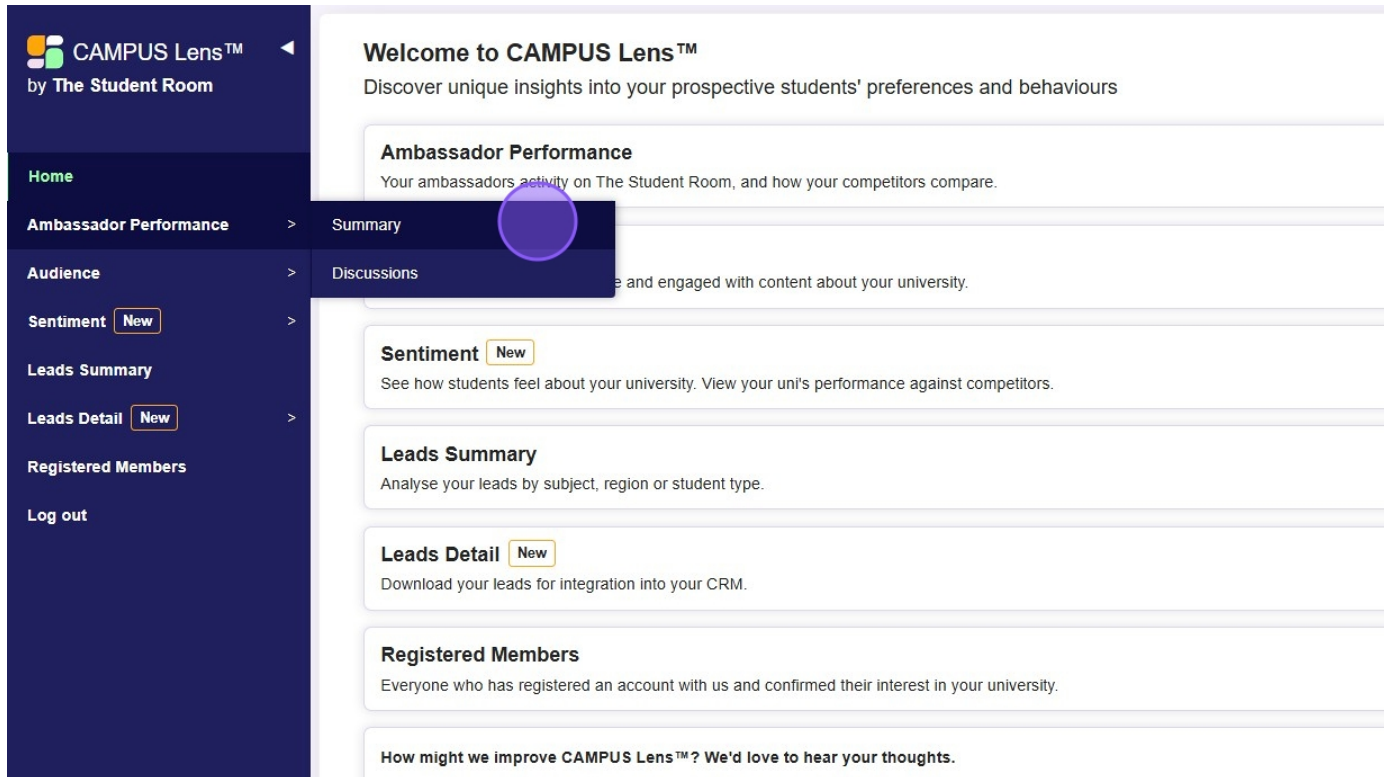


How To Navigate The Ambassador Report

This guide provides a step-by-step approach to effectively navigate the Ambassador Report, allowing you to efficiently access and analyse important data related to student engagement enhancing your ability to monitor and improve student interactions.

1. Navigate to <https://campus-lens.tsrmatters.com/> log in, and select **Ambassador Performance** and click on **Summary**.



The screenshot shows the CAMPUS Lens™ dashboard by The Student Room. The left sidebar contains a navigation menu with the following items: Home, Ambassador Performance, Audience, Sentiment (marked as New), Leads Summary, Leads Detail (marked as New), Registered Members, and Log out. The 'Ambassador Performance' item is highlighted with a purple circle, and its sub-menu is open, showing 'Summary' and 'Discussions'. The 'Summary' item is also highlighted with a purple circle. The main content area displays a welcome message and a list of reports: Ambassador Performance, Sentiment (marked as New), Leads Summary, Leads Detail (marked as New), and Registered Members. Each report has a brief description of its function.

CAMPUS Lens™
by The Student Room

Welcome to CAMPUS Lens™
Discover unique insights into your prospective students' preferences and behaviours

Ambassador Performance
Your ambassadors activity on The Student Room, and how your competitors compare.

Sentiment New
See how students feel about your university. View your uni's performance against competitors.

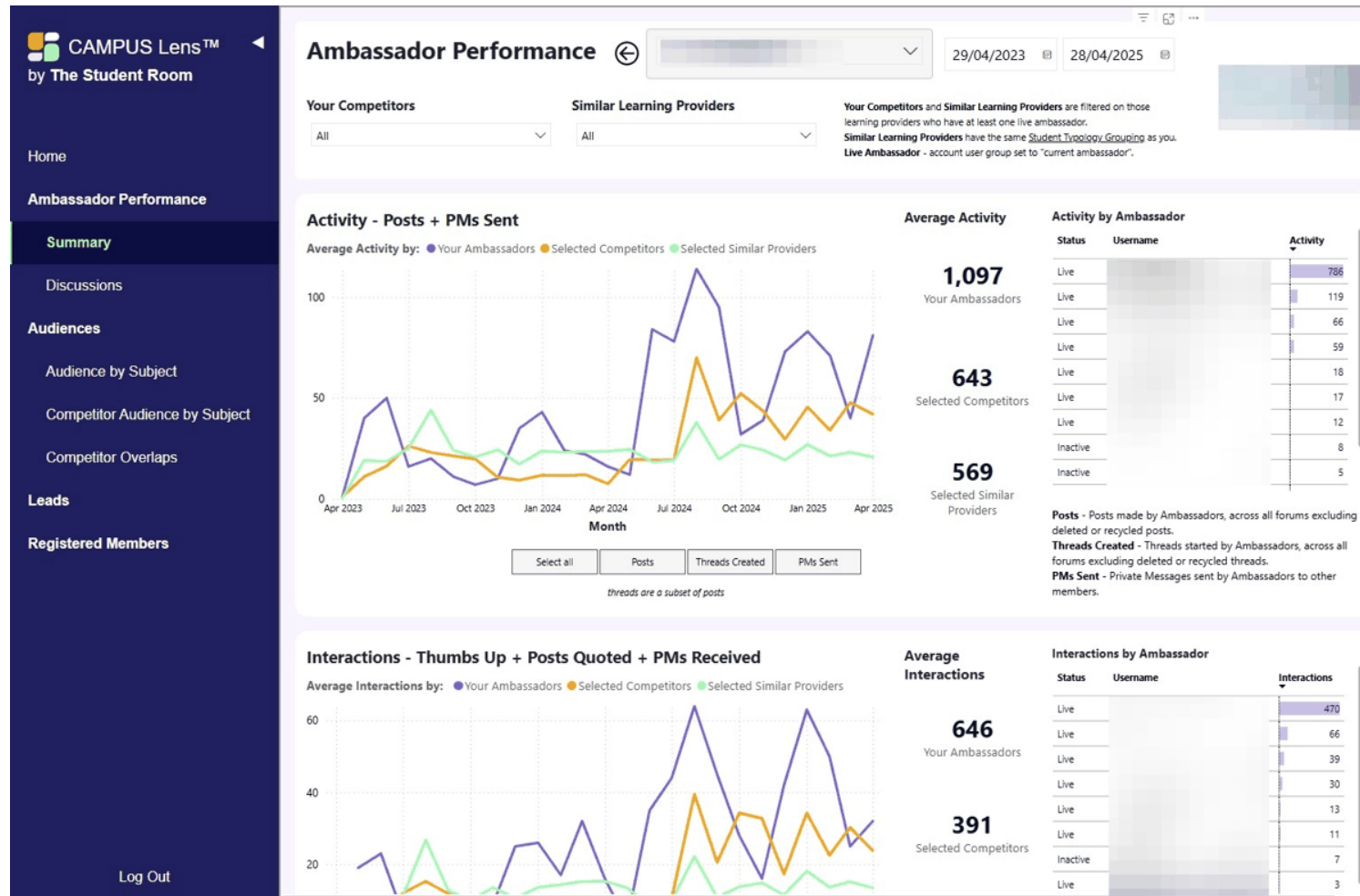
Leads Summary
Analyse your leads by subject, region or student type.

Leads Detail New
Download your leads for integration into your CRM.

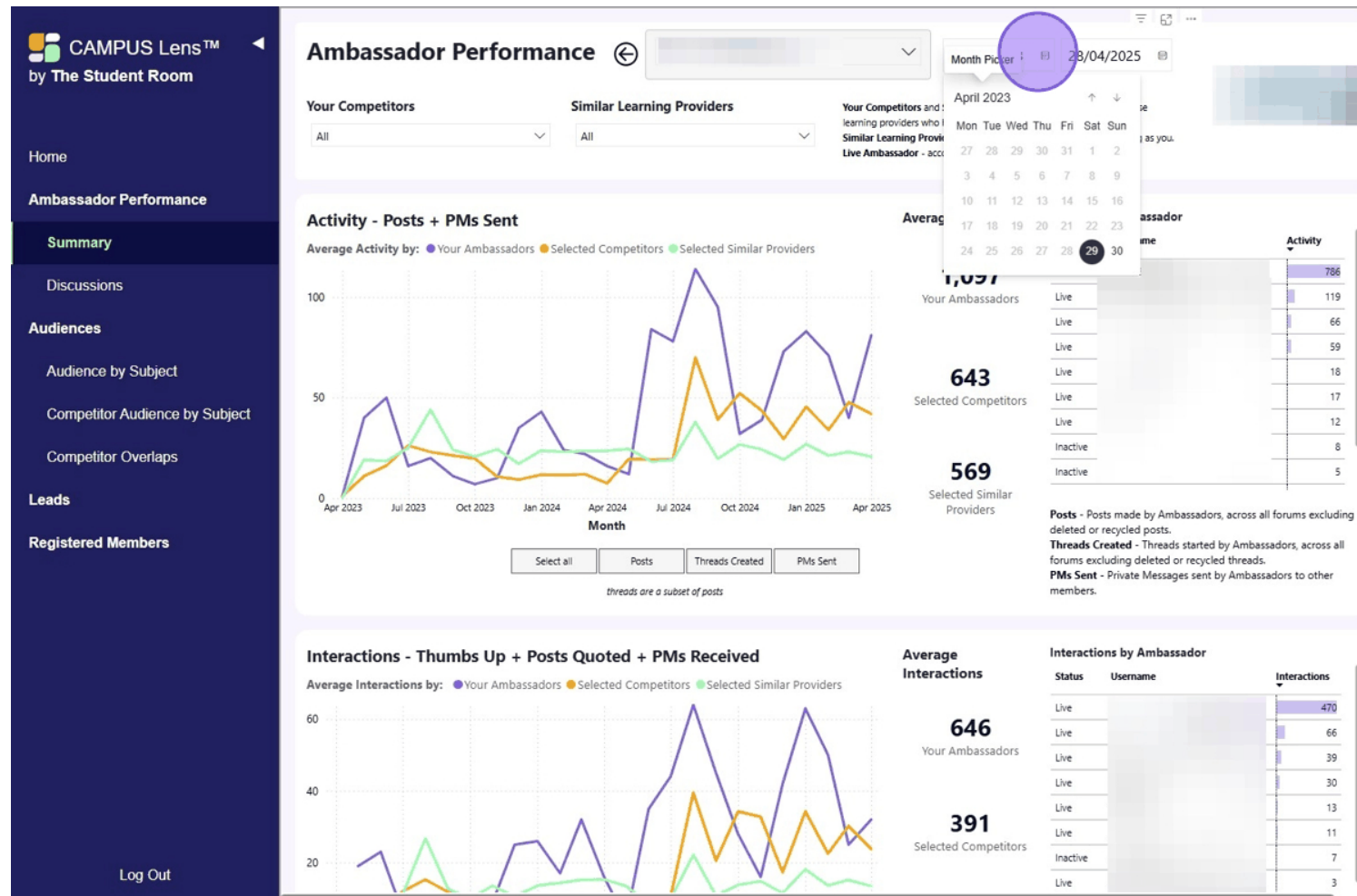
Registered Members
Everyone who has registered an account with us and confirmed their interest in your university.

How might we improve CAMPUS Lens™? We'd love to hear your thoughts.

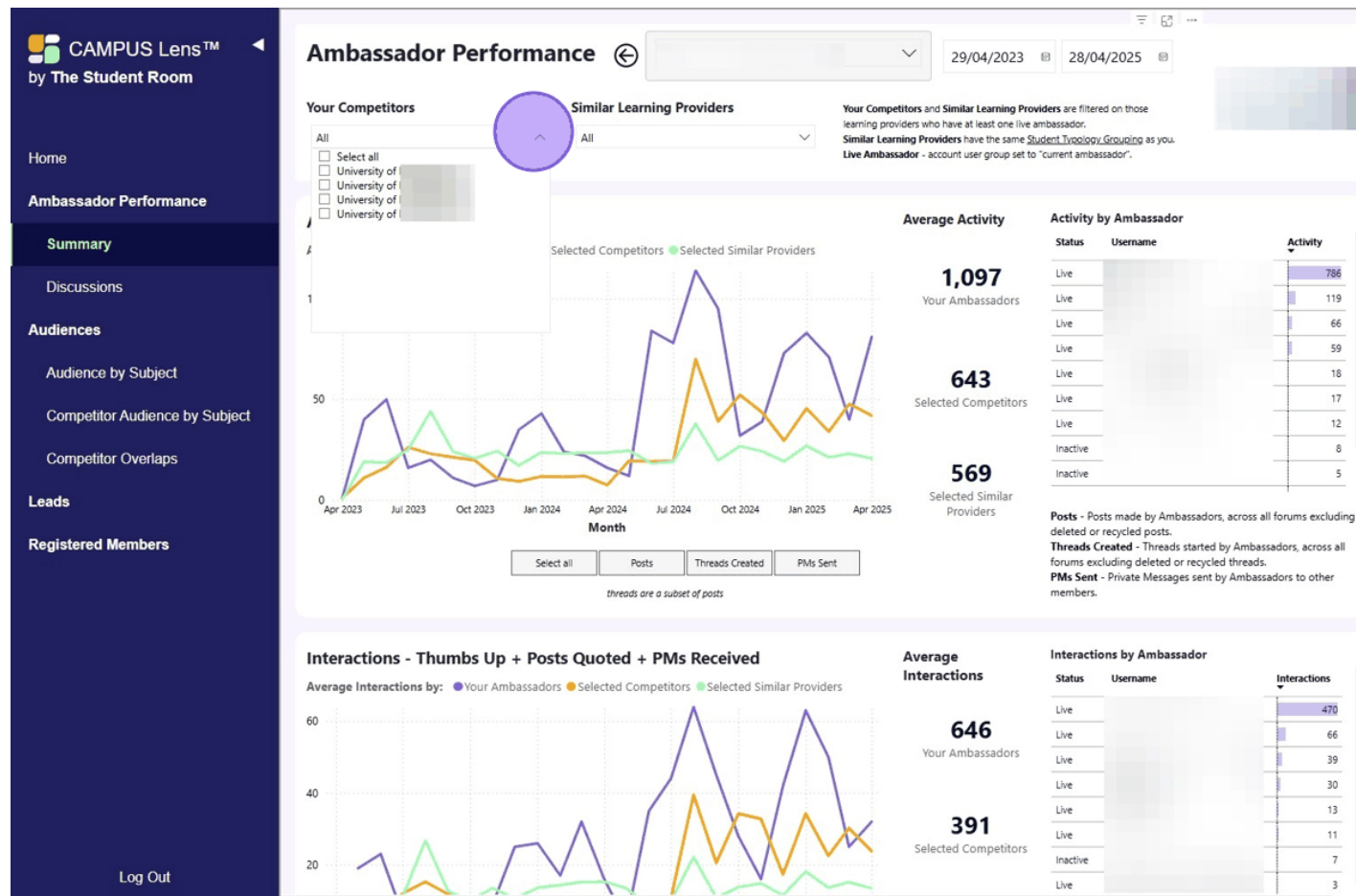
- On the summary tab the report provides a daily-updated summary of your ambassadors' performance compared to competitors and similar providers (tariff group).



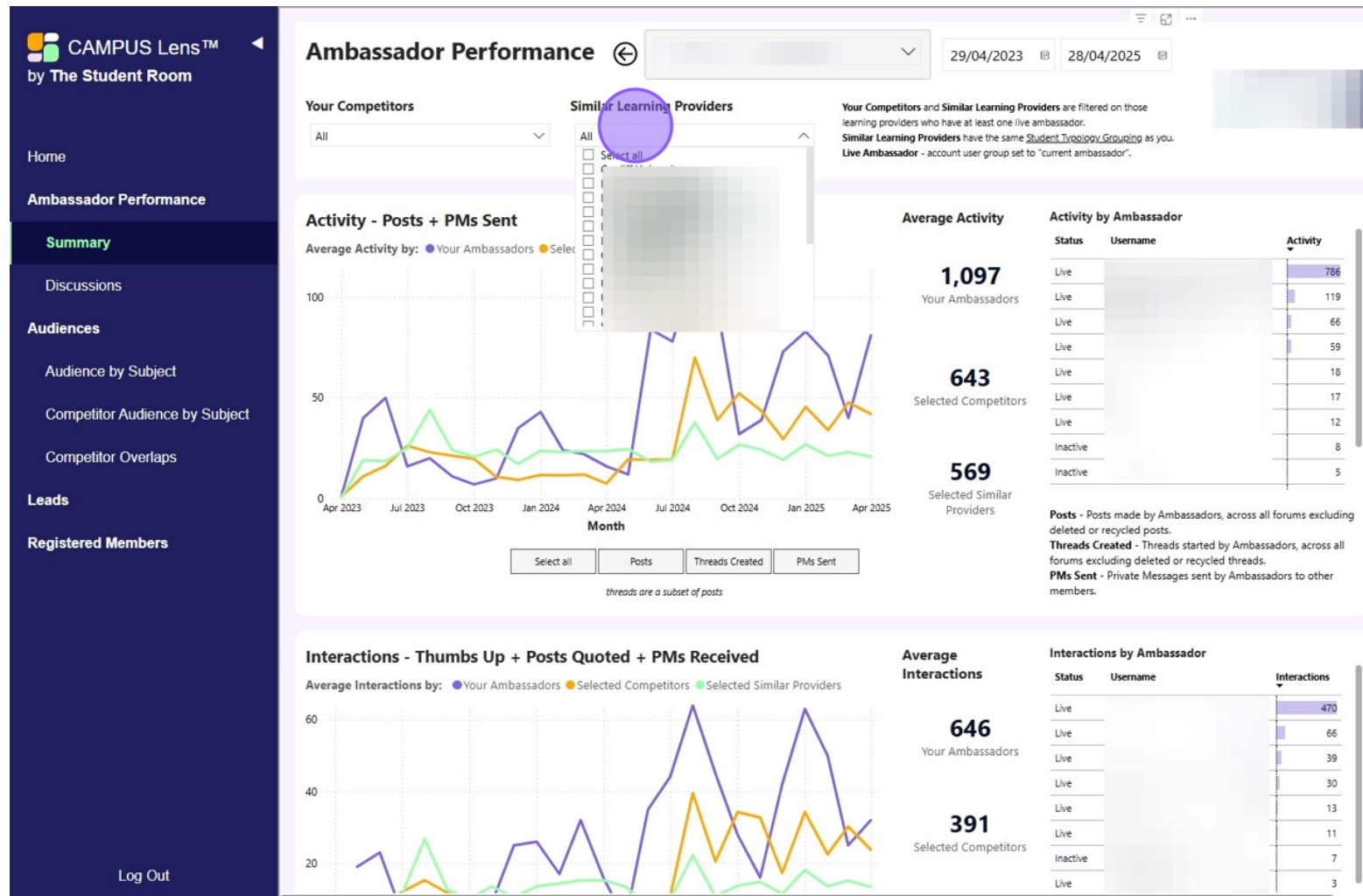
- Click on the **calendar icon** to select a different reporting period.



- Click the **competitor filter** to compare your performance. (To update your competitor list, contact your account manager.)

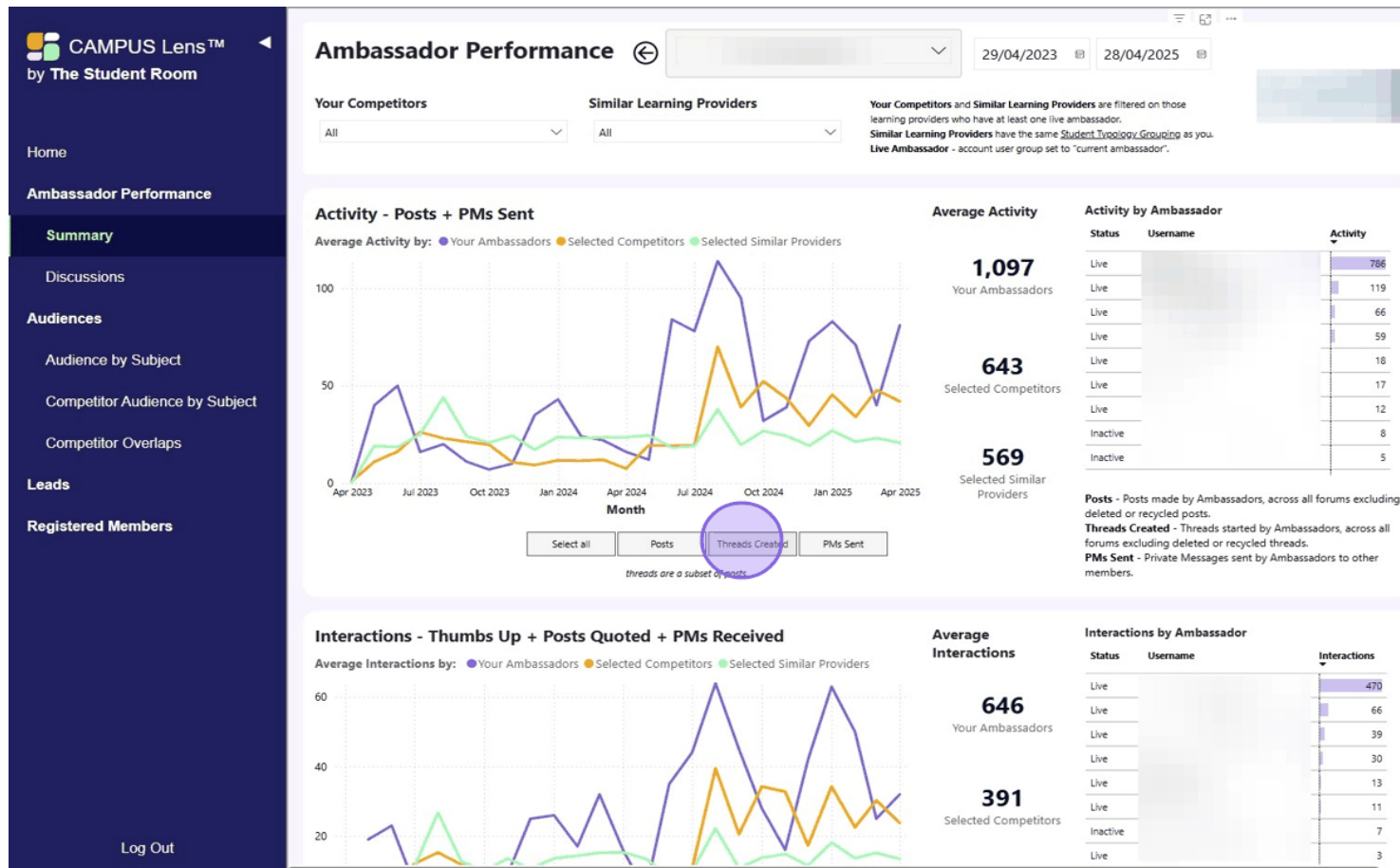


5. Select **Similar Learning Providers** to view data against institutions within your tariff group.

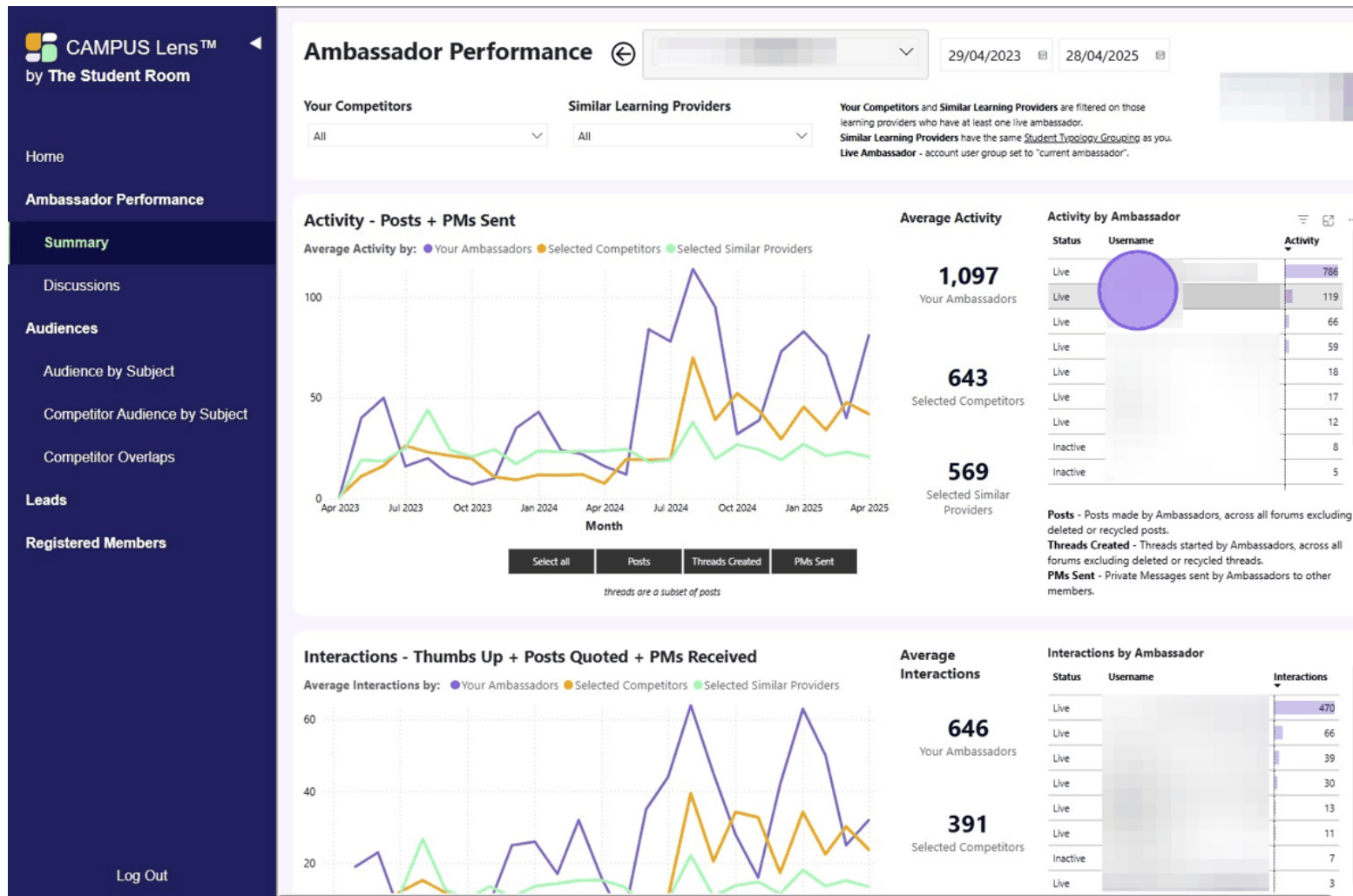


6. Use the tabs to filter the graph by:

- Posts
- Threads Created
- Private Messages Sent

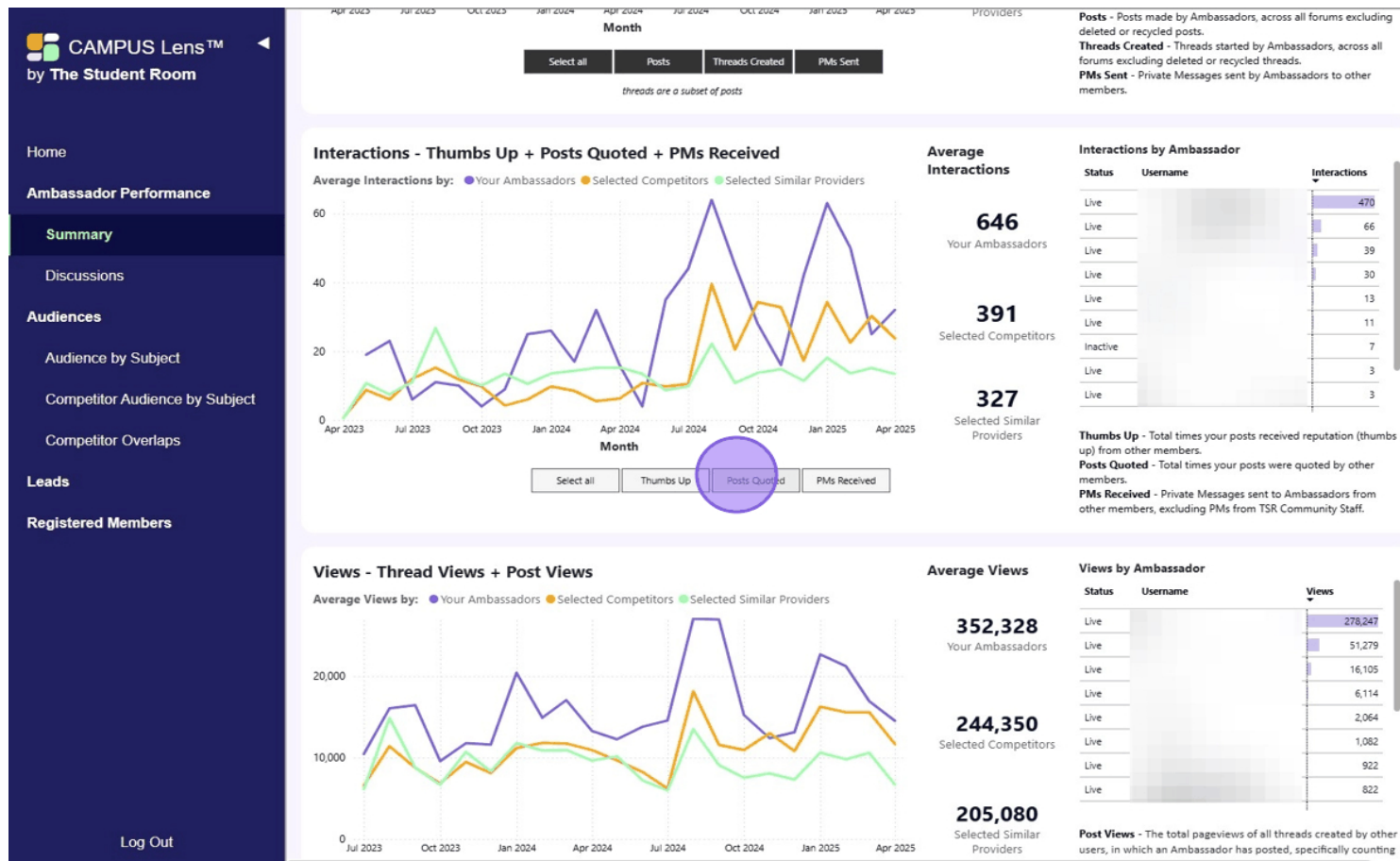


- Click on a **username** to filter the report by an individual ambassador. Click again to remove the filter.



8. Further refine the graph by:

- **Thumbs Up Received**
- **Posts Quoted**
- **Private Messages Received**



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Month

Select all

Posts

Threads Created

PMs Sent

threads are a subset of posts

Interactions - Thumbs Up + Posts Quoted + PMs Received

Average Interactions by:
 ● Your Ambassadors
● Selected Competitors
● Selected Similar Providers

Month

Select all

Thumbs Up

Posts Quoted

PMs Received

Average Interactions

470

Your Ambassadors

0

Selected Competitors

0

Selected Similar Providers

Interactions by Ambassador

Status	Username	Interactions
Live	[User]	470
Live	[User]	66
Live	[User]	39
Live	[User]	30
Live	[User]	13
Live	[User]	11
Inactive	[User]	7
Live	[User]	3
Live	[User]	3

Thumbs Up - Total times your posts received reputation (thumbs up) from other members.

Posts Quoted - Total times your posts were quoted by other members.

PMs Received - Private Messages sent to Ambassadors from other members, excluding PMs from TSR Community Staff.

Views - Thread Views + Post Views

Average Views by:
 ● Your Ambassadors
● Selected Competitors
● Selected Similar Providers

Month

Select all

Thread Views

Post Views

Average Views

278,222

Your Ambassadors

0

Selected Competitors

0

Selected Similar Providers

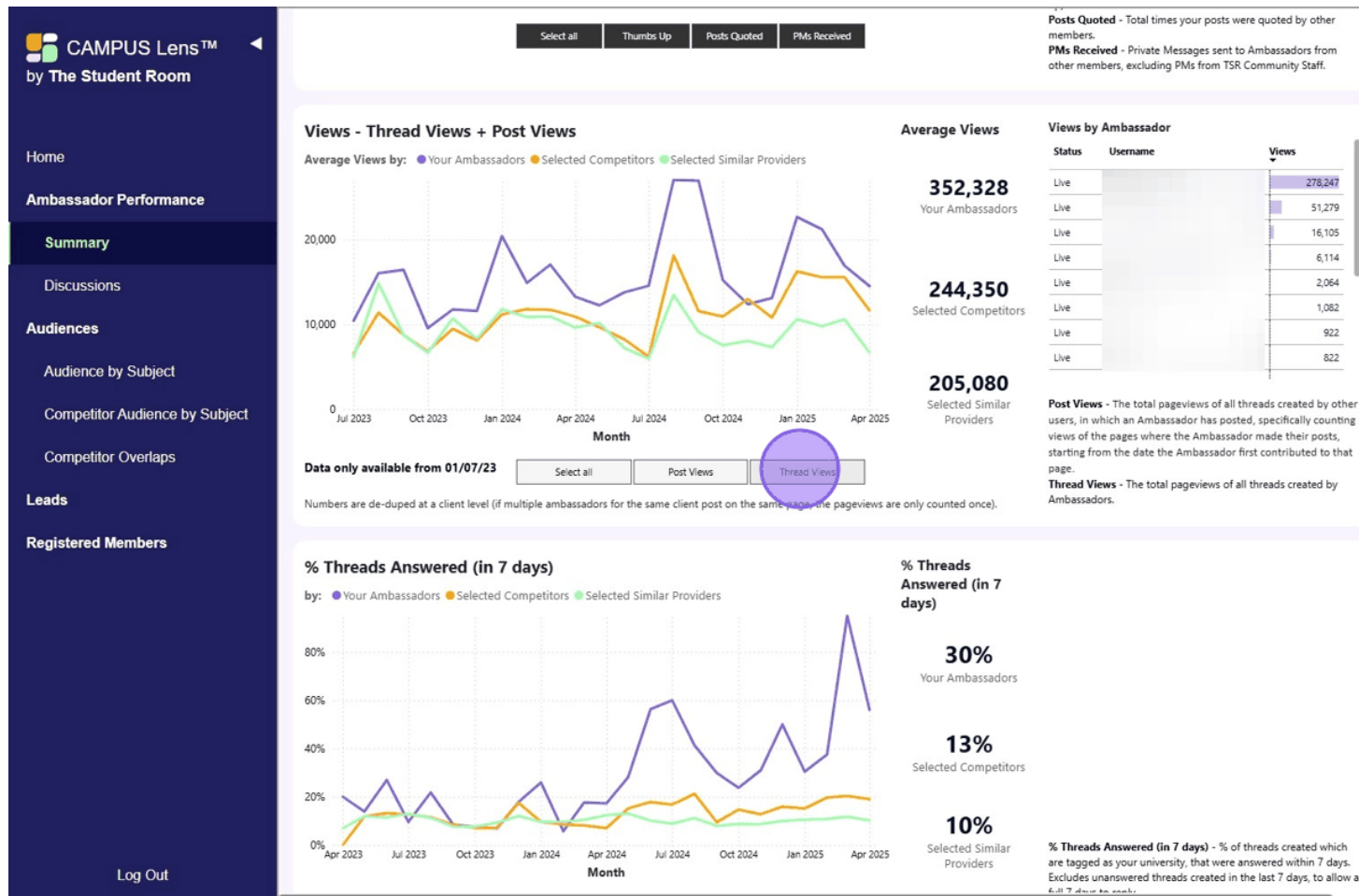
Views by Ambassador

Status	Username	Views
Live	[User]	278,247

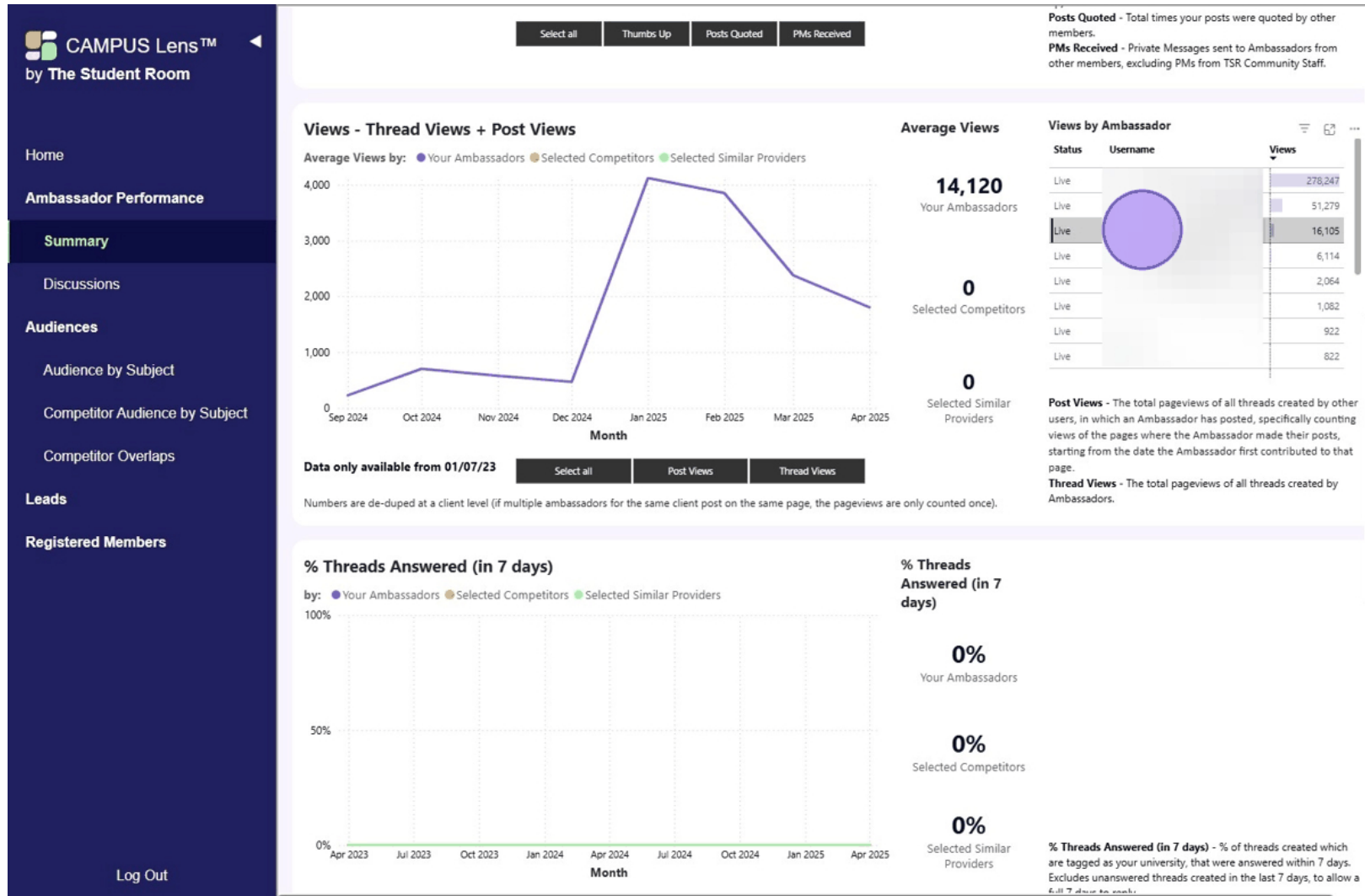
Post Views - The total pageviews of all threads created by other users, in which an Ambassador has posted, specifically counting

10. You can also filter the graph by:

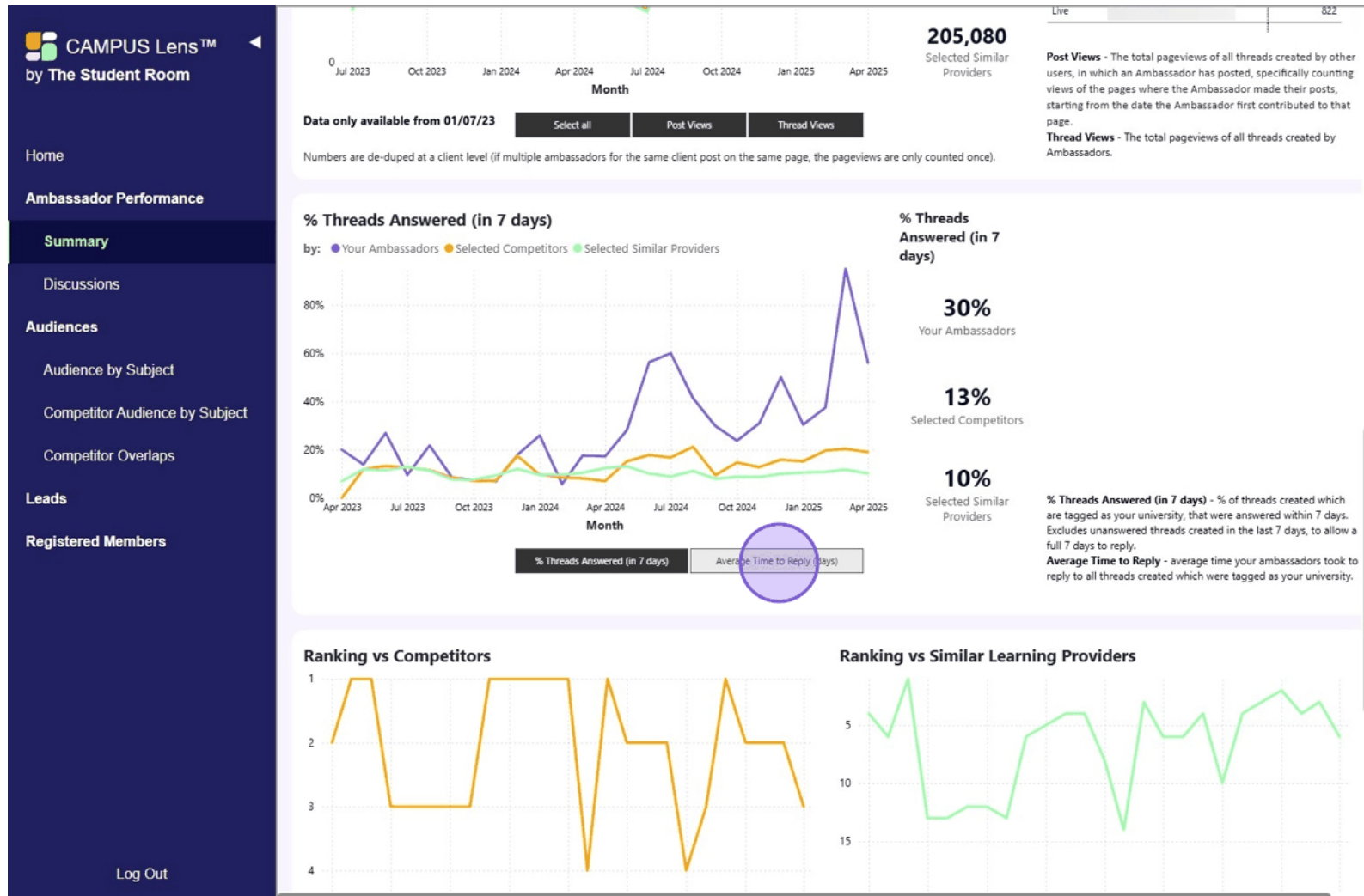
- Post Views
- Thread Views



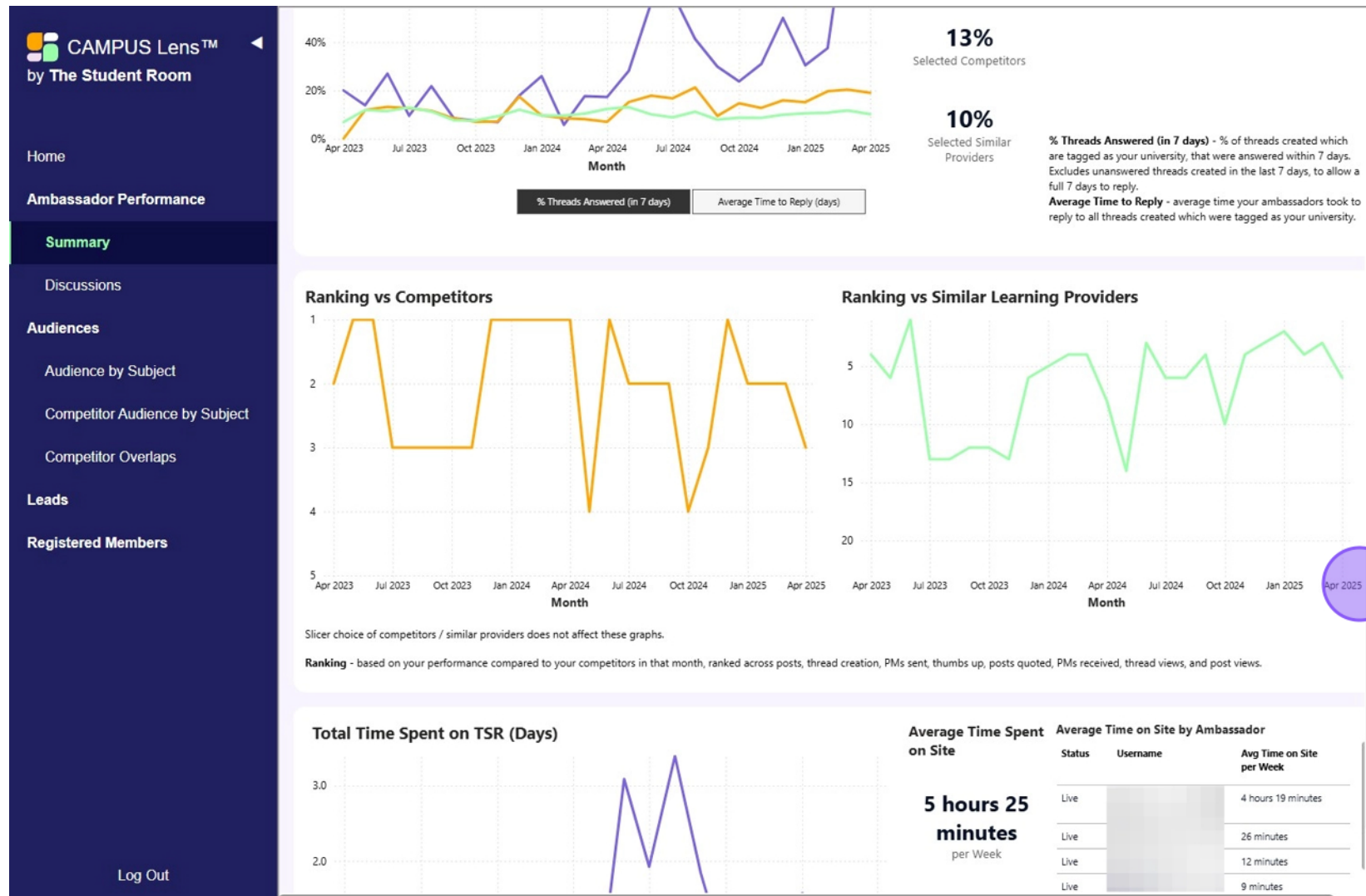
11. Click on a **username** to filter by an individual rep and click again to remove the filter



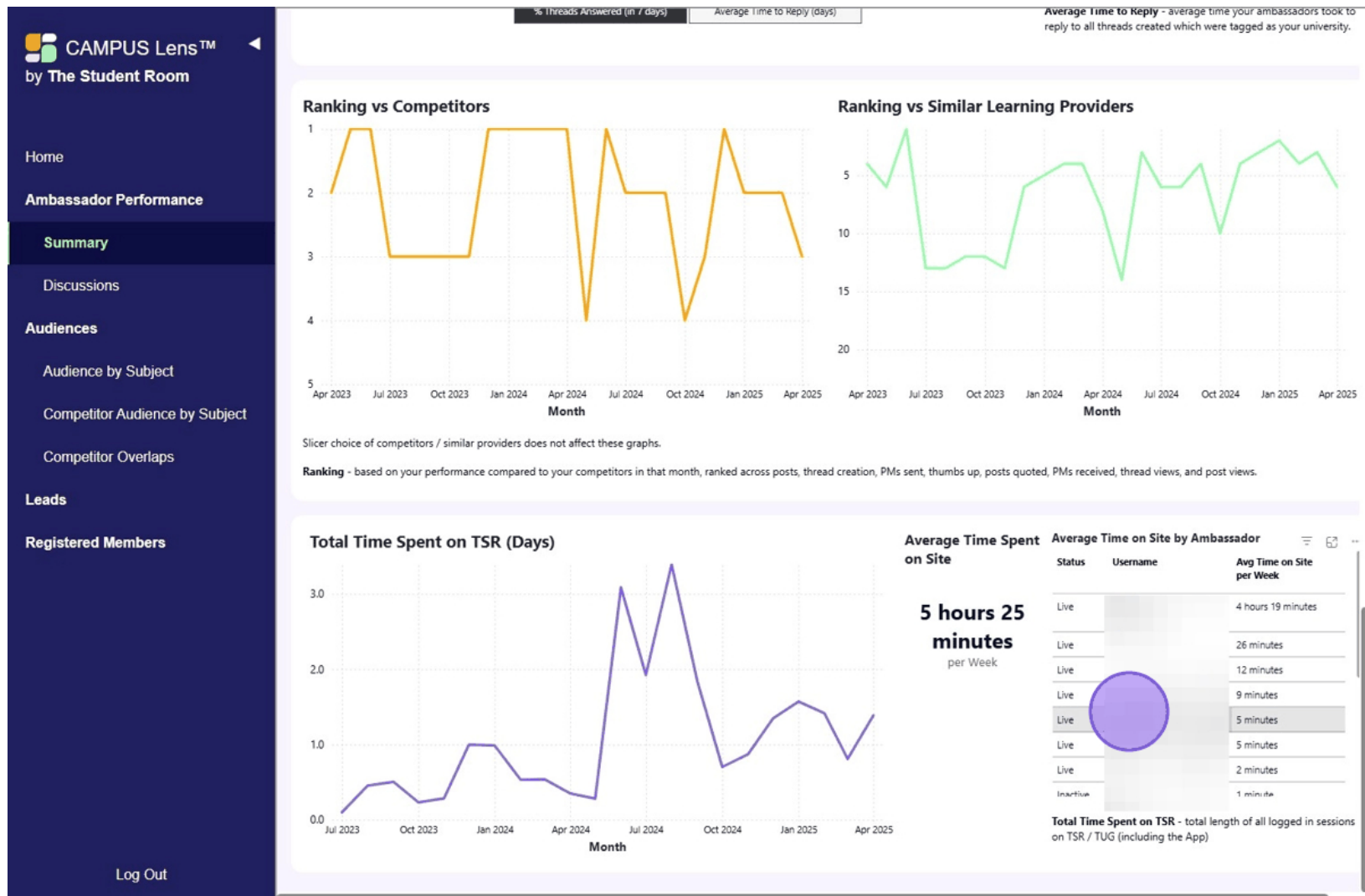
12. Use the **Average Time to Reply (days)** filter to assess ambassador responsiveness.



13. View how your performance ranks against competitors and similar providers. Use the filter to view individual institutions.



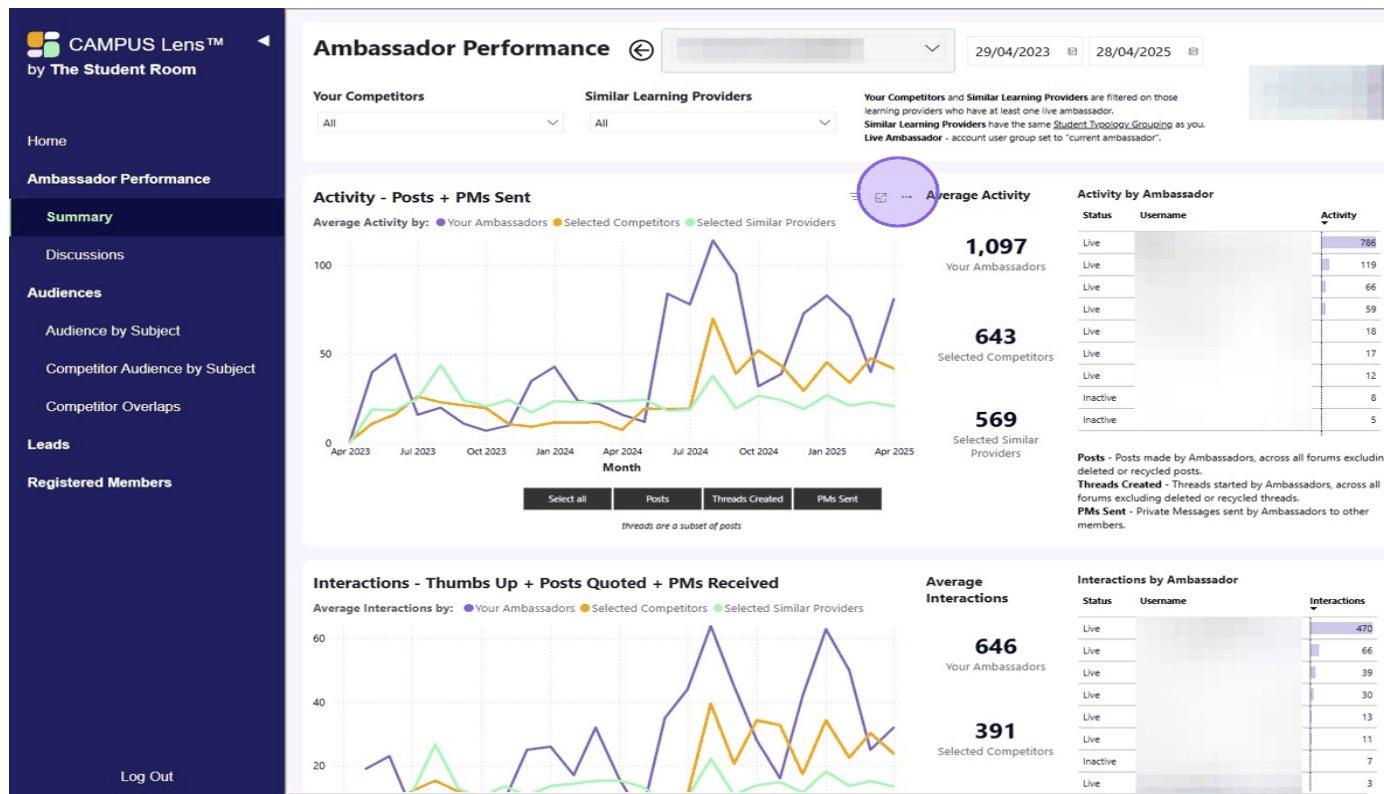
14. Click on a **username** to filter by an individual rep and time spent on TSR, click again to remove the filter.



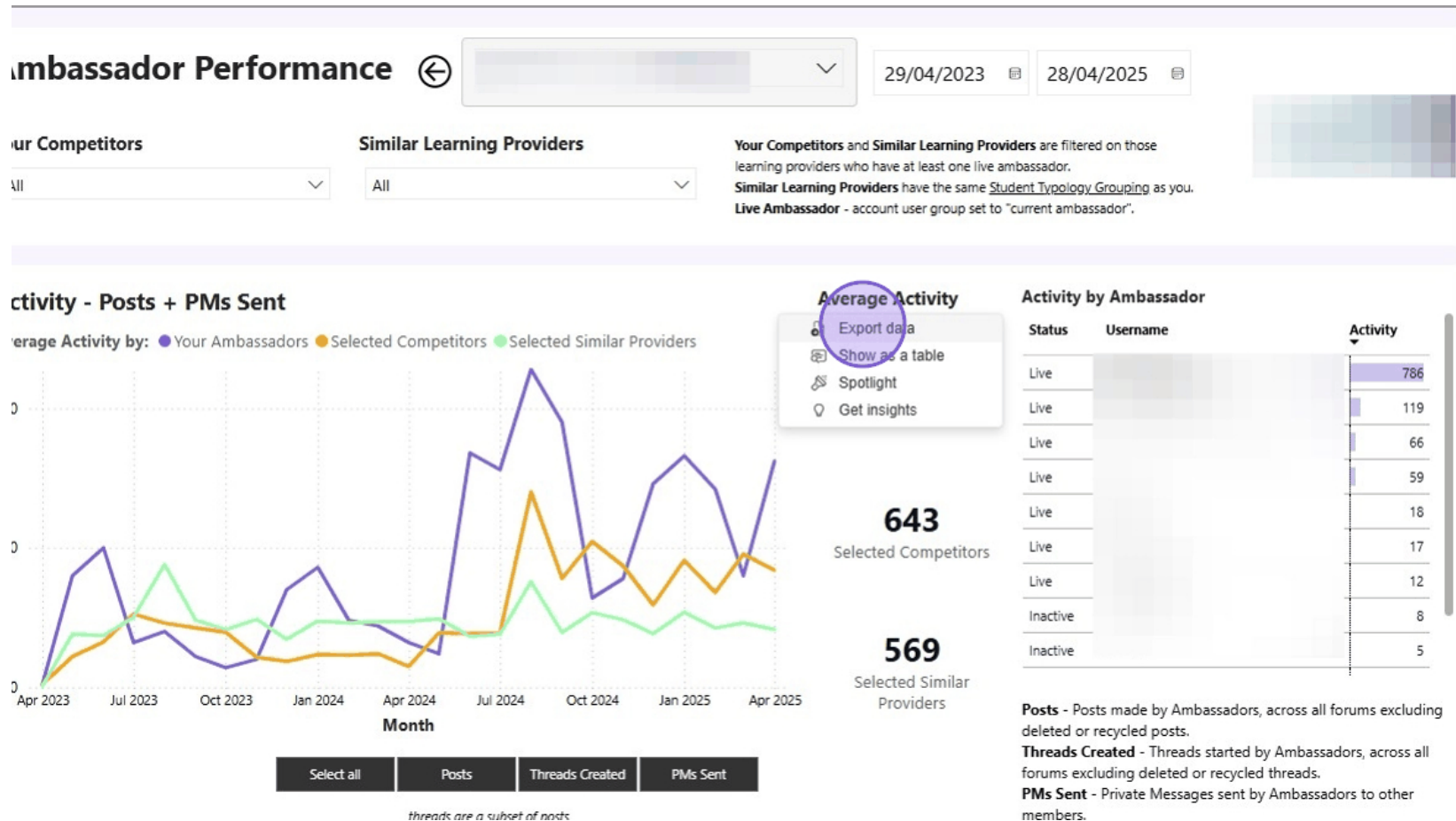
Tip! You can export the data to excel by hovering over any of the graphs or charts

15.

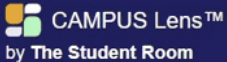
- To export any graph or table:
 - Hover over the visual.
 - Click the three dots (...).



16. Click **Export data**



17. Click **Export**



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- Leads
- Registered Members
- Log Out

Ambassador Performance

Your Competitors
All

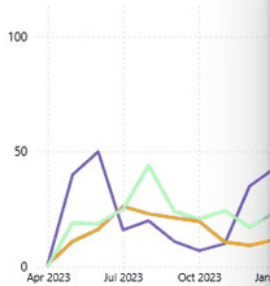
Similar Learning Providers
All

Your Competitors and Similar Learning Providers are filtered on those learning providers who have at least one live ambassador.
Similar Learning Providers have the same [Student Typology Grouping](#) as you.
Live Ambassador - account user group set to "current ambassador".

29/04/2023
28/04/2025


Activity - Posts + PMs Sent

Average Activity by: ● Your Ambassadors



Interactions - Thumbs Up + P

Average Interactions by: ● Your Ambassadors




646
Your Ambassadors

391
Selected Competitors


Which data do you want to export?

Export your data in the format that suits your needs. If you have a lot of data, the number of rows you export might be limited depending on the file type you select. [Learn more about exporting data](#)

☐



Data with current layout

ⓘ This option is only available for table and matrix visuals

☒


Summarized data

Export the summarized data used to create your visual (for example, sums, averages, and medians).

☐


Underlying data

Export the raw data used to calculate the data in your visual.

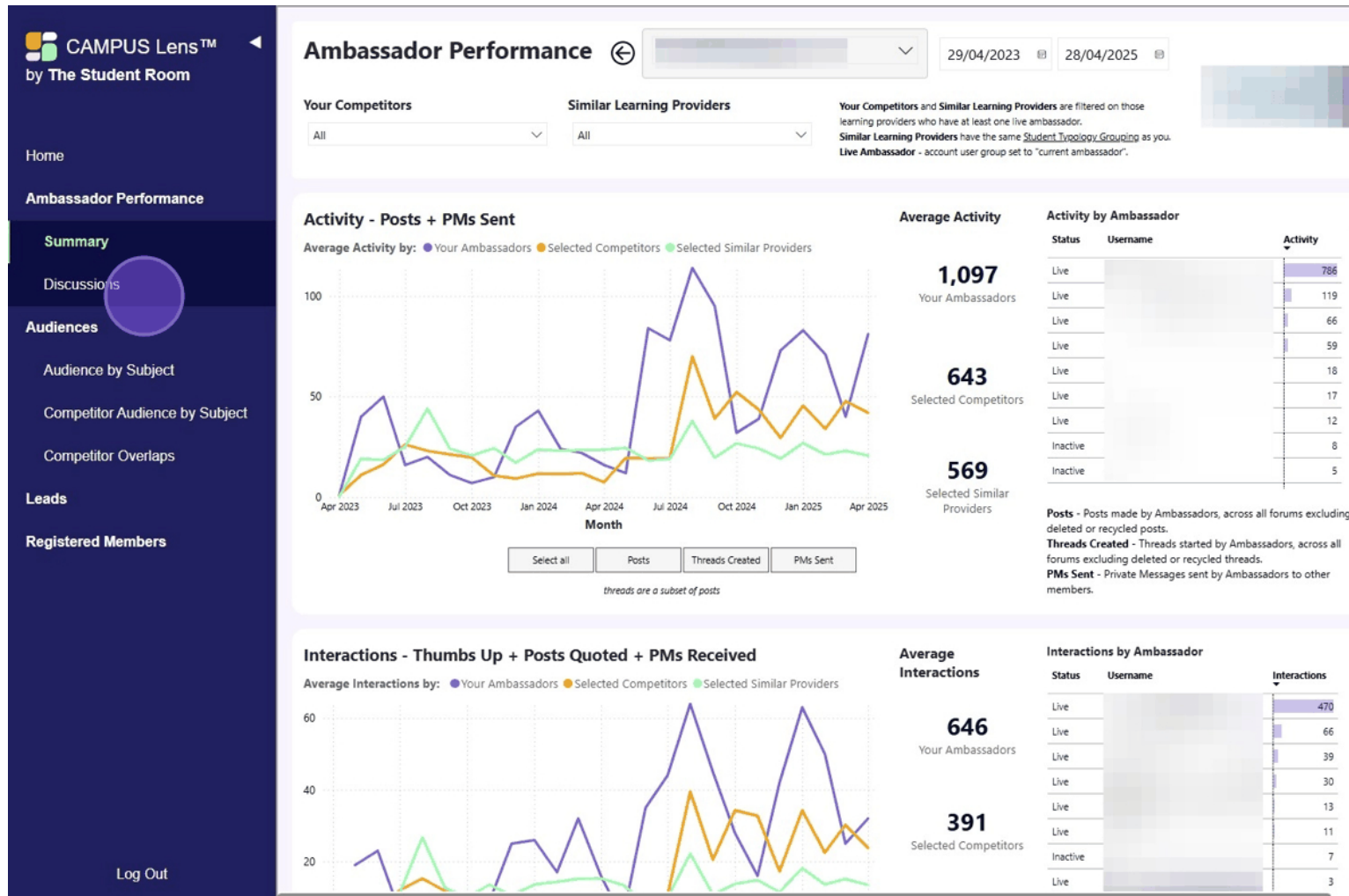
File format:


.xlsx (Excel 150,000-row max)

Export

Cancel

18. Click "**Discussions**" to view the second page of the report. This section provides detailed insights into conversations taking place about your university.




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[Competitor Overlaps](#)

[Log Out](#)

Ambassador Performance

All

☐ Select all
☐ University of
☐ University of
☐ University of
☐ University of

Similar Learning Providers

All

Your Competitors and **Similar Learning Providers** are filtered on those learning providers who have at least one live ambassador.
Similar Learning Providers have the same Student Typology Grouping as you.
Live Ambassador - account user group set to "current ambassador".

		Ambassadors	Selected Competitors	Selected Similar Providers
		532	1,703	8,197
		465	53	196
High tariff providers	provider tariff group	461	609	5,784
Undergrad applications	university topic	365	1,046	4,539
Undergraduate	qualification	363	853	4,278
Undergraduate qualifications	qualification group	363	854	4,280
Uni choices	university topic	359	1,026	3,963
Uni life	university topic	289	564	2,618
Application help	university topic	227	875	4,130
Student accommodation	university topic	203	368	1,741
Pre-uni qualifications	qualification	181	488	2,275

Threads Posted in by Your Ambassadors - by Posts

Thread Title	Link	Topics	Posts
Geography, environment and earth sciences Undergrad applications Personal statements UK Universities and University Colleges Law Undergraduate qualifications Computer science, games and IT History Undergraduate University of Winchester Uni choices High tariff providers Uni life University of Southampton Medicine and medical sciences			
Chat Medicine and medical sciences Undergraduate Undergraduate qualifications Starting uni			
University of Southampton Student accommodation High tariff providers UK Universities and University Colleges			
Undergrad applications University of Southampton Uni life Undergraduate High tariff providers UK Universities and University Colleges Geography, environment and earth sciences Undergraduate qualifications			
Applied to / offers from Undergrad applications			

Threads Tagged as Your University

Thread Title	Link	Thread Created	Time Taken to Reply	Forum	Others
		26/04/2025	not replied to	Queen Mary University of London	0
		25/04/2025	not replied to	Nursing and Midwifery	0
		25/04/2025	not replied to	Medical Schools	0
		24/04/2025	1 day	University of Southampton	0
		23/04/2025	not replied to	Medicine	0
		22/04/2025	not replied to	University of Southampton	0
		22/04/2025	not replied to	Student accommodation	0

Threads Posted in by Your Ambassadors - by Pageviews

Thread Title	Link	Pages Posted On	First Posted In	Pageviews
		1	12/01/2025	
		3, 4, 6, 16, 18, 23, 24, 27, 30, 31, 47, 51, 52	29/10/2023	
		1, 2	29/10/2023	
		1, 7	29/10/2023	
		Created Thread	pre 01/07/2023	
		4, 10, 18, 19, 22, 24, 27, 36, 94, 95, 96, 97, 98, 99, 101, 102, 103, 104	pre 01/07/2023	

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Ambassador Performance

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Your Competitors
All

Similar Learning Providers
☐ Select all
☐ Cardiff University
☐ Durham University
☐ Imperial College London
☐ Lancaster University
☐ Loughborough University
☐ Newcastle University
☐ Queen Mary University of London
☐ Queen's University Belfast
☐ University College London
☐ University of Aberdeen
☐ University of Bath
☐ University of Birmingham

Your Competitors and Similar Learning Providers are filtered on those learning providers who have at least one live ambassador.
Similar Learning Providers have the same **Student Typology Grouping** as you.
Live Ambassador - account user group set to "current ambassador".

Total Ambassador Posts by Topic

Topic	Group	Your Ambassadors	Other Providers	Total
	provider group	8,197		8,197
	learning provider	196		196
High tariff providers	provider tariff group	481	609	5,784
Undergrad applications	university topic	365	1,046	4,539
Undergraduate	qualification	363	853	4,278
Undergraduate qualifications	qualification group	363	854	4,280
Uni choices	university topic	359	1,026	3,963
Uni life	university topic	289	564	2,618
Application help	university topic	227	875	4,130
Student accommodation	university topic	203	366	1,741
Pre-uni qualifications	qualification	181	488	2,275

Threads Posted in by Your Ambassadors - by Posts

Thread Title	Link	Topics	Posts
Geography, environment and earth sciences Undergrad applications Personal statements UK Universities and University Colleges Law Undergraduate qualifications Computer science, games and IT History Undergraduate University of Winchester Uni choices High tariff providers Uni life University of Southampton Medicine and medical sciences			
Chat Medicine and medical sciences Undergraduate Undergraduate qualifications Starting uni			
University of Southampton Student accommodation High tariff providers UK Universities and University Colleges			
Undergrad applications University of Southampton Uni life Undergraduate High tariff providers UK Universities and University Colleges Geography, environment and earth sciences Undergraduate qualifications			
Applied to / offers from Undergrad applications			

Threads Tagged as Your University


Thread Title	Link	Thread Created	Time Taken to Reply	Forum	Others
		26/04/2025	not replied to	Queen Mary University of London	0
		25/04/2025	not replied to	Nursing and Midwifery	0
		25/04/2025	not replied to	Medical Schools	0
		24/04/2025	1 day	University of Southampton	0
		23/04/2025	not replied to	Medicine	0
		22/04/2025	not replied to	University of Southampton	0
		22/04/2025	not replied to	Student accommodation	0

Threads Posted in by Your Ambassadors - by Pageviews

Thread Title	Link	Pages Posted On	First Posted In	Pageviews
		1	12/01/2025	
		3, 4, 6, 16, 18, 23, 24, 27, 30, 31, 47, 51, 52	29/10/2023	
		1, 2	29/10/2023	
		1, 7	29/10/2023	
		Created Thread	pre 01/07/2023	
		4, 10, 18, 19, 22, 24, 27, 36, 94, 95, 96, 97, 98, 99, 101, 102, 103, 104	pre 01/07/2023	

Log Out

21. Select the **calendar** icon to change the reporting period


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Ambassador Performance

Your Competitors
All

Similar Learning Providers
All

Your Competitors and Similar Learning Providers
Live Ambassador - acc

Month Picker: 28/04/2025
April 2023
Mon Tue Wed Thu Fri Sat Sun
27 28 29 30 31 1 2
3 4 5 6 7 8 9
10 11 12 13 14 15 16
17 18 19 20 21 22 23
24 25 26 27 28 29 30

Total Ambassador Posts by Topic

Topic	Group	Your Ambassadors	Selected Competitors	Selected Similar Providers
UK Universities and University Colleges	provider group	532	1,703	8,197
	learning provider	485	53	196
High tariff providers	provider tariff group	481	609	5,784
Undergrad applications	university topic	365	1,046	4,539
Undergraduate	qualification	363	853	4,278
Undergraduate qualifications	qualification group	363	854	4,280
Uni choices	university topic	359	1,026	3,963
Uni life	university topic	289	564	2,618
Application help	university topic	227	875	4,130
Student accommodation	university topic	203	368	1,741
Pre-uni qualifications	qualification	181	488	2,275

Threads

Thread Title	Posts
Geography, environment and earth sciences Undergrad applications Personal statements UK Universities and University Colleges Law Undergraduate qualifications Computer science, games and IT History Undergraduate University of Winchester Uni choices High tariff providers Uni life University of Southampton Medicine and medical sciences	
Chat Medicine and medical sciences Undergraduate Undergraduate qualifications Starting uni	
University of Southampton Student accommodation High tariff providers UK Universities and University Colleges	
Undergrad applications University of Southampton Uni life Undergraduate High tariff providers UK Universities and University Colleges Geography, environment and earth sciences Undergraduate qualifications	
Applied to / offers from Undergrad applications	

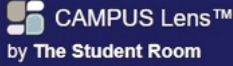
Threads Tagged as Your University

Thread Title	Link	Thread Created	Time Taken to Reply	Forum	Others
		26/04/2025	not replied to	Queen Mary University of London	0
		25/04/2025	not replied to	Nursing and Midwifery	0
		25/04/2025	not replied to	Medical Schools	0
		24/04/2025	1 day	University of Southampton	0
		23/04/2025	not replied to	Medicine	0
		22/04/2025	not replied to	University of Southampton	0
		22/04/2025	not replied to	Student accommodation	0

Threads Posted in by Your Ambassadors - by Pageviews

Thread Title	Link	Pages Posted On	First Posted In	Pages
		1	12/01/2025	
		3, 4, 6, 16, 18, 23, 24, 27, 30, 31, 47, 51, 52	29/10/2023	
		1, 2	29/10/2023	
		1, 7	29/10/2023	
		Created Thread	pre 01/07/2023	
		4, 10, 18, 19, 22, 24, 27, 36, 94, 95, 96, 97, 98, 99, 101, 102, 103, 104	pre 01/07/2023	

22. Scroll down to see the full list of **Topics**. Click on a **Topic** to filter the report, click again to remove the filter.



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29/04/2023

28/04/2025

Calendar button - choose date

Your Competitors

Similar Learning Providers

All

All

Your Competitors and Similar Learning Providers have at least one live ambassador.

Similar Learning Providers have the same Student Typology Grouping as you.

Live Ambassador - account user group set to "current ambassador".

Total Ambassador Posts by Topic

Topic	Group	Your Ambassadors	Selected Competitors	Selected Similar Providers
UK Universities and University Colleges	provider group	532	1,703	8,197
	learning provider	485	53	196
High tariff providers	provider tariff group	461	609	5,784
Undergrad applications	university topic	365	1,046	4,539
Undergraduate	qualification	363	853	4,278
Undergraduate qualifications	qualification group	363	854	4,280
Uni choices	university topic	359	1,026	3,963
Uni life	university topic	289	564	2,618
Application help	university topic	227	875	4,130
Student accommodation	university topic	203	368	1,741
Pre-uni qualifications	qualification	181	488	2,275

Threads Posted in by Your Ambassadors - by Posts

Thread Title	Link	Topics	Posts
		Geography, environment and earth sciences Undergrad applications Personal statements UK Universities and University Colleges Law Undergraduate qualifications Computer science, games and IT History Undergraduate University of Winchester Uni choices High tariff providers Uni life University of Southampton Medicine and medical sciences	
		Chat Medicine and medical sciences Undergraduate Undergraduate qualifications Starting uni	
		University of Southampton Student accommodation High tariff providers UK Universities and University Colleges	
		Undergrad applications University of Southampton Uni life Undergraduate High tariff providers UK Universities and University Colleges Geography, environment and earth sciences Undergraduate qualifications	
		Applied to / offers from Undergrad applications	

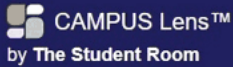
Threads Tagged as Your University

Thread Title	Link	Thread Created	Time Taken to Reply	Forum	Others
		26/04/2025	not replied to	Queen Mary University of London	0
		25/04/2025	not replied to	Nursing and Midwifery	0
		25/04/2025	not replied to	Medical Schools	0
		24/04/2025	1 day	University of Southampton	0
		23/04/2025	not replied to	Medicine	0
		22/04/2025	not replied to	University of Southampton	0
		22/04/2025	not replied to	Student accommodation	0

Threads Posted in by Your Ambassadors - by Pageviews

Thread Title	Link	Pages Posted On	First Posted In	Pages
		1	12/01/2025	
		3, 4, 6, 16, 18, 23, 24, 27, 30, 31, 47, 51, 52	29/10/2023	
		1, 2	29/10/2023	
		1, 7	29/10/2023	
		Created Thread	pre 01/07/2023	
		4, 10, 18, 19, 22, 24, 27, 36, 94, 95, 96, 97, 98, 99, 101, 102, 103, 104	pre 01/07/2023	

23. Scroll down the Threads to see the full list and click on the **Link** to view the discussion on TSR.



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Similar Learning Providers

Your Competitors and Similar Learning Providers are filtered on those learning providers who have at least one live ambassador.

Similar Learning Providers have the same Student Typology Grouping as you.

Live Ambassador - account user group set to "current ambassador".

Group	Your Ambassadors	Selected Competitors	Selected Similar Providers
provider group	532	1,703	8,197
learning provider	485	53	196
provider tariff group	481	609	5,784
university topic	365	1,046	4,539
qualification	363	853	4,278
qualification group	363	854	4,280
university topic	359	1,026	3,963
university topic	289	564	2,618
university topic	227	875	4,130
university topic	203	368	1,741
qualification	181	488	2,275


Threads Posted in by Your Ambassadors - by Posts

Thread Title	Link	Topics	Posts
	Link	Geography, environment and earth sciences Undergrad applications Personal statements UK Universities and University Colleges Law Undergraduate qualifications Computer science, games and IT History Undergraduate University of Winchester Uni choices High tariff providers Uni life University of Southampton Medicine and medical sciences	33
		Chat Medicine and medical sciences Undergraduate Undergraduate qualifications Starting uni	28
		University of Southampton Student accommodation High tariff providers UK Universities and University Colleges	10
		Undergrad applications University of Southampton Uni life Undergraduate High tariff providers UK Universities and University Colleges Geography, environment and earth sciences Undergraduate qualifications	7
		Applied to / offers from Undergrad applications	7

Threads Posted in by Your Ambassadors - by Pageviews

Thread Title	Link	Pages Posted On	First Posted In	Pageviews*
	Link	1	12/01/2025	9,562
		3, 4, 6, 16, 18, 23, 24, 27, 30, 31, 47, 51, 52	29/10/2023	9,508
		1, 2	29/10/2023	6,575
		1, 7	29/10/2023	6,071
		Created Thread	pre 01/07/2023	5,647
		4, 10, 18, 19, 22, 24, 27, 36, 94, 95, 96, 97, 98, 99, 101, 102, 103, 104	pre 01/07/2023	5,504

24. Click "**Time Taken to Reply**" twice to sort and see posts with no replies. Click on the link to take yourself to the live thread to either look at the content or reply to the conversation.


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UK Universities and University Colleges	provider group	532	1,703	8,197
	learning provider	465	53	196
High tariff providers	provider tariff group	481	609	5,784
Undergrad applications	university topic	365	1,046	4,539
Undergraduate	qualification	363	853	4,278
Undergraduate qualifications	qualification group	363	854	4,280
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Uni life	university topic	289	564	2,618
Application help	university topic	227	875	4,130
Student accommodation	university topic	203	368	1,741
Pre-uni qualifications	qualification	181	488	2,275

Threads Tagged as Your University

Thread Title	Link	Thread Created	Time Taken to Reply	Forum	Others
		26/04/2025	not replied to	Queen Mary University of London	0
		25/04/2025	not replied to	Nursing and Midwifery	0
		25/04/2025	not replied to	Medical Schools	0
		24/04/2025	1 day	University of Southampton	0
		23/04/2025	not replied to	Medicine	0
		22/04/2025	not replied to	University of Southampton	0
		22/04/2025	not replied to	Student accommodation	0
		21/04/2025	not replied to	Medicine	0
		21/04/2025	5 hours	Biological and life science	0
		18/04/2025	not replied to	University of Southampton	0
		17/04/2025	7 days	University life	2

* The unique number of other learning providers who also replied to the thread.

Threads Posted in by Your Ambassadors - by Pageviews


Thread Title	Link	Pages Posted On	First Posted In	Pages
		1	12/01/2025	
		3, 4, 6, 16, 18, 23, 24, 27, 30, 31, 47, 51, 52	29/10/2023	
		1, 2	29/10/2023	
		1, 7	29/10/2023	
		Created Thread	pre 01/07/2023	
		4, 10, 18, 19, 22, 24, 27, 36, 94, 95, 96, 97, 98, 99, 101, 102, 103, 104	pre 01/07/2023	
		2	06/07/2023	
		1	pre 01/07/2023	
		1	pre 01/07/2023	
		1	pre 01/07/2023	

Data only available from 01/07/23

* If you created the thread, all pageviews for the entire thread are counted. If you posted in a thread created by another user, only the pageviews for the specific pages where you posted, starting from the date you made your post, are counted. Numbers are de-duped at a client level (if multiple ambassadors for the same client post on the same page, only one post is counted).

Tip! The triangle icon shown on any data point allows you to sort the data

25. Finally scroll to see the full list of threads posted by your ambassadors and the page views



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 by The Student Room

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provider group	532	1,703	8,197
learning provider	465	53	196
provider tariff group	461	609	5,784
university topic	365	1,046	4,539
qualification	363	853	4,278
qualification group	363	854	4,280
university topic	359	1,026	3,963
university topic	289	564	2,618
university topic	227	875	4,130
university topic	203	368	1,741
qualification	181	488	2,275

Threads Posted in by Your Ambassadors - by Pageviews

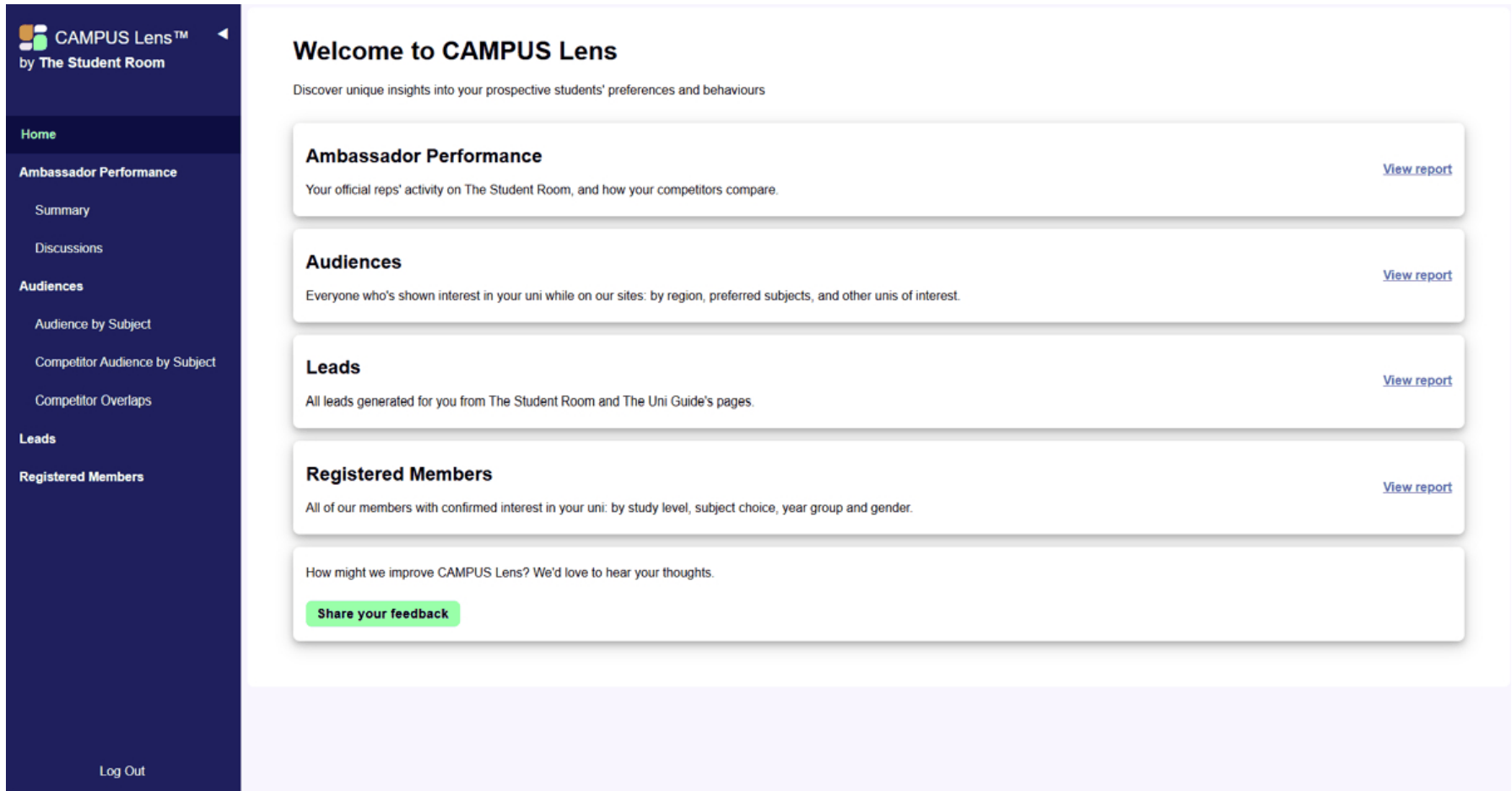
Thread Title	Link	Pages Posted On	First Posted In	Pageviews*
Geography, environment and earth sciences Undergrad applications Personal statements UK Universities and University Colleges Law Undergraduate qualifications Computer science, games and IT History Undergraduate University of Winchester Uni choices High tariff providers Uni life University of Southampton Medicine and medical sciences				33
Chat Medicine and medical sciences Undergraduate Undergraduate qualifications Starting uni				28
University of Southampton Student accommodation High tariff providers UK Universities and University Colleges				10
Undergrad applications University of Southampton Uni life Undergraduate High tariff providers UK Universities and University Colleges Geography, environment and earth sciences Undergraduate qualifications				7
Applied to / offers from Undergrad applications				7

Threads as Your University

Link	Thread Created	Time Taken to Reply	Forum	Others
	28/09/2023	not replied to	Medical Schools	1
	25/10/2023	not replied to	Computer Science	0
	07/10/2023	not replied to	Applications, Clearing and UCAS	0
	30/10/2023	not replied to	Postgraduate Applications	3
	24/09/2023	not replied to	Medical Schools	0
	10/10/2023	not replied to	Medicine	0
	22/01/2024	not replied to	Medical Schools	0
	25/09/2023	not replied to	Computer Science	0
	10/11/2024	not replied to	A-level Choice and Study Help	0

* If you created the thread, all pageviews for the entire thread are counted. If you posted in a thread created by another user, only the pageviews for the specific pages where you posted, starting from the date you made your post, are counted. Numbers are de-duped at a client level (if multiple ambassadors for the same client post on the same page, the pageviews are only counted once).

26. Click **Home** to browse additional reports, and don't forget to leave feedback to help us improve!



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Welcome to CAMPUS Lens

Discover unique insights into your prospective students' preferences and behaviours

Ambassador Performance

Your official reps' activity on The Student Room, and how your competitors compare.

[View report](#)

Audiences

Everyone who's shown interest in your uni while on our sites: by region, preferred subjects, and other unis of interest.

[View report](#)

Leads

All leads generated for you from The Student Room and The Uni Guide's pages.

[View report](#)

Registered Members

All of our members with confirmed interest in your uni: by study level, subject choice, year group and gender.

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How might we improve CAMPUS Lens? We'd love to hear your thoughts.

[Share your feedback](#)

Tip! Any filters you apply will automatically revert to their default settings when you exit the report page