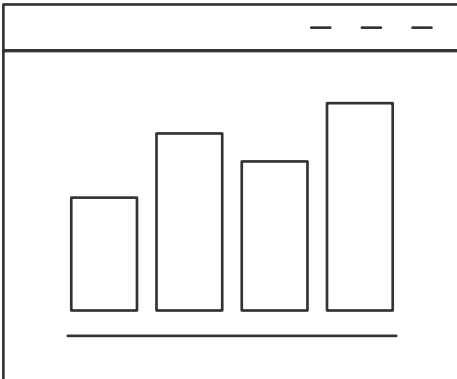


# Return on Investment Dashboard

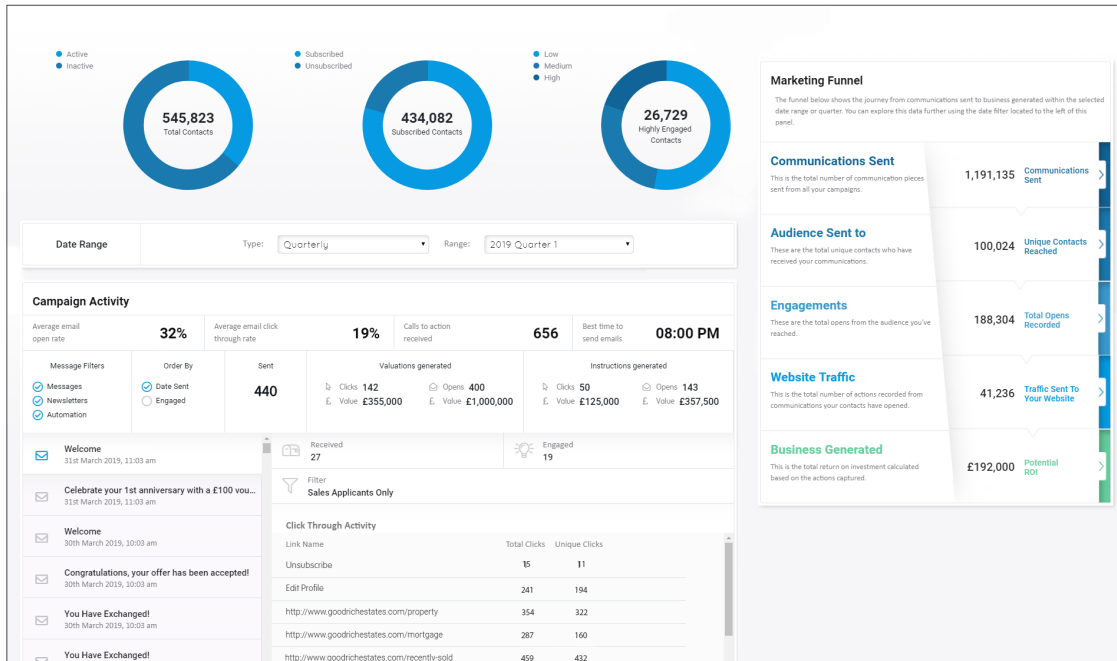
---

Displays the value of business generated from your digital marketing activities



# Feature overview

Visually track your marketing spend and analyse your marketing funnel. See how many valuations and instructions your digital campaigns are influencing, how much additional website traffic your campaigns are driving, and how these metrics translate to potential monetary Return on Investment and business generated.





## We couldn't be without it, it's as simple as that.

"Without a doubt, contacting our past clients through BriefYourMarket.com is keeping our brand in front of them. So they're coming back to us naturally without us having to step up our prospecting.

We know the number of people using our online valuation tool; how many people are coming into our database; then we can contact them and keep them informed of everything that's going on at Bradleys and within the local property market.

The amount of additional valuations it is generating that are then converting to instructions and - in due course - exchanges, is really surprising.

Even I'm surprised by how effective it is. We couldn't be without it, it's as simple as that."

**Kai Logan, Marketing Director**

**1,696**

Additional valuations

**MAIN**

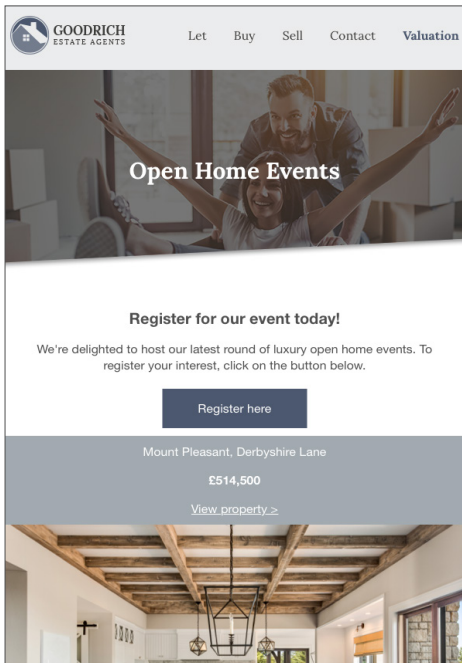
Referrer of website traffic for Bradleys behind Google

**206,361**

Website visits

# Track the Return on Investment from digital marketing campaigns


The dashboard provides a concise overview of your marketing metrics for all emails, newsletters and automated messages sent via BriefYourMarket.com.








Open Home Events	Received 93230	Engaged 17657
PROPERTY ALERTS - Open Homes Near You	Filter Open home events	
Hand Picked For You	Click Through Activity	
Have You Seen The Latest News?	Link Name	Total Clicks Unique Clicks
Open Homes Near You This Weeked	<a href="http://www.goodrichestates.com/openhomeevents">http://www.goodrichestates.com/openhomeevents</a>	15 11
Save 20%	<a href="http://www.goodrichestates.com/handpickedforyou">http://www.goodrichestates.com/handpickedforyou</a>	241 194
	<a href="http://www.goodrichestates.com/haveyouseenthelatestnews">http://www.goodrichestates.com/haveyouseenthelatestnews</a>	354 322
	<a href="http://www.goodrichestates.com/openhomenearyouthisweekend">http://www.goodrichestates.com/openhomenearyouthisweekend</a>	287 160
	<a href="http://www.goodrichestates.com/save20%">http://www.goodrichestates.com/save20%</a>	459 432

# Track your valuations and instructions

The dashboard displays the number of valuations and instructions that are generated from your digital campaigns.

Valuations generated		Instructions generated	
 Clicks <b>142</b>	 Opens <b>400</b>	 Clicks <b>50</b>	 Opens <b>143</b>
£ Value <b>£355,000</b>	£ Value <b>£1,000,000</b>	£ Value <b>£125,000</b>	£ Value <b>£357,500</b>

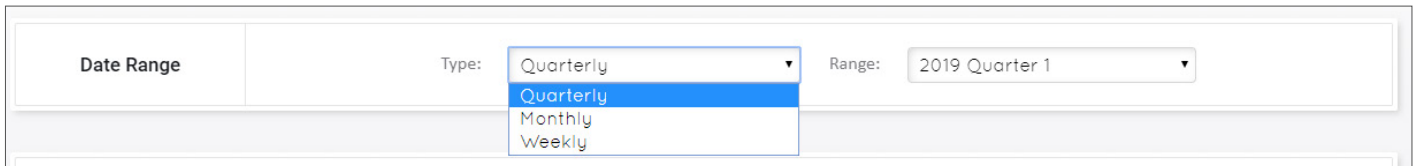
These metrics are then matched against the contacts within your CRM system; clearly displaying where the business has been generated from and providing a call list to follow-up with.

Instructions Generated from click throughs				
Name	Email	Mobile	Date Engaged	
D Bullimore	Damonb@briefyourmarket.co.uk	0344 800 84 24	28/11/2018	
R Combellack	Richardc@briefyourmarket.co.uk	0344 800 84 24	28/11/2018	
R Hampson	Ryanh@briefyourmarket.co.uk	0344 800 84 24	25/11/2018	
C Lambert	Charlottel@briefyourmarket.co.uk	0344 800 84 24	22/11/2018	
N Swain	Nicoles@briefyourmarket.co.uk	0344 800 84 24	22/11/2018	

[Previous](#) **1** [2](#) [Next](#)

# Displays a clear marketing funnel

Displays a real-time overview of your digital marketing activities. Select by date range to populate your marketing funnel.



The image shows a filter panel with the following elements:

- Date Range:** A label on the left side of the panel.
- Type:** A dropdown menu with three options: Quarterly (highlighted in blue), Monthly, and Weekly.
- Range:** A dropdown menu with the selected value "2019 Quarter 1".

The dashboard marketing funnel displays:

Marketing metrics by date range.

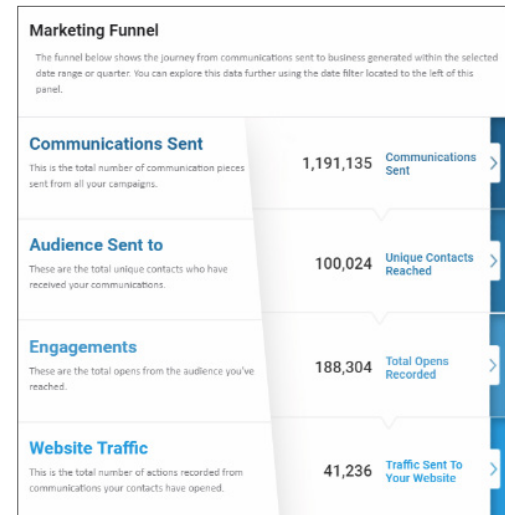
Total number of campaigns sent.

Total number of clients who have received your campaigns.

Total number of clients who opened your campaigns.

Total number of website visits generated by your campaigns.

Potential Return on Investment.



# Displays your campaign activity

Filter campaigns by emails, newsletters and automation, and order by date sent or engaged.

Message Filters	Order By	Sent
<input checked="" type="checkbox"/> Messages	<input checked="" type="checkbox"/> Date Sent	<b>440</b>
<input checked="" type="checkbox"/> Newsletters	<input type="checkbox"/> Engaged	
<input checked="" type="checkbox"/> Automation		

Displays the potential Return on Investment from each campaign type in the selected time period.

Valuations generated		Instructions generated	
Clicks <b>142</b>	Opens <b>400</b>	Clicks <b>50</b>	Opens <b>143</b>
£ Value <b>£355,000</b>	£ Value <b>£1,000,000</b>	£ Value <b>£125,000</b>	£ Value <b>£357,500</b>

Provides a summary of campaign activity, showing average email open rate, click-through rate, call-to-actions received, and best time to send.

Campaign Activity			
Average email open rate	<b>32%</b>	Average email click through rate	<b>19%</b>
Calls to action received	<b>656</b>	Best time to send emails	<b>08:00 PM</b>

Displays top-performing campaigns based on opens and click-through activity.

Open home events	Received <b>93230</b>	Engaged <b>17657</b>
PROPERTY ALERT - Open Homes Near You	Filter <b>Open home events</b>	



FOR **PROPERTY** PROFESSIONALS

0344 800 84 24 | [info@briefyourmarket.co.uk](mailto:info@briefyourmarket.co.uk) | [www.briefyourmarket.com](http://www.briefyourmarket.com)

---