



View Journey Reports

Reports of your activated journey show you information about the list of contacts entering the journey and the goals they've achieved across a certain time line.

To view reports for activated journeys

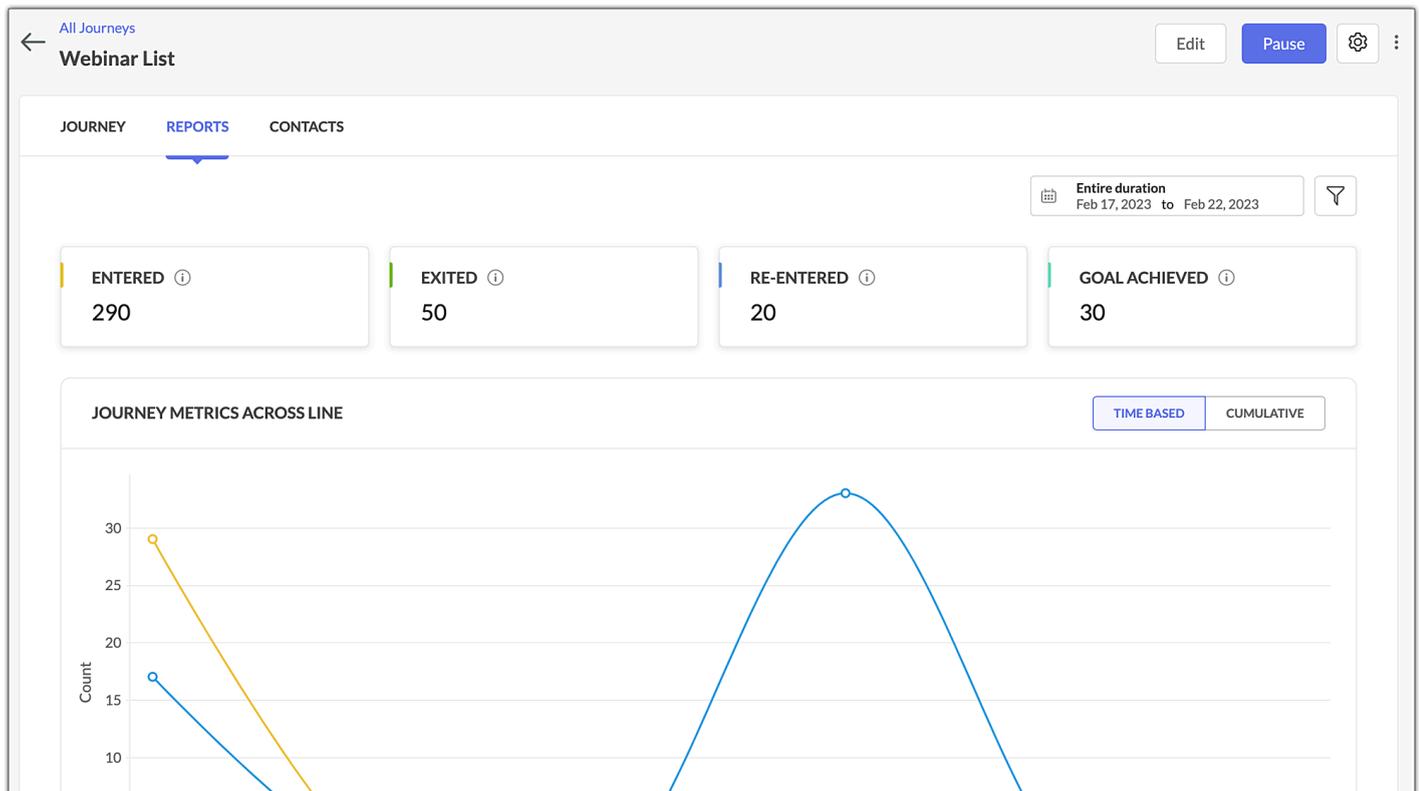
1. From the *navigation* toolbar, select **Journeys** and click **View Journeys**.

The screenshot displays the Zoho Marketing Automation interface. On the left is a dark navigation sidebar with the following menu items: Marketing Automation, Dashboard, Contacts, Lead Generation, Journeys (with a sub-item 'View Journeys' highlighted by a red arrow), Marketing Planner, Marketing Campaigns, Website Analytics, and Library. The main content area shows a search bar at the top, followed by the journey name 'Good Morning, Patricia' and a date range 'This year Jan 01, 2023 to Feb 20, 2023'. Below this are tabs for 'OVERALL' and 'EMAIL'. A summary table shows: Contact captured (2,406, +100%), Deals won (20), Total revenue (\$100,000), and Avg revenue for contact (\$2,000). The bottom section, 'CONTACTS LIFECYCLE STAGE', is a funnel chart with the following data:

Stage	Count	Next stage c...	Average con...	Average eng...
Raw leads	200 (▲ 100%)			
Marketing ready	150	70 (▼ 100%)	15 Days	10
Marketing engaged	50	30	15 Days	10
Marketing qualified	15	15	10 Days	5

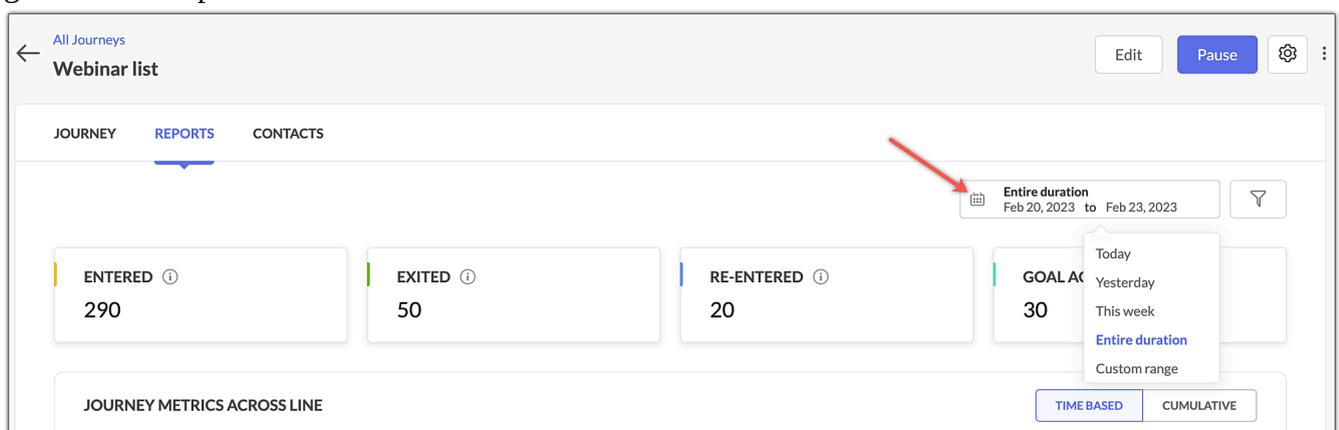
2. Select the active journey for which you want to view reports.

3. Select the **Reports** tab.



4. Click the **calendar** icon to view reports for a specific time period :

- **Today** : To view the number of contacts who've entered, exited, re-entered and achieved their goals today,
- **Yesterday** : To view the number of contacts who've entered, exited, re-entered and achieved their goals the previous day,
- **This week** : To view the number of contacts who've entered, exited, re-entered and achieved their goals the past week,
- **Entire duration** : To view the number of contacts who've entered, exited, re-entered and achieved their goals from beginning.
- **Custom range** : To view the number of contacts who've entered, exited, re-entered and achieved their goal between specific dates.



5. Click the **Filter** icon to view reports for specific contacts. Select the **criteria** and click **Apply**. You can also save that list of contacts as a segment by clicking **Save as segment**.

SEGMENT FILTER



SMART

ADVANCED

> List membership

> Tags assigned

Email Opened



> Lead Source

> Lead Stage

> City

> State

> Country

> Lead status

> Lead Score

> Goals achieved

> Number of engagements

> Email campaign received

> SMS campaign received

> Journey membership

> Total revenue

Save as segment

Apply

Clear

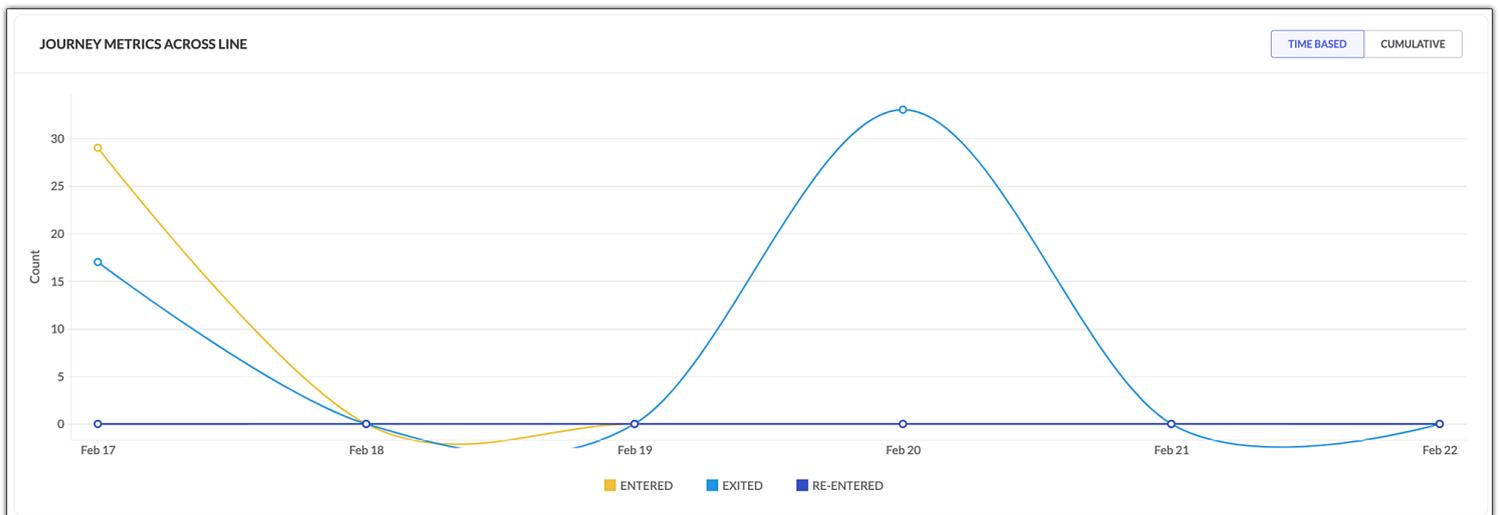
The reports give you four statistics about the contacts as listed below



- **Entered** : The number of contacts who've entered the journey.
- **Exited** : The number of contacts who've exited the journey.
- **Re-entered** : The number of contacts who've re-entered the journey after they've satisfied the criteria you've set.
- **Goals achieved** : The number of contacts who've exited the journey after satisfying the goal criteria you've set.

Journey Metrics Across Time

This report gives you information about the number of contacts who've entered, exited and re-entered a journey over a time period. This information is displayed as a line graph as shown below.



Goals Achieved Over Time

This report gives you information about the number of contacts who've achieved their goals in the journey over a time period.

