

# A PUBLISHER'S GUIDE TO **REPORTING**

## [Store Execution] How are all stores performing?

This report shows readership and task execution broken down by store. It's most commonly used by communications and operations teams to gain insight into how the entire fleet is performing and identify which stores are doing well or which stores may need more support.



### What's included in this report?

- **Store:** Number, Name, District, Region
- **Number of Communications:** Sent, Read, % Read on Time
- **Number of Tasks:** Late, Not Done, Late or Not Done, Done, % Done



### Zip Tips!

- A communication is considered read if a single team member for the store has read the communication within 24 hours of it being published.
- A task is considered done if a single team member for the store has checked off the task before or on the date that its due.
  - Not Done = not completed when the report is generated
  - Late = completed after the due date

## [All Store Readership] How many stores have read a communication?

This report shows the distribution and readership for each communication. It's most commonly used by communications teams to see which messages were targeted to which stores and to gain insight into which communications are resonating and being read by stores.



### What's included in this report?

- **Message:** URL, Headline, Published at Timestamp
- **Number of Stores:** Sent To, Read , % read at any point in time

### Zip Tips!

- *A communication is considered read once a single team member for the store reads the communication at any point in time.*
- *A communication is considered FALSE if it has been targeted to the corresponding store number but has not been read.*
- *A cell with a number in it means that the store has read the message.*
- *An empty cell means that the store was not included in the distribution of the message.*

## [All Task Execution] How many stores have completed a task?

This report shows the distribution and execution for each communication that includes a task or tasks. It's most commonly used by communications teams to see which tasks were targeted to which stores and to gain insight into which tasks are being completed on time, late, or at all.



### What's included in this report?

**Message:** URL, Headline

- **Tasks:** ID, Title, Due Date, Recipient Count, Number Completed, Completion Percentage
- **Stores:** Complete, Completed Late, Not Complete (overdue)



### Zip Tips!

- *A task is considered complete once a single team member for the store marks the task as complete at any point in time.*
- *A task is considered Not Complete if it has been targeted to the corresponding store number but has not been marked complete by any team member of that store.*
- *A task is considered Completed Late if a team member for the store marks the task as complete after the task due date.*
- *An empty cell means that the store was not included in the distribution of the message and/or task.*

## [Communication Export] What communications were published?

This report shows all communications published. It's most commonly used by communication teams to look over what communications were sent out over a period of time for internal review. Typically this report is generated quarterly or annually.



### What's included in this report?

- **Communication;** ID, Title, Date & Time Published
- **Author**
- **Distribution List(s)**
- **Number of Updates**
- **Calendar Only**



### Zip Tips!

- A communication Author is the last person who has scheduled the communication, updated it or silently saved an update.
- A communication is considered Calendar Only if it shows TRUE under the Calendar Only column.

## [Comm Volume & Version Report] How many communications are being published each week?

This report shows the total count of communications published broken down by category for each week of the year and how many updates were made to those communications. It's most commonly used by communications teams to monitor the total volume of messages sent for each category and identify how many communication version updates were made after the communication was first published.



### What's included in this report?

- **Week:** Start and End Date
- **Communication Count:** Total Number of Communications Sent, Count of Communication Sent by Category
- **Version Count:** Total Communications Sent, Count by Version, Communication with no updates, updates or silent updates



### Zip Tips!

- All distribution lists are included by default. You can filter this report by excluding a distribution list.
- You can use this report to compare Communication volumes over different periods of time (Year over Year, Month to Month, etc).
- Messages w/ Updates: Communications that have been republished to stores with an update.
- Messages w/ Silent Updates: Communication that has been republished to stores using silent save.
- Messages w/ No Updates: Communications that have not had an update after they were initially published.

## [Overdue tasks by day] How many stores have overdue tasks?

This report shows the number of overdue tasks on a daily basis for each store. It's commonly used by operations teams to see which stores are able to complete tasks on time and identify stores that may need support.



### What's included in this report?

- **Store:** Number, Name, District, Region
- **Tasks:** Number of overdue tasks per day



### Zip Tips!

- *A task is overdue if it's not checked off by the due date.*
- *This report will look at all communications that were published for the selected date range and identify if there were any tasks not completed by the task due date for each day.*
- *A store with a perfect score would show 0 for each day.*

# [Store Execution by week] How are all stores performing on execution week over week?

This report shows how each store is performing on task execution. It's commonly used by communications and operations teams to measure a store, district, or region performance to help identify opportunities for improvement.

## What's included in this report?

- **Store:** Number, Name, Region
- **Tasks:** % of all tasks completed on time for each week

## Zip Tips!

- A Task is considered done if a single team member for the store has checked off the task before or on the date that it's due.
- Tasks that are completed late will not be included in the % of all tasks completed for each week.
- This report will look at all communications published for the date range that include tasks with due dates within that range



# [Store Readership by week] How are all stores performing on readership week over week?

This report shows how each store is performing on communication readership. It's commonly used by communications teams to track readership rates. Typically this report is generated monthly, quarterly or annually to help identify trends and opportunities for improvement.

## What's included in this report?

- **Store:** Number, Name, District
- **Communications:** % of all communications read per week

## Zip Tips!

- *A communication is considered read once a single team member for the store reads the communication at any point in time.*

## [Store Execution] How are all stores performing?

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## [Distribution List Export] What stores are included in each distribution list?

This report shows which teams are included in each distribution list. It's commonly used by communications teams to audit which stores are part of a distribution list to ensure that communication are being targeted accurately.



### What's included in this report?

- **Team;** ID, Name, Type, District, Region, Zone



### Zip Tips!

- *This report will break out each distribution list into its own tab and show which teams are included based on the time the report is run.*
- *This report will show Team Names (Store, Region, District, HQ) and not individual user names.*
- *Our Distribution Lists are setup based on the team members and will always be up to date based on who is part of a team.*

## [User Login Activity] What is the login activity for all users?

This report shows how many times a user has logged in. It's commonly used by communications and operations teams to observe adoption of Zipline in the field. Typically this report is generated during the first few weeks of a pilot or launch.



### What's included in this report?

- **User;** Email or Username, Employee Number, Name, Login Count, Security Role, Username
- **Store;** Name, Number, District, Region



### Zip Tips!

- This report will count the number of times each user has logged into Zipline for the given report range.
- This report will include users that have been setup with an email address or a username.
- After the first few weeks of pilot or launch this report is typically generated monthly or quarterly to observe user login activity for a given time period.

# QUESTIONS OR FEEDBACK?

We're here to help! Start a conversation with us on Intercom  or email us at [support@retailzipline.com](mailto:support@retailzipline.com).