

Frequently Used Report Templates

Depending on your [EveryAction permissions](#), you may have access to as many as 55 "default report templates" in EveryAction's Report Manager. These are starting points for running custom reports to show you different aspects of the activity of contacts. Below are descriptions of nine of the most commonly used report templates.

Report Types

One of the easiest ways to narrow your template options is to search by **type**. This is the topmost of two search fields in EveryAction's report manager. The type refers to the primary *dimension* of the report; in other words, what is represented by each row of data. This, in turn, determines which fields are available to add as columns. Here are some of the report types most commonly used by Audubon.

Type	Primary Dimension
Advocacy	Each row is a message sent to a 'target' — usually a public official such as a senator or representative.
Contacts	Each row is a contact (individual or organization).
Contributions	Each row is a contribution record (i.e. a donation or ticket purchase)
Email	This type actually has a few different dimensions related to email addresses and Targeted Email.
Events	Each row is an event participation.
Online Actions	Each row is an online form submission.

Report Templates

Advocacy Report

An advocacy report shows you all the messages that were sent to (usually political) targets. This is handy for two reasons: one is to actually see the messages that were sent, and which ones were customized. Also, you can filter by target and see messages that span several action alerts over time.

Counts of Contacts Report

View a list of contacts and group by various parameters to get counts. Popular parameters include district, ideology, age, date added, origin source code, etc. This report is powerful when paired with Create a List, EveryAction's tool for creating dynamic searches of contacts in the database.

Contribution Report

For fundraisers, the contribution report is your portal into viewing the contributions and ticket purchases of your constituents and members. It can be used to track revenue, refunds, one-time vs. recurring gifts, premiums and tribute gift information.

Email Comparison Report

In this report, each row is an individual Targeted Email send, and the columns are aggregate performance numbers (open rate, opens, bounce rate, bounces, etc.). Email Series and Automation Workflow emails will also appear in these reports. Filters in an email comparison report are very minimal.

Email Performance Report

In this report, each row is a contact who received a particular email — and one must specify WHICH email will be reported on when the template is run. Columns indicate activity and interaction of each contact with the email. This filter CAN be filtered by a saved search (whereas Email Comparison Report cannot).

Event Participant Report

In this report, each row is an event participation. The same contact can appear in these reports multiple times — in fact, one of the strongest uses of this report is to group by Contact Name in order to tease out the champions who have attended multiple events. Grouping by campaign or origin source code can also be insightful.

Ticketed Guest Report

If you're using Ticketed Events, this is the report you would run in order to generate a list of all ticket purchasers and their guests.

Online Activity Report

Each row in this report is an online form submission. Multiple forms can be included, with many filters available for grouping submissions. This report however does NOT include all form submission information — for that, see below. If you're working with **advocacy forms**, this report will give you the number of *submissions* in the case where your form has multiple targets.

Online Forms Custom Questions Report

If your form has additional information questions, this is the only report that will show you the responses to those questions. For Ticketed Events, it will also show you the ticket levels chosen, and number of tickets purchased. Each row is an online form submission.