



# Campaign Reporter

## User Manual

### **This document is aimed at**

Grapevine Affiliate administrators and users who have been provisioned to use Campaign Reporter.

### **Version**

1.1

### **Date**

21 February 2011

### **Support**

For assistance, please contact Grapevine: +27 21 702-3333 or email [support@vine.co.za](mailto:support@vine.co.za).

### **Feedback**

Was this document useful? What can we do to make this user guide more useful and informative? Please email [info@vine.co.za](mailto:info@vine.co.za) with your comments and feedback.

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## Abbreviations

<b>CSV</b>	Comma Separated Values
<b>URL</b>	Universal Resource Locator

## Definitions

<b>Affiliate</b>	Company that is registered with Grapevine and has been provisioned to use one or more of its products or services
<b>Broadcast</b>	In SMS Broadcast, a broadcast is a collection of messages sent out by an Affiliate to mobile phone users
<b>Campaign</b>	In SMS Broadcast, a campaign is a collection of messages sent out by an Affiliate to mobile phone users and the responses received by an Affiliate from mobile phone users

## 1. Introduction

### 1.1. What is the purpose of this manual?

The purpose of this manual is to document Campaign Reporter's web-based front-end which is used to view survey responses after respondents have submitted them online. See [Appendix A – Sample .mobi survey](#).

**Note:** You can create your own survey or ask Grapevine to develop one for you.

### 1.2. What is Campaign Reporter?

Campaign Reporter is an online survey reporting application that allows you to view the responses to your surveys as soon as people have submitted them. You can then export the responses to an Excel file where you can further sort and analyse them.

### 1.3. User roles

Campaign Reporter has the following user roles and permissions. This document is for the use of users and Affiliate administrators.

- **user**
  - change own user details (except for username)
  - view own surveys' results
  - delete own surveys
- **Affiliate administrator**
  - change own user details
  - add user to own company
  - change own company users' details
  - delete own company's users
  - view own company's survey results
  - delete own company's surveys
- **Grapevine administrator**
  - add new company
  - edit all companies' details
  - delete company
  - add new users for all companies
  - edit users for all companies
  - delete users for all companies
  - change own user details (except for username)
  - view all companies' survey results
  - delete all companies' surveys

## 2. Getting started

### 2.1. What do you need in order to get started?

To get started with Campaign Reporter, you must be provisioned by Grapevine Interactive as an Affiliate. Grapevine will send you an email with the following user registration information:

- Your username and password for Campaign Reporter
- The URL for Campaign Reporter

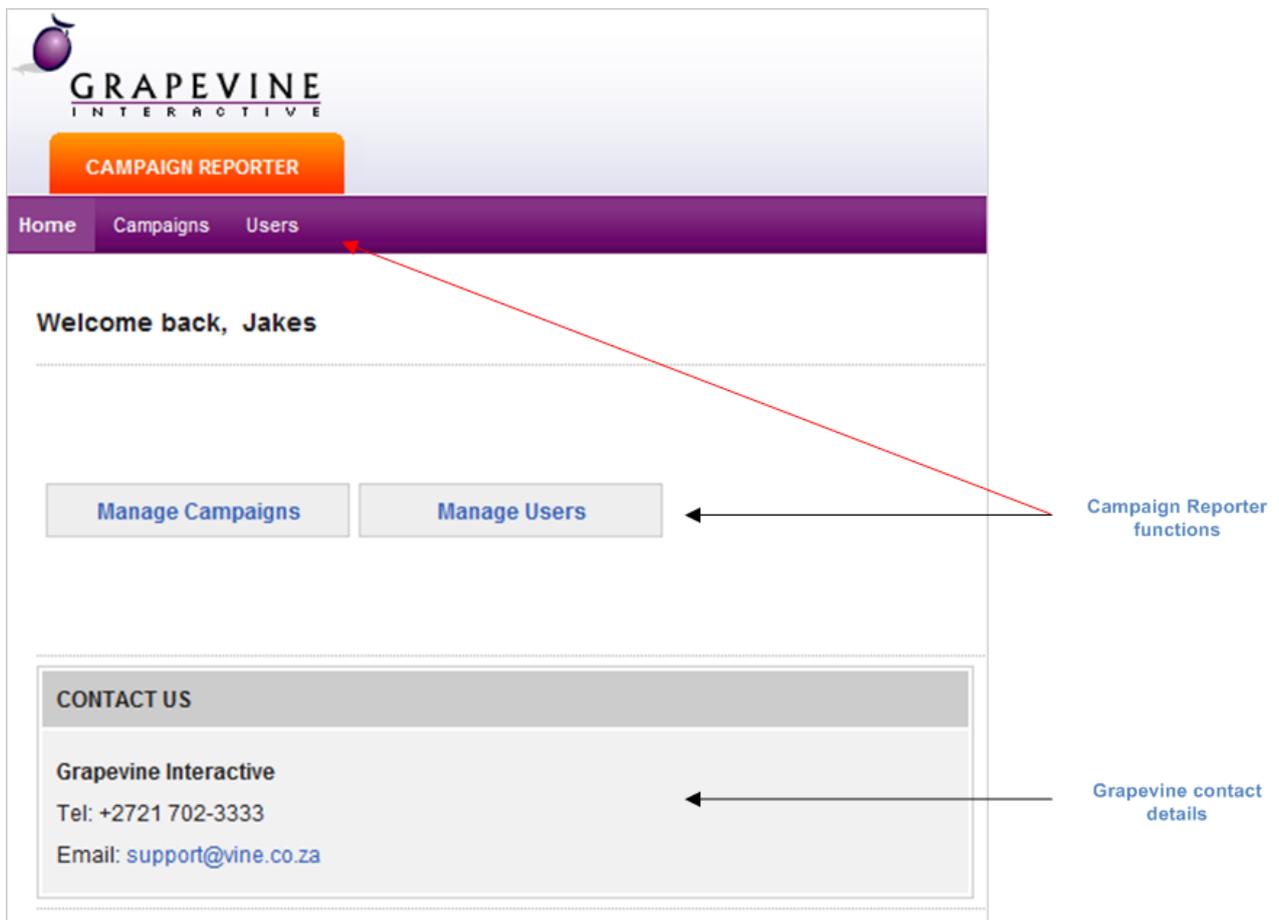
You can log in to the Campaign Reporter web site using the username and password provided in the email.

**Note:** Click on the **Forgotten your password?** link to request a reminder of your login details. A reminder will be sent to the email account you used to register with Campaign Reporter.

### 2.2. Logging in to Campaign Reporter's Home page

Using the URL sent to you by Grapevine when you were provisioned on the system, log in to the Campaign Reporter application. Below is an illustration of a demo Affiliate's **Home** page.

 Username and password are case sensitive.



*Figure 1 – Campaign Reporter Home page*

There are two main functions in Campaign Reporter:

- Manage Campaigns
- Manage Users (administrators only)

### 3. Managing campaigns

Using the **Manage Campaigns** function, you can view details of your survey and the specific responses entered by respondents. The date range between which respondents completed the survey and the number of respondents to the survey is displayed in a statistics section. You can then export these results to a CSV file where you can further sort, filter and analyse them. You can also delete campaigns after you've finished analysing them.

**To manage your campaign(s):**

1. On the **Home** page, click **Manage Campaigns**.

On the **Manage Campaigns** page, you can view or delete a campaign(s).

2. To delete a campaign, select the check box next to the name of the campaign you want to delete, and click the **Delete** button.



If you delete a survey, the responses are permanently deleted and are not recoverable. However, any new responses will reopen the campaign.

Manage Campaigns			
			 <a href="#">Advanced Search</a>
 Delete			
3 items found, displaying all items. 1			
<input type="checkbox"/>	DATE CREATED	CAMPAIGN	USER
<input checked="" type="checkbox"/>	2010-03-17 14:47:52.725	thought24_survey	demo
<input type="checkbox"/>	2010-03-04 14:42:19.194	RatingDemo	demo

*Figure 2 – Delete a campaign*

3. To view the details of a campaign, click on the campaign name. On the **Manage Surveys** page, all the responses for each customer who completed the survey will be displayed.

**Manage Campaigns**

Date from:  Date to:  Search View all

**View Campaign - BBAGZZ**

Date created: 16 February 2011 14:50  
 Owner: \* laura  
 Company: \* Test

**Total Respondents: 28**

Last Entry: 17 February 2011 07:56  
 First Entry: 16 February 2011 16:21

Export the results to CSV

Go Back

CREATED DATE	CAMPAIGN_NAME	INITIAL	SURNAME	MSISDN	BBAGZZ_NUM	FLIGHT_NUM	REF_NUM
2011-02-17 07:56	BBAGZZ	I	vig	27825540216	3	mhk9	
2011-02-16 16:51	BBAGZZ	L	vignoli	27825540216	2	MH202	20110216T1651
2011-02-16 16:51	BBAGZZ	L	vignoli	27825540216	2	MH202	20110216T1651
2011-02-16 16:51	BBAGZZ	L	vignoli	27825540216	2	MH202	20110216T1651
2011-02-16 16:51	BBAGZZ	L	vignoli	27825540216	2	MH202	20110216T1651
2011-02-16 16:51	BBAGZZ	L	vignoli	27825540216	2	MH202	20110216T1651
2011-02-16 16:51	BBAGZZ	L	vignoli	27825540216	2	MH202	20110216T1651

Figure 3 – Manage Surveys page

- Filter your results within a particular date range.
- To further analyse, filter and sort the responses to your survey, click **Export the results to CSV**.
- Click on the column headings to sort the columns from ascending to descending or vice versa.

## 4. Managing users

On the **Manage Users** page, you can **Enable**, **Disable**, or **Delete** a user, **Email** them their login details or change their details.

**Note:** You can only manage users belonging to your Affiliate. Grapevine administrators can manage all users.

To manage your user(s):

1. On the **Home** page, click **Mange Users**.

**Manage Users**

Add new user  Advanced Search

Delete Enable Disable Email

5 items found, displaying all items. 1

	DATE CREATED	USERNAME	COMPANY	ROLE	FIRST NAME	LAST NAME	EMAIL	LANDLINE	MOBILE	STATUS
<input type="checkbox"/>	2010-03-17 11:09:49.944	affiliate	Grapevine Interactive	companyAdmin	Jenny	Jones	penny@vine.co.za	0211234567	0731234567	ENABLED
<input type="checkbox"/>	2010-03-01 16:40:32.676	demo	Grapevine Interactive	user	Demo	Test	theresa@vine.co.za			ENABLED
<input type="checkbox"/>	2010-03-17 11:23:38.05	Jakes	Grapevine Interactive	companyAdmin	Ronald	Jakes	penny@vine.co.za	0211234567	0731234567	ENABLED
<input type="checkbox"/>	2008-11-20 09:29:51.951	korak	Grapevine Interactive	user	Korak Shaun	Kuhnert	korak@vine.co.za	0217023333	0824631030	ENABLED
<input type="checkbox"/>	2010-03-17 10:53:46.333	penny	Grapevine Interactive	admin	Penny	Hoelscher	penny@vine.co.za	0217023333	admin	ENABLED

Figure 4 – Manage Users page

- On the **Manage Users** page, you can **Enable**, **Disable**, or **Delete** a user, or **Email** a user their login details. Simply select a check box and click on the appropriate button.
2. To edit a user's details, in the **USERNAME** column, click a user name. On the **Edit User** page, fields marked with an asterisk (\*) are mandatory.
  3. To update a user's details, click the **Submit** button.
  4. Click **Go Back** to return to the **Manage Users** page.

**Edit User**

Username:\* Jakes

Role:\* Company Administrator

Company:\* Grapevine Interactive

Position:

Title:\* Mr

First name:\* Ronald

Last name:\* Jakes

Email address:\* penny@vine.co.za

Landline: 0211234567

Mobile: 0731234567

Password:\*

Confirm password:\*

Figure 5 – Edit User page

## 5. Managing companies

On the **Manage Companies** page, you can **Enable**, **Disable**, or **Delete** a company.

**Note:** Only Grapevine administrators can manage companies.

**To manage companies(s):**

1. On the **Home** page, click **Mange Companies**.
2. Click  **Add new company** to add a company.
3. To delete a company, check a company check box and then click  **Delete**.
4. To edit a company, select a company name in the **COMPANY NAME** column.

## **6. FAQs**

### **6.1. Some of the result columns I expect to appear in the results never do. Why?**

This can happen when a question doesn't have a default answer and no respondent ever answers this question.

### **6.2. My survey does not collect any results. Why?**

This could result from one of the following problems:

- no respondent has answered your survey
- your post URL is missing or incorrect (contact Grapevine support to confirm your post URL)
- your survey name is not unique

### **6.3. Does deleting a survey prevent further responses to the survey?**

No, deleting a survey deletes previous responses. As soon as a new respondent submits answers to the survey, Campaign Reporter will recreate the survey. To stop further responses, you need to remove the WAP survey from the WAP address.

## **Support**

If you need assistance, please ensure you have all the details of what you were doing in Campaign Reporter so that a support consultant can help you.

**For assistance, please contact Grapevine: phone +27 21 702-3333 or email [support@vine.co.za](mailto:support@vine.co.za)**

## Appendix A – Sample .mobi survey

  
**GRAPEVINE**  
INTERACTIVE

**Sample Survey**

**Please complete the demo survey and click submit**

*\* Required fields*

\* Name:

\* Surname:

\* Date of Birth:  
day  month  year

\* Gender:  
select..

\* Region:  
select..

\* Mobile:

Email:

Figure 6 – Sample survey