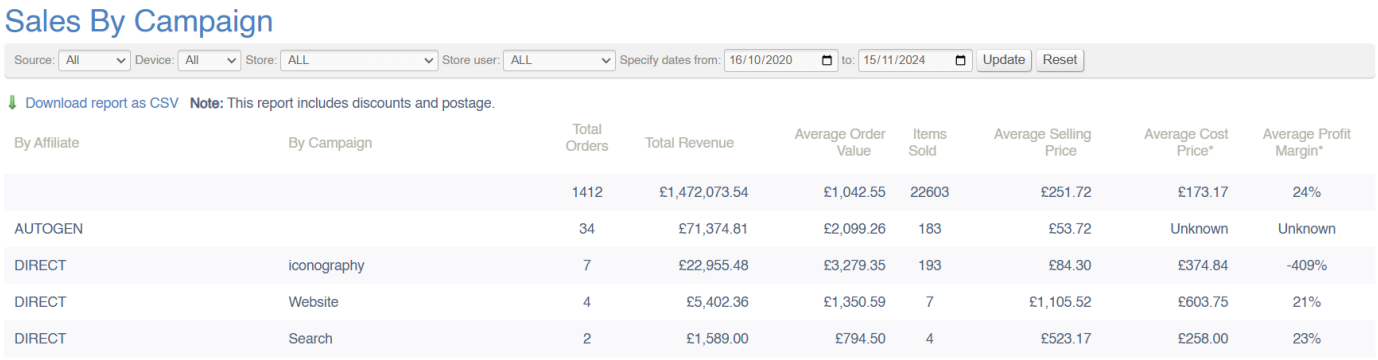
Sales by Campaign

This report will show a breakdown of company-wide sales within a given period; the value of sales will be split by Campaign. A Campaign may be defined as:

- Referral links, e.g. Google Ads and affiliates (Referral links should include "utm_source" and "utm_campaign" parameters)
- Newsletter emails (Referral links should include "utm_source" and "utm_campaign" parameters)
- Automated site emails, e.g. back-in-stock or your-account-password
- 'How did you find us' recorded against each customer

> 'Campaign' is limited to 50 characters



Filters

This report may be filtered by:

- Source
- Device
- Store
- Store User

Key to icons

⬇ = download report

FAQs

FAQs for Sales Reports may be viewed here.

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