaigns by audiences.

### Engagement Rate

This visual shows the campaign interactions (engagements) out of how many people also viewed the campaign. If it is at 0% it's because there is no data for campaign views.

### Engaged Users

This visual shows the average percentage of users who are engaged with campaigns out of the overall number of users who viewed the campaign.

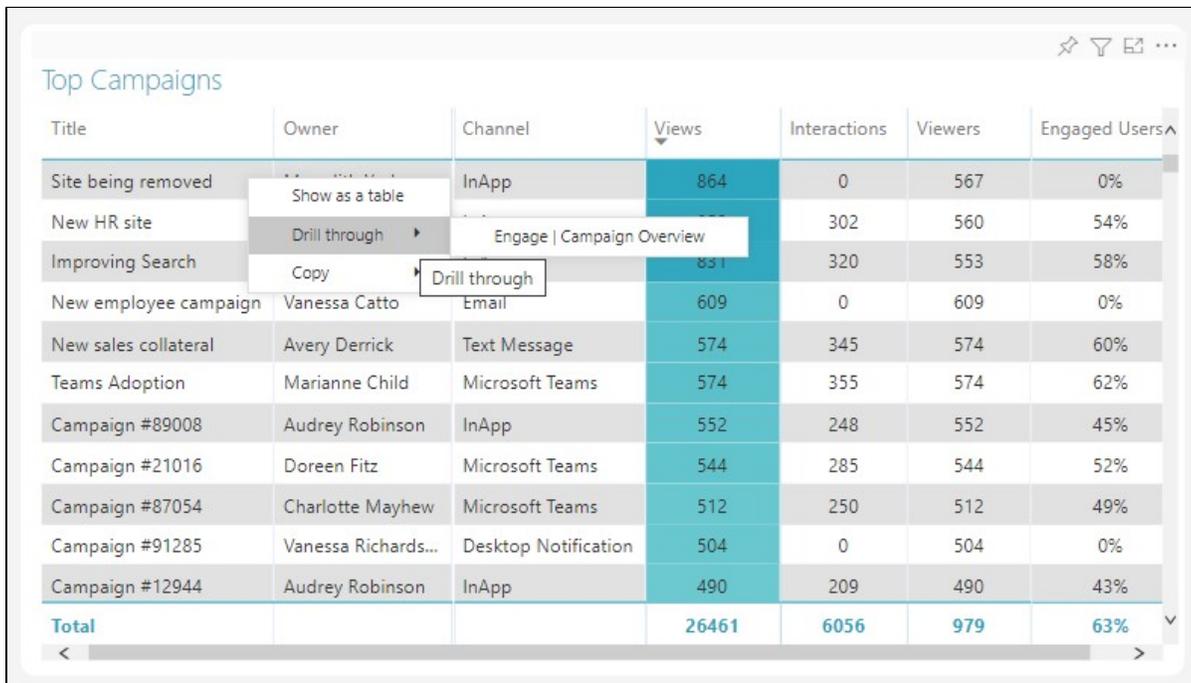
### Average Campaign Viewers

This visual shows the average of the unique viewers from each campaign.

### Top Campaigns

This visual shows the top campaigns ranked by the number of campaign views, as well as their owner, channel type, interactions (engagements), unique viewers, and percentage of engaged viewers. The percentage of engaged viewers is calculated based on how many of the campaign viewers actually interacted with the campaign.

To further analyze specific campaign responses click on **Drill through** and select the [Campaign Overview](#) report.



The screenshot shows a table titled "Top Campaigns" with columns: Title, Owner, Channel, Views, Interactions, Viewers, and Engaged Users. A context menu is open over the "Views" column, showing options: "Show as a table", "Drill through" (selected), and "Copy". The "Drill through" option has a sub-menu open showing "Engage | Campaign Overview".

Title	Owner	Channel	Views	Interactions	Viewers	Engaged Users
Site being removed		InApp	864	0	567	0%
New HR site				302	560	54%
Improving Search			831	320	553	58%
New employee campaign	Vanessa Catto	Email	609	0	609	0%
New sales collateral	Avery Derrick	Text Message	574	345	574	60%
Teams Adoption	Marianne Child	Microsoft Teams	574	355	574	62%
Campaign #89008	Audrey Robinson	InApp	552	248	552	45%
Campaign #21016	Doreen Fitz	Microsoft Teams	544	285	544	52%
Campaign #87054	Charlotte Mayhew	Microsoft Teams	512	250	512	49%
Campaign #91285	Vanessa Richards...	Desktop Notification	504	0	504	0%
Campaign #12944	Audrey Robinson	InApp	490	209	490	43%
<b>Total</b>			<b>26461</b>	<b>6056</b>	<b>979</b>	<b>63%</b>

## Campaign Activity

This visual shows the trend of campaign views, interactions (engagements), unique viewers, and unique engaged users over time.

## Filters

### Campaign Start Date

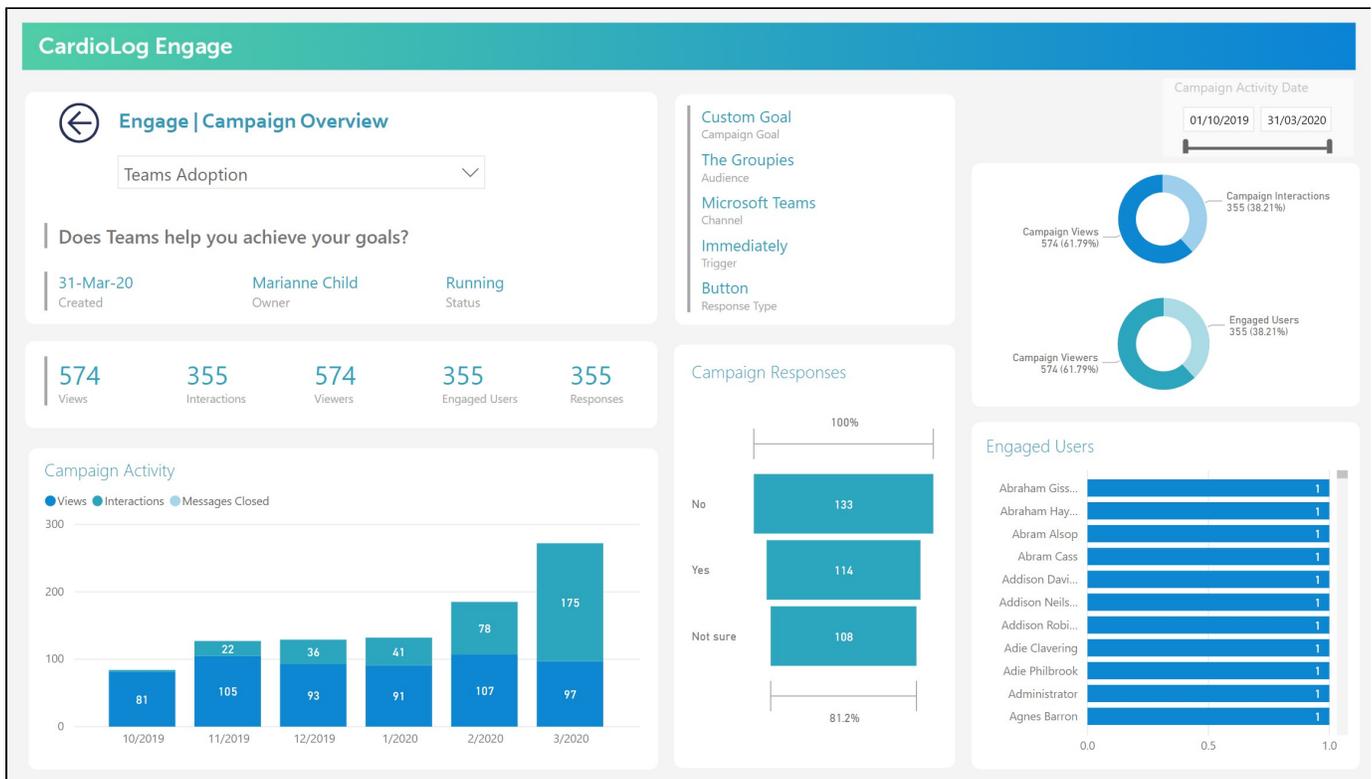
This filter allows you to choose a specific range of dates (when the campaign was started) to view data from.

### Campaign Activity Date

This filter allows you to choose a specific range of dates (when the campaign was active and running) to view data from.

## Campaign Overview

The Campaign Overview report contains several visuals, ready to be quickly filtered by a specific campaign and the Campaign Activity Date (how long the campaign was actively running) slider. Additionally, each of the graph visuals can easily be drilled down simply by clicking on the relevant data point. All widgets in the report will respond accordingly to any drill down or filter.



### Campaign Overview

## Visuals

### Campaign Overview

This card visual displays campaign information including the campaign's title, campaign message, creation date, owner and status, as well as the campaign goal, audience, channel, trigger and response type (call to action).

## **Campaign Activity**

This visual shows the campaign views, campaign interactions (engagements) and campaign messages closed.

## **Campaign Viewers**

This visual shows the number of campaign unique viewers.

## **Campaign Responses**

This visual shows the campaign responses. If the campaign has no call to action, this report won't show any results.

## **Engaged Users**

This visual shows the users who engaged with the campaign and responded to it. If the campaign has no call to action, this report won't show any results.

## **Filters**

### **Campaign Name**

This filter allows you to choose a specific campaign to view data for.

### **Campaign Activity Date**

This filter allows you to choose a specific range of dates (when the campaign was active and running) to view data from.