



Viewing Reports

This chapter describes the various types of reports that you can view using the CMX Engage.

- [Pre-requisites for Reports, page 10-1](#)
- [Viewing Reports, page 10-1](#)

Pre-requisites for Reports

To view the reports, you must do certain configuration in your wireless network (Meraki, CUWN).

- To know the configurations to be done for the CUWN for enabling reports, see [“Configuring the CUWN for Notifications and Reports” section on page 15-12](#)
- To know the configurations to be done for Meraki for enabling reports, see [“Configuring Meraki for Notifications and Reports” section on page 3-4](#)

Viewing Reports

Before accessing the Reports, ensure that the [“Pre-requisites for Reports” section on page 10-1](#) are met.

The Report shows the details of the customer or visitor activities in the CMX Engage enabled locations. It also shows the customer data you acquired so far using the CMX Engage. You can analyze the customer or visitor activities at various locations through the report to make right business decisions.

The CMX Engage has the following type of reports:

- [Device Onboarding, page 10-2](#)
- [Customer Acquisition, page 10-3](#)
- [Visitor Behavior, page 10-5](#)
- [Visitor Engagement, page 10-7](#)
- [Right Now, page 10-8](#)

To view a report, perform the following steps:

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- Step 1** In the CMX Engage dashboard, choose **Reports**.
The type of reports available in the CMX Engage gets listed.
- Step 2** Click the type of report that you want to view. For example, to view the Device Onboarding report, click **Device Onboarding**.

The report appears.



Note

By default, the report is shown for all the locations for which you have access rights for the last 365 days.

Step 3

In the FILTERs field, choose the location for which you want to view the report.

By default, **All** is selected. To choose the location, click the adjacent **Edit** icon, and in the Choose Locations window that appears, choose the location for which you want to view the report, and click **Apply**.



Note

You can filter only one location.

Step 4

In the Date field, specify the period for which you want to view the report.

To specify a period, click the adjacent **Edit** icon, and in the Choose Date window that appears, specify the date range, and click **Apply**.

Device Onboarding

The Device Onboarding report provides information about the devices that have connected to your SSIDs. If a customer is connecting to your SSID from more than one device, each such device is counted to calculate the number of devices.

Unique Devices

This section displays the count of unique devices for the selected location and period.

- **Connected to SSID**-The total number of unique devices that have connected to your SSIDs from the selected location during the time period specified.
- **Shown Captive Portal**-The total number of unique devices that have connected to your SSIDs, and got the captive portal loaded successfully, from the selected location during the time period specified.
- **Clicks on Menu Button**-The total number of unique devices that have connected to your SSIDs, and clicked on any of the menu buttons in the captive portal from the selected location during the specified period.
- **Provisioned Internet**- The total number of unique devices that got internet provisioned from the selected location during the specified period. This metrics for all the locations from the date of installation of the CMX Engage is shown at the top of the report for “**Total Unique Devices Provisioned Internet**”.

Daily Trend-New v/s Returning Devices

This section displays the daily trend of the new and returning unique devices that have connected to your SSIDs from the location of the specified time period.

- **New Devices**- The total number of new unique devices that have connected to your SSIDs from the selected location during the specified time period. The percentage of new unique devices out of the total number of devices is also shown.

- **Returning Devices-** The total number of unique devices that have connected to your SSIDs from the selected location more than once during the specified period. The percentage of unique returning devices out of the total number of unique devices connected is also shown.

The Line graph represents the unique New v/s Returning devices connected from the selected location on each day of the specified period. X-axis of the graph represents the days in the selected period, and Y-axis represents the number of unique devices. The color indicators for new and returning unique devices are displayed at the top of the graph.

- **New Devices-** The “New Devices” graph displays the total number of unique new devices connected to your SSIDs on each day of the selected period.
- **Returning Devices-** The “Returning Devices” graph displays the number of unique devices that have connected more than once to your SSIDs on each day during the selected period.



Note Mouse-over the graph to view the New and Returning unique devices count for a particular day.

Menu Button Clicks in Captive Portal

This section displays the details of various menu buttons that the customers have clicked during the specified period.

- **Menu buttons-** The total number of menu buttons that were clicked at least once from the selected location during the specified period.
- **Clicks-** The total number of clicks made in the captive portals from the selected location during the specified period.
- The top 10 menu buttons with highest number of the clicks are displayed along with their total number of clicks, and percentage out of total clicks.

You can view the “number of clicks” for all the menu buttons that were clicked at least once by clicking the “Show All” button.

Engagements via Promos and Offers Trend

This graph represents the number of clicks made in the “Promos and Offers” menu buttons configured in the captive portals, from the selected location, on each day of the specified time period.

Promos and Offers Performance

The “Promos and Offers” menu buttons that got highest number of clicks from the selected location during the specified period are listed. You can view the total number of clicks received for all the “Promos and Offers” menu buttons, which were clicked at least once, by clicking the “Show All” button.

Customer Acquisition

This report provides insights on the unique customers identified newly from the selected location during the specified period, and the data (personal and demographic) collected from the identified customers.



Note If a new customer connects to your location using multiple devices, and uses the same personal identity (mobile number, e-mail, and so on), the customer is counted only once.

Customer Acquisition

- **New Devices Connected to SSID-** The total number of new unique devices that have connected to your SSIDs from the selected location during the specified time period. The percentage of new unique devices out of the total number of devices is also shown.
- **New Customers Identified-** The total number of new unique customers that got identified through any of the personal identity (mobile number, e-mail, and son on) from the selected location during the specified period. The percentage of new unique customers identified out of the total unique new devices connected is also shown. This metrics for all the locations from the date of installation of the CMX Engage is shown at the top of this report for “Total Customers Identified”.
- **Customers Opted In-**The total number of “unique new customers identified” who have opted in for subscription from the selected location during the specified period. The percentage of opted-in “unique new customers identified” out of the total number of “unique new customers identified” is also shown. For more information on opted-in users, see the [“Opted In Users” section on page 7-6](#).
- **Completed Data Capture-** The total number of “unique new customers identified” who have completed the data capture form from the specified location during the specified period. The percentage of “unique new customers identified” who have completed the data capture out of the total number “unique new customers identified” is also shown.

Daily Customer Acquisition

This section displays a line graph that shows the count of “unique new devices connected to your SSIDs” and “unique new customers identified”, from the selected location during the specified period. It also shows the daily count of “unique new customers identified” who have opted-in for subscription and completed the data capture. X-axis represents the days in the selected period. Y- axis represents the count. The color indicators are shown at the top of the graph. Mouse-over the graph to view the count for a particular day.

Captured Data

This section displays the number of e-mail addresses, phone numbers, names, gender details, and so on captured from the selected location during the specified period.

- **Phone Number-** The total number of unique phone numbers captured from the specified location during the specified period.
- **Emails-** The total number of unique e-mail addresses captured from the specified location during the specified period.
- **Social ID-**The total number of unique social IDs captured, through social authentication, from the specified location during the specified period.
- **Names-** The total number of customers/devices from which the names (first name/last name) are captured from the specified location during the specified period.
- **Gender-** The total number of customers/devices from which gender is captured from the specified location during the specified period.

Customer Distribution

This section displays the profile details such as country, gender, and language captured newly from the selected location during the specified period.

Countries-Displays a pie chart with the percentage of customers from different countries out of the total number of customers for whom the country data is collected. The countries with highest number of customers are displayed below the pie chart with the count of customers. You can view all the countries, with at least one customer, by clicking the “Show All” button. Country names are derived based on the country code of the phone numbers specified during the authentication process.

Device Languages- Displays a pie chart with the percentage of customers who used various device languages out of the total number of customers for whom the device language data is collected. The device languages that are used the most by customers are displayed below the pie chart with the count of customers. You can view all the devices languages, used at least by one customer, by clicking the “Show All” button. Device language count is derived based on the device language selected by the customer in the captive portal.

Gender- Displays a pie chart with the percentage of male, female, and gender not-specified customers out of the total number of customers for whom the gender data is collected. The count of the customers for each gender is shown below the pie chart.

Visitor Behavior

The Visitor Behavior report shows the behavior of the visitors in the specified location such as the time the visitors spent in the locations, the day of the week with number of visits, and so on.

A visitor can be anyone in your business location with a Wi-Fi enabled device such as an identified customer or an unidentified person or device who has connected to your SSID before.



Note

If a visitor is connecting to your SSIDs in the selected location from more than one device, each such connection is counted to calculate the number of visits.

The minimum duration of a visit is 3 hours. If a visitor disconnects from the Wi-Fi or goes out of the network, and connects back within 3 hours from the time of initial connection, it is considered as a single visit. If the visitor connects back after 3 hours from the time of initial connection, it is considered as another visit.



Note

If a visitor has connected to your SSID at-least once, all the repeated visits of the visitor is considered even if not connected to the SSID, provided the visitor has a device with the Wi-Fi switched on.

Visitor Behavior

The Visitor Behavior section includes the following:

- **New Visitors**- The total number of new unique visitors among the total number of unique visitors for the selected location during the specified period.
- **Returning Visitors**- Total number of unique visitors that have visited the selected location more than once during the specified period.
- **Total Visitors**-The total number of unique visitors that have visited the selected location during the specified period.

- **Visits-** The total number of visits made at the selected location during the specified period. For example, if a visitor visits the location twice on a day, the visit count is considered as 2.
- **Average Dwell Time-** The average time spent by a visitor in the selected location during the specified time period.
- **Total Time Spent by Visitors-** The total time spent by all the visitors in the selected location during the specified time period. This metrics for all of your locations from the date of installation of the CMX Engage is shown at the top of the report for “**Total Time Spent by Visitors**”.

New Vs Returning Visitors

This section displays a line graph that shows the daily trend of new and returning unique visitors in the selected location during the specified period. X-axis represents the days in the specified period and the Y-axis represents the number of visitors. This graph helps you to identify on which day you are having more new unique visitors. Also, this report helps you to determine when the visitors are visiting the location again. Mouse-over the graph to view the “New vs Returning” visitors count for a particular day.

Daily Visits

This section displays a line graph that shows the daily trend of visits in the selected location during the specified period. X-axis represents the days in the specified period and the Y-axis represents the number of visits. Mouse-over the graph to view the visit count for a particular day.

Dwell Time Distribution

This section displays a bar graph that shows the duration of each visit in the specified location during the specified period. The average dwell time is displayed at the top of the bar graph. The number of visits for various dwell time ranges is shown. For example, the count for **<5 mins** represents the number of visits that spent less than 5 minutes.

Average Dwell Time by Day of Week

This section displays a bar graph that shows the average duration of visits in the specified location during various days of a week. This helps you to identify on which day of the week that the visitors spend more time on your location.

Dwell Time Daily Trend

This section displays a “stacked column percentage” graph that shows the duration of visits in the specified location on each day of the specified period. The visit percentage for various dwell time ranges is shown. For example, the visit percentage for **5-15 minutes** represents the percentage of visits that spent between 5 and 15 minutes in the location.

Visits Distribution by Time of the Day

This section displays a bar graph that shows the numbers of visits started in the specified location at various timings of a day. Each bar in the graph represents an hour of the day. Mouse-over the graph to view the count of visits started at a particular hour. This graph helps you to identify at what time of a day you are having more number of visits.

Visits Distribution by Day of a Week

This section displays a bar graph that shows the numbers of visits in the specified location on various days of a week. Each bar in the graph represents a day of the week. Mouse-over the graph to view the average number of visits on a particular day of the week. This graph helps you to identify on which day of a week you are having more number of visits.

Tags Created Using Profile Rule

This section displays the details of tags created based on profile rules.

Total Tags- Displays the number of tags created based on profile rules configured.

Visitors- The total number of visitors that got added to the tags, from the selected location, during the specified time period.

Pie charts are displayed for each tag to which customers got added from the location during the specified period. Pie chart for a tag shows the total number of visitors added to that particular tag among the total customers tagged from the location during the specified period. The number of rules specified in the center of the pie chart represents the number of Profile Rules used to tag the visitors to the particular tag.

Profile Rule Report

This section lists the report for various Profile Rules. The date on which the rule is published is shown along with the total number of visitors tagged based on the rule. You can view the detailed report for a particular profile rule by clicking the corresponding rule. For more information on profile rule report, see [“Profile Rule Report” section on page 7-9](#).

Visitor Engagement

The Visitor Engagement report shows the details of engagements with the visitors based on the Engagement Rule you have configured.

Engagements

Total Engagements-The total number of engagements (through SMS, e-mail, or push notifications) with the visitors, who have visited the selected location, during the specified period. This metrics for all the locations from the date of installation of the CMX Engage is shown at the top of the report for **“Total Engagements with Visitors”**.

Via SMS- The total number of engagements through SMS to the visitors who have visited the selected during the specified period. The percentage of engagements through SMS out of total engagements is also displayed.

Via Email- The total number of engagements through e-mail to the visitors who have visited the selected during the specified period. The percentage of engagements through e-mail out of total engagements is also displayed.

Via Push Notifications- The total number of engagements through push notifications to the visitors who have visited the selected during the specified period. The percentage of engagements through push notifications out of total engagements is also displayed.

Daily Trends of Engagements

This section displays a line graph that shows the number of engagements from the location on each day of the specified period through various notification types such as SMS, e-mail and so on. The color indicators for various notification types are displayed at the top of the graph. Mouse-over the graph to view the engagement details for a particular day.

Engagement Rule Report

This section lists the report for various Engagement Rules. The date on which the rule is published is shown along with the total number of engagements made based on the rule. You can view the detailed report for a particular Engagement rule by clicking the corresponding rule. For more information on Engagement rule report, see [“Engagement Rule Report” section on page 6-17](#).

Right Now

The Right Now report displays the details of the visitors currently present at your locations.

By default, the report shows the details of visitors currently present at all your locations. You can filter the location for which you want to view the data using the Locations drop-down list.

The report includes the following details:

- **Total Active Visitors-** The total number of visitors currently present at the filtered location.
- **New VS Returning Visitors-** The pie chart displays the percentage of new visitors and the returning visitors (the visitors who have visited the location earlier) among the total number of visitors currently present at the filtered location. The count for new visitors and the count for returning visitors are also shown below the pie chart along with their percentage.
- **Top 5 locations-** The 5 locations that currently have more visitors are displayed along with the number of visitors.
- **Current visitors by their gender-** Displays pie charts with percentage of male, female, and gender-not-specified customers among the total number of visitors currently present at the location. The count for each gender is also displayed below the corresponding pie chart.
- **Current Visitors Profile Information-** The number of mobile number, e-mail IDs, names, and gender that are captured from the visitors currently present at the location. The number of current visitors opted in for subscription is also shown in this section.
- **Current visitors distribution based on their tags -** Displays the tags to which the current visitors belong to. A pie chart is displayed for each such tag showing the percentage of the current visitors for that tag. You can view all the tags to which at least one current visitor got added by clicking the “Show More” button.
- **Current visit duration -** The bar graph displays the duration for which the current visitors are present at the filtered location. The number of current visits for various visit duration ranges is shown. The average dwelling time is shown at the top of the bar graph.
- **Visits count of the current visitors since last 30 days -** The number of visits made by the current visitors at the filtered locations in the last 30 days. The number of visits for various visit ranges is shown. The average number of visits made by the currently present visitors at the filtered location is shown above the bar graph.
- **Current visitors by their locations-** Displays location-wise count of current visitors in the child locations of the filtered location. The location-wise count is displayed in Map view and list view.

- **Map View** -The child locations of the filtered location are shown in the world map along with the total number of visitors in each of those child locations.
- **List View** - The child locations of the filtered location are listed, and the number of current visitors for each location is shown against that location.

