Show how many customers are in a certain campaign object Open Discussion

- Jasmijn
- **Forum naam:** #Verbetervoorstellen

I want to gain more insights in how many customers are in a certain campaign step, so we have a better overview of the campaign performance.

Ik wil meer inzicht krijgen in hoeveel klanten zich in een bepaalde campagnestap bevinden, zodat we een beter overzicht hebben van de prestaties van de campagne.

Reacties (2)

Deployteq - Suzanne Martens
2 jaar geleden
This request has been made by others as well, and one of the options mentioned was to have a hover funcion for each campaign object, showing how many customers are in that specific step.
Stephan van Maris
2 jaar geleden

Thanks for the feedback!

This is a nice suggestion and I'm currently documenting the steps we need to take to make this happen. In short: The number of customers that are currently in a specific step only applies to a very limited number of campaign objects (like Timer and Bucket). Customers tend to go through each step in a campaign quite quickly, so another way to approach this is to show the numbers on every Connection in the flow. This way you can see how many customers have entered a specific Campaign Object and how many have moved on to the next Object in the Flow.

Also, I think it would be nice to not only see the total number of customers, but also in the last day/week/month.

Once I get some more details, I'll report back here!