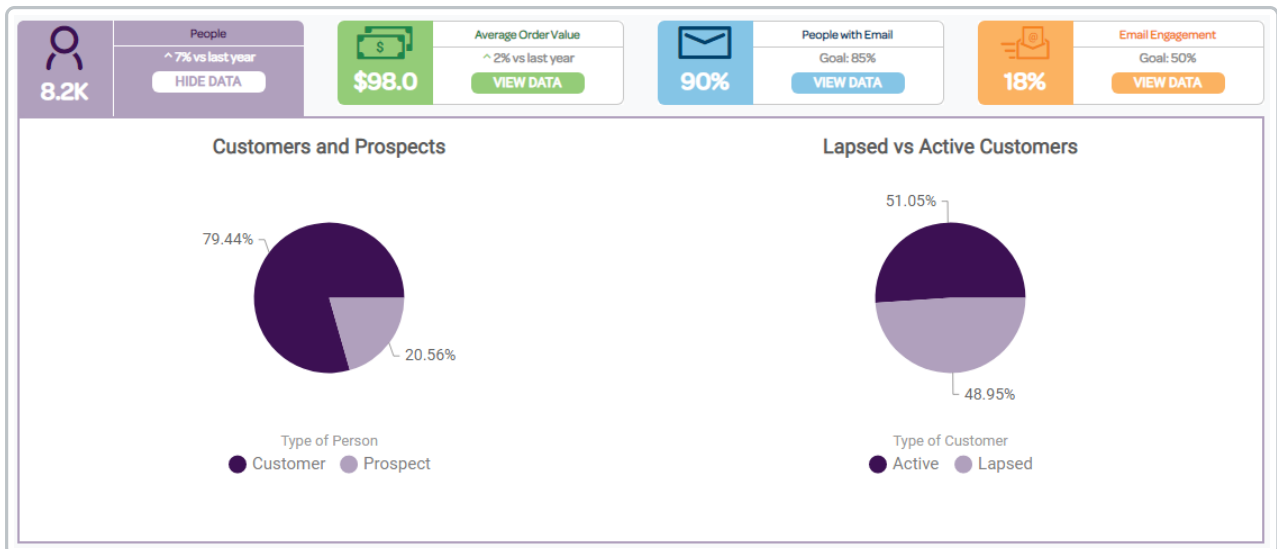


In this article:

- Summary Cards
- Data Sources
- Total Contacts by Marketing Channel
- Database Growth

Summary Cards

People



People

This count indicates the number of people in the Ascent360 CDP. A person is defined as a single contactable individual.

Customer and Prospect

This pie chart shows the breakdown of customers and prospects in the CDP.

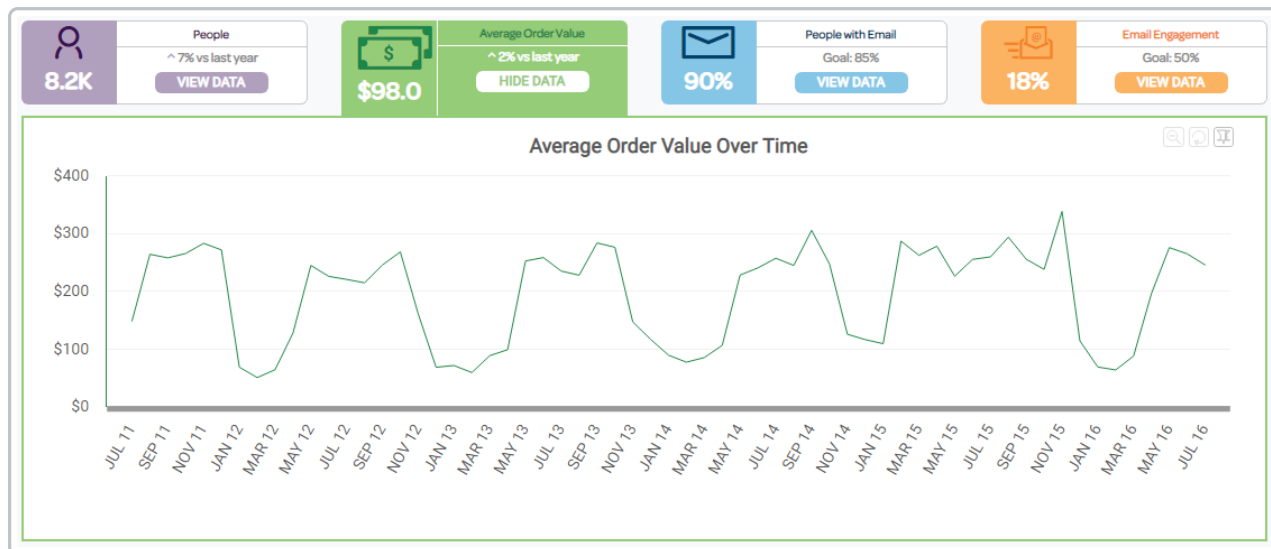
- A customer is an individual who has an associated transaction within the CDP.
- A Prospect is an individual who does not have an associated transaction within the CDP.

Depending on your data capture practices, an individual who may be considered a "Customer" in your source system may be considered a "Prospect" in Ascent360.

Active and Lapsed Customers

This pie chart shows the breakdown of the customers in the CDP. An active customer is someone who has purchased in the last 2 years (or 730 days). Hover over the pie pieces to reveal the count of each customer type.

Average Order Value



Average Order Value

This number represents the overall average order value, considering all transactions for all time.

Average Order Value Over Time

This line chart shows the average order value by transaction date. This allows the user to see the seasonality of customers' purchases.

People with Email



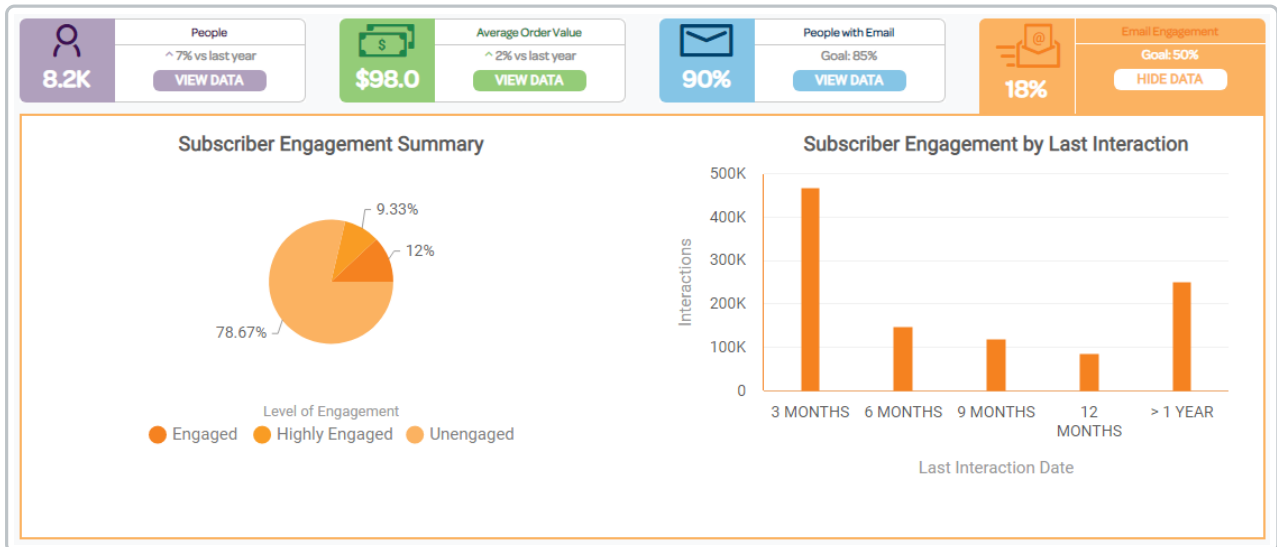
People with Email

This shows the percentage of people in the CDP with an email address on file.

People with Email by Source

This detail view allows the user to compare how email addresses are being collected across sources. A source with a low percentage of emails may need to be investigated.

Email Engagement



Email Engagement

This is the percentage of email subscribers in the CDP who have opened an email in the last 6 months.

Subscriber Engagement Summary

This pie chart shows a breakout of subscriber engagement by percentage of total subscribers. Subscriber engagement is put into the below three categories:

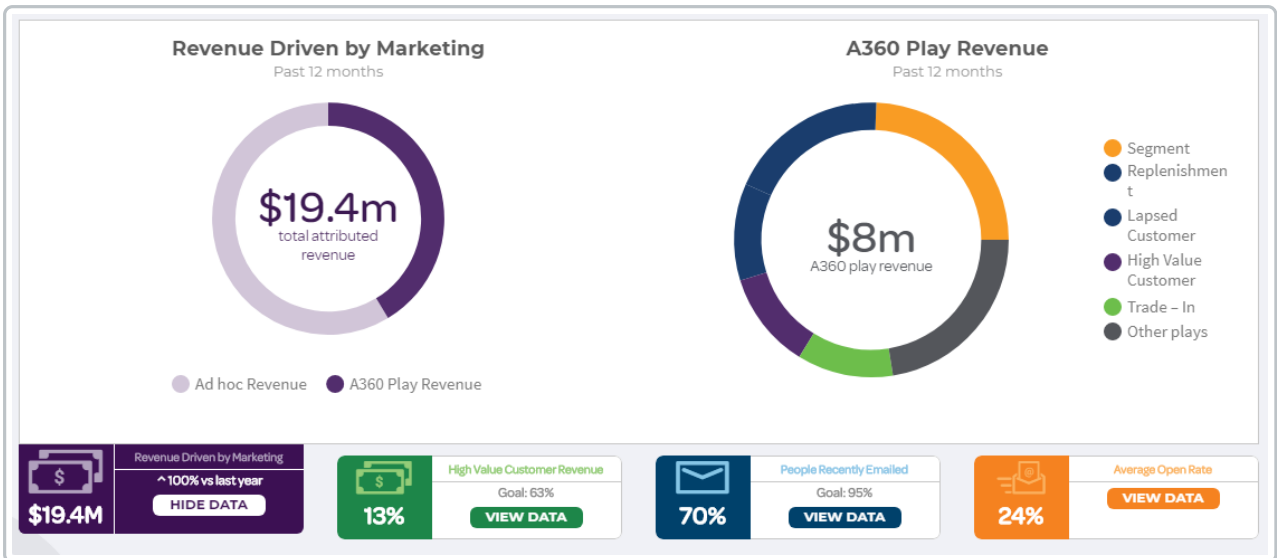
- **Highly Engaged:** The subscriber has opened 60-100% of the email sent to them.
- **Engaged:** The subscriber has opened 21-60% of the email sent to them.
- **Unengaged:** The subscriber has opened 0-20% of the emails sent to them.

The percentages in this chart are based off of the total history for a subscriber. There is no specific time limit set for this report.

Subscriber Engagement by Last Interaction

This bar chart shows the number of subscribers by the last time the subscriber interacted with an email message. An interaction is defined by an open or a click of an email.

Revenue Driven by Marketing



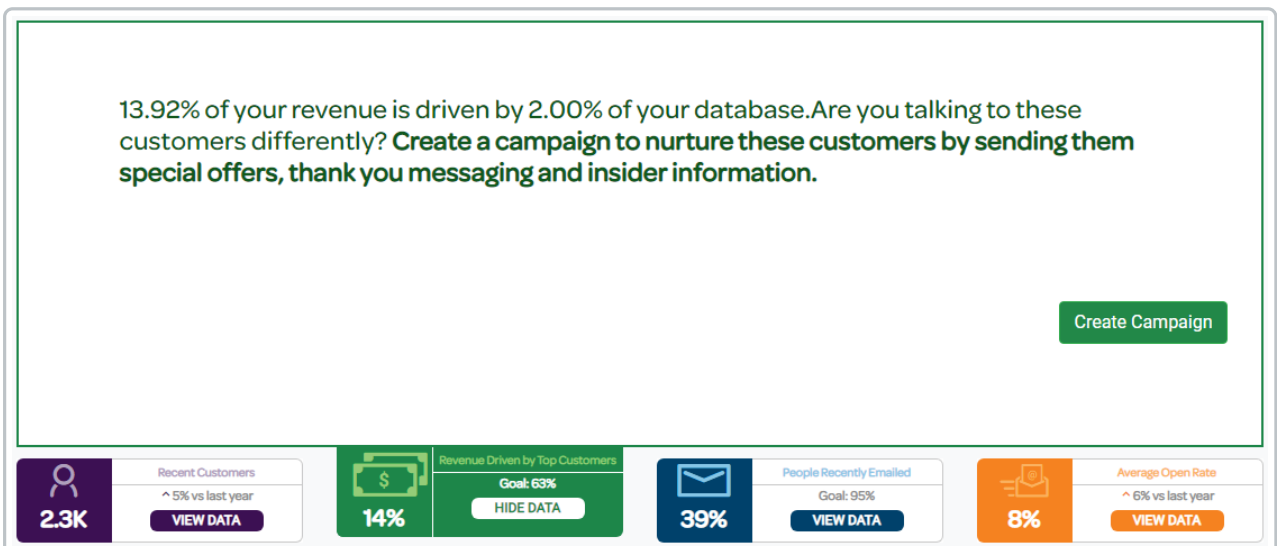
Revenue Driven by Marketing

This is how much revenue was attributed to marketing in the past 12 months. The pie chart shows the proportion of the revenue driven by marketing campaigns vs. ad hoc sends.

A360 Campaign Revenue

This pie chart shows the top 5 marketing campaign types, and how much revenue was driven by each type of campaign in the last 12 months.

Revenue Driven by Top Customers

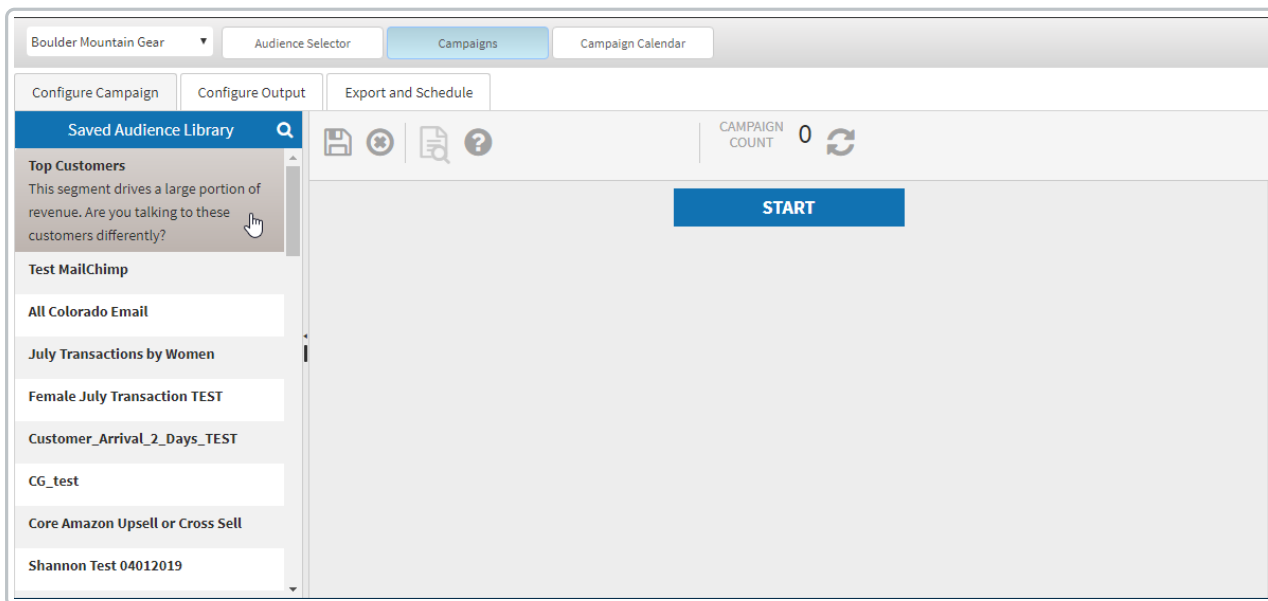


Revenue Driven by Top Customers

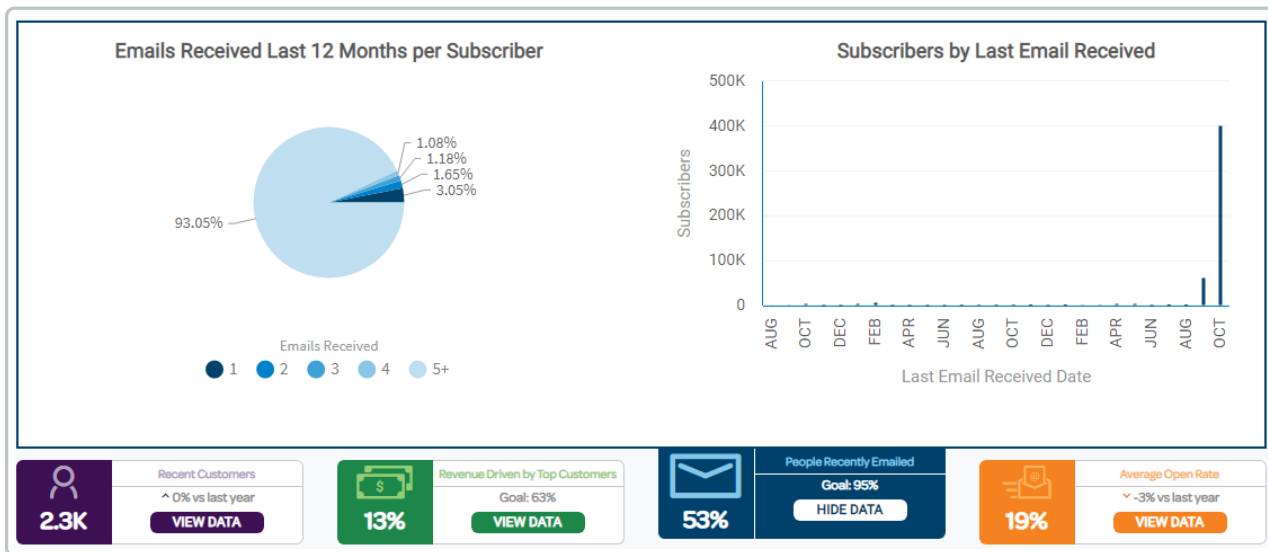
This percentage is how much revenue is driven by top customers. A top customer is defined as a person with a recency score of 5 and an monetary score of 5 (We don't consider frequency in this calculation due to many customers having only one purchase).

Create Complex Audience

To create a Complex Audience of top customers, simply choose "Top Customers" from the audience list. This audience is available by default.



People Recently Emailed



People Recently Emailed

This is the percentage of email subscribers who have been sent an email in the past 6 months.

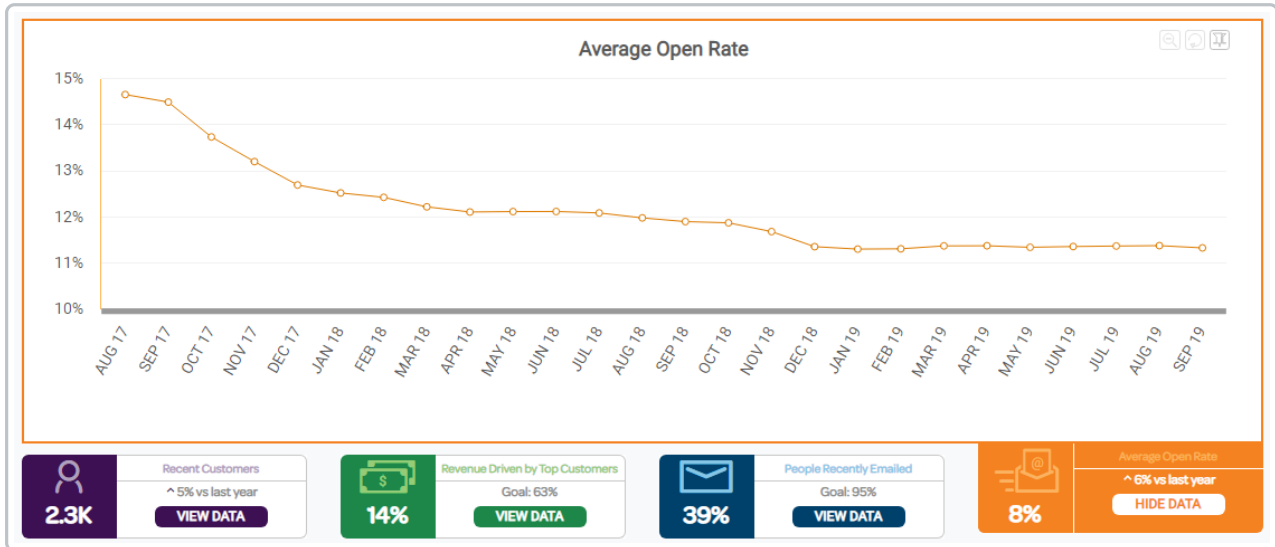
Emails Received Last 12 Months per Subscriber

This pie chart shows how many emails each subscriber has received in the past 12 months.

Subscribers by Last Email Received Date

This bar chart shows the month each subscriber received their last email. If a subscriber has received an email in July, August and September, they will show only in September.

Average Open Rate



Average Open Rate

This is the average open rate for all time. This value is calculated by taking a count of all opened emails and dividing it by a count of all delivered emails.

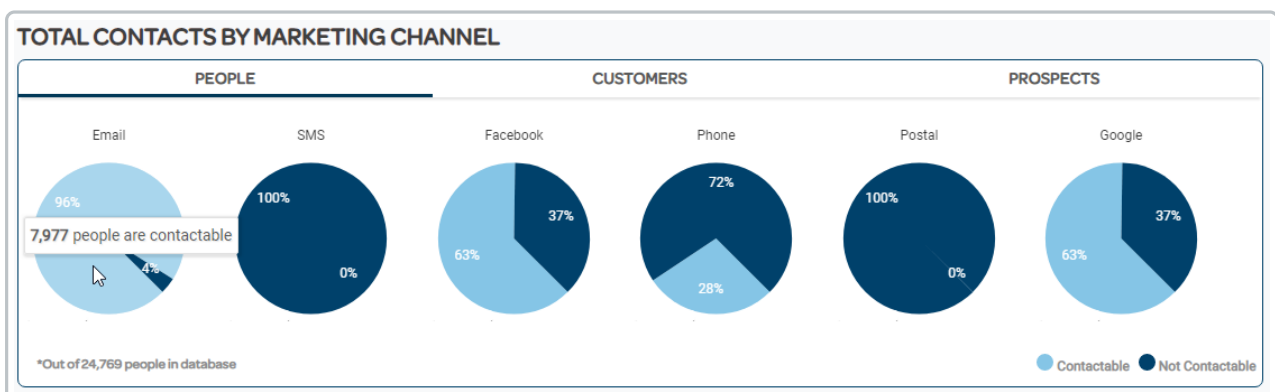
Average Open Rate over Time

This is your average open rate over time, calculated monthly.

Data Sources

For an overview of visuals relating to data sources, please see [Data Sources](#).

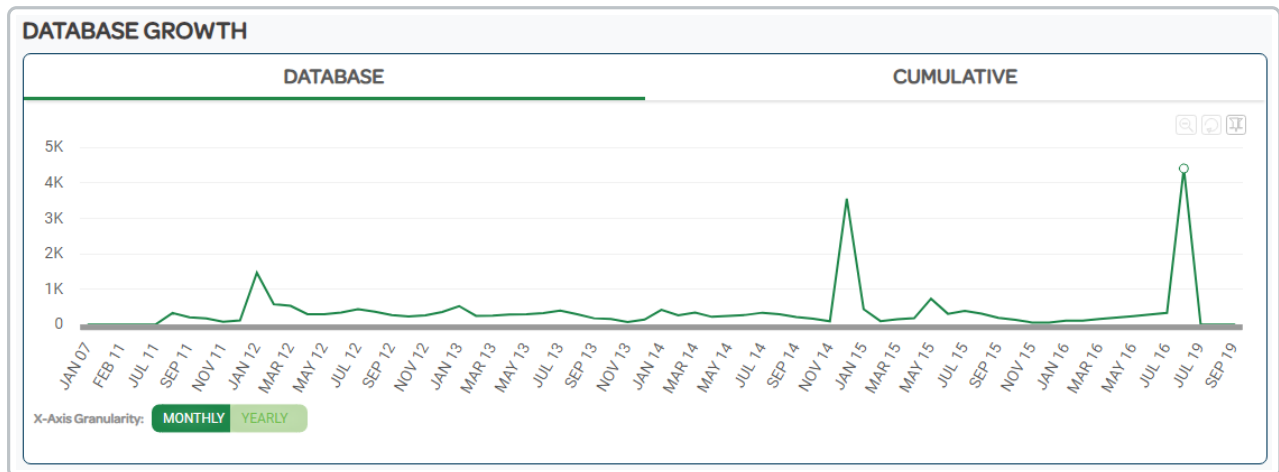
Total Contacts by Marketing Channel



This multi-pie chart shows the percentage of people in the CDP contactable by channel type. In this chart, "Contactable" means that a person has a valid email, phone number or postal address *and* they are opted in (either explicitly or implicitly) to receive communications via that channel. "Not Contactable" includes all people in the CDP who don't have a valid email, phone number or postal address, or those who are not opted in to receive communications via that channel. At the bottom, you can see how many people the whole pie represents.

Both Facebook and Google percentages are assumed based on the number of valid emails in the CDP, because accessing that data is not allowed by Facebook or Google's terms of service for privacy reasons. If you have not connected Google or Facebook to Ascent360, these charts will display "No Data Available".

Database Growth



This chart shows growth of new individuals have entered the database per month or year. Use the switch to change the granularity of the x-axis from monthly to yearly.

Database

The database tab shows how many people were *added* to the CDP per month (or year, depending on the selection of the granularity)

Cumulative

The cumulative tab shows how large the CDP has become over time.