

Reports and Analytics

Admin reports allows administrators to generate, view, customize, and export complex reports to track any element of their campaign. There are approximately 15 default reports, all revolving around donation and member information. Here are our two most important reports:

- [Donations](#): information related to donations, including amount, method, date, donor information, and more.
- [Registrants](#): information related to all registrants (fundraisers and attendees), including contact information, amount raised, email and social network activity, products purchased, and more.

Admin reports sports a tabbed interface, allowing multiple reports to be open at the same time. It features [export options](#) to Excel and Rallybound integrations. Reports can be [tagged and favorited](#) for easy access. And once a report is run, [any amount of customization](#) is possible, by including or excluding columns, moving columns, filtering by certain columns, and grouping specific sets of information together. Many reports also include relevant and customizable [charts](#), be it a line chart or a pie chart, to allow administrators to visualize their information. Finally, customized views of reports [may be saved](#) to be accessed in the future. In this way, admin reports is a powerful tool that puts administrators in control of their information.

For more, see our [Reports Overview document](#) and our [video tutorial](#), both of which provide an excellent overview and walkthrough of our entire Reports interface.

If your organization needs a custom report that is not currently available as a default, please contact us.

In this section:

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