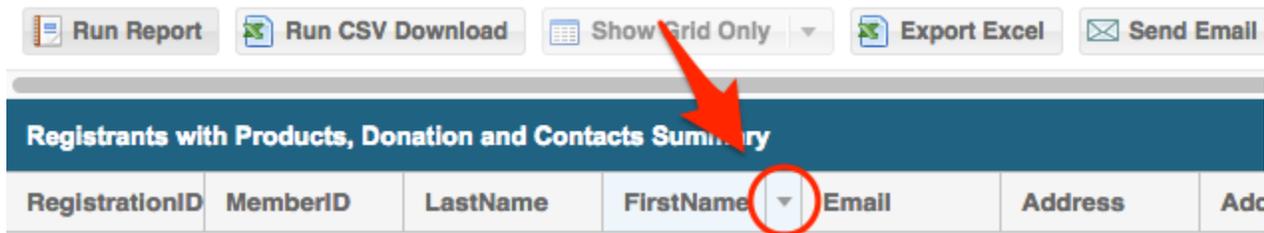# How to customize a report

Admin reports allows administrators to generate, view, customize, and export complex reports to track any element of their campaign. Once you've gotten started with generating reports, you can customize them in different ways. To get started on customizing your report, you will use the dropdown options next to the top of each column:

Sorting

To sort the list by a specific column, click the top of the column you'd like to sort by. Alternatively, select the column dropdown, and click the "Sort Ascending" or "Sort Descending" options.

Displaying Specific Columns

To customize which columns should be displayed, select any column-dropdown, navigate to "Columns", and select/deselect the columns to turn them on and off.

Grouping

You can split the list into groups, determined by the content of a specific column. For example, you can split and group the list by zip code. Doing this will group together all contacts with the same zip code. In a list with contacts from 10 different zip codes, this will result in 10 groups.

To split the list into separate groups, at the top of the column you'd like to group by, select the column dropdown, and click "Group by this field".

To ungroup the list, select any column dropdown, and uncheck "Show in groups".

Filtering

You can also choose to filter the list to display only those contacts which contain specified information. For example, you can display all contacts from a specific zip code. Doing this will hide all contacts besides for ones from the specified zip code.

To filter the list, at the top of the column you'd like to filter by, select the column dropdown, and navigate to "Filters". If applicable, select existing filters to filter by; or less-than, greater-than, or equal-to filters. Alternatively, enter the information you'd like to filter by.

To unfilter the list, at the top of the column the list is filtered by, select the column dropdown, and uncheck "Filters".

Exporting

Once you have customized your list, you may **export** it as is, with all the customizations you have applied to it, by clicking "Export Excel" at the top of the page.

Please also check out a tutorial on the reporting feature.