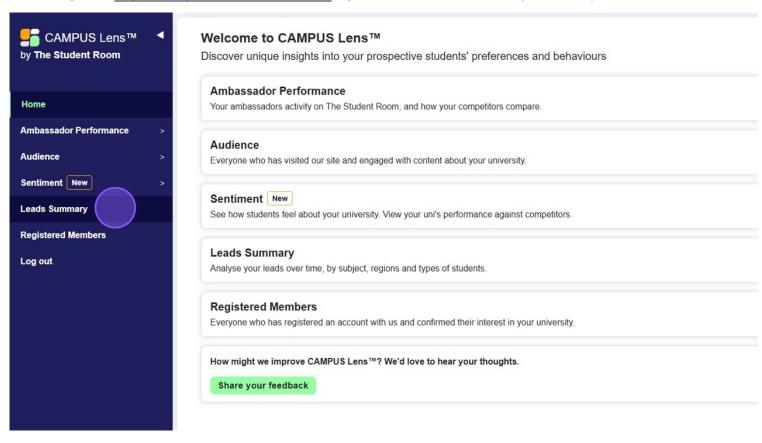## How to navigate the Leads Summary report

This guide is essential for effectively navigating the Leads report, allowing you to analyse and optimize your lead generation strategies. It provides insights into different lead types, filtering options ensuring you maximize the value of your leads.

1. Navigate to https://campus-lens.tsrmatters.com login and select **Leads Summary** to view report
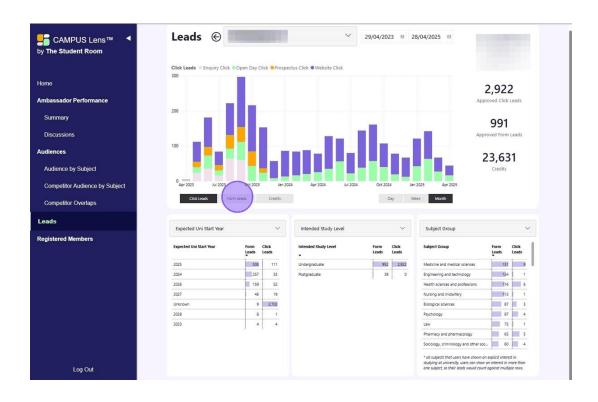
2. The leads report is updated daily.
   The top chart shows the leads generated for you from The Student Room and The Uni Guide, we have four different lead types:
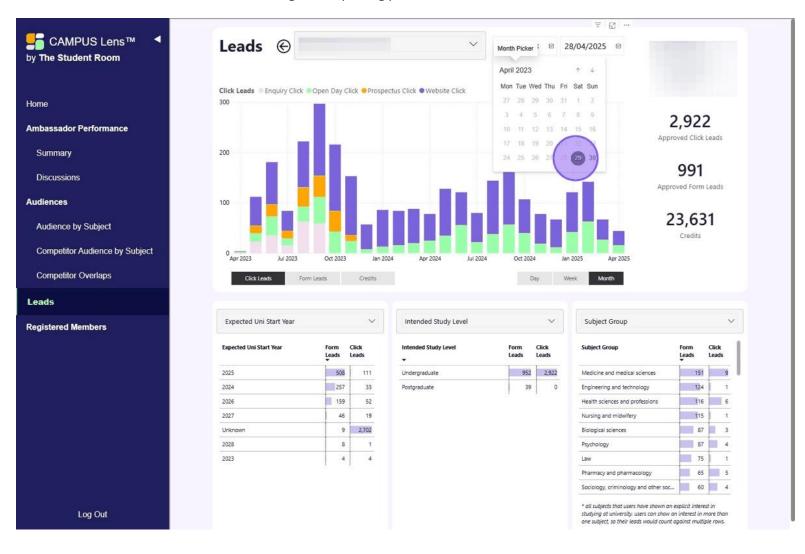
   - Enquiry also known as Request Info
   - Open Day
   - Prospectus
   - Website Click
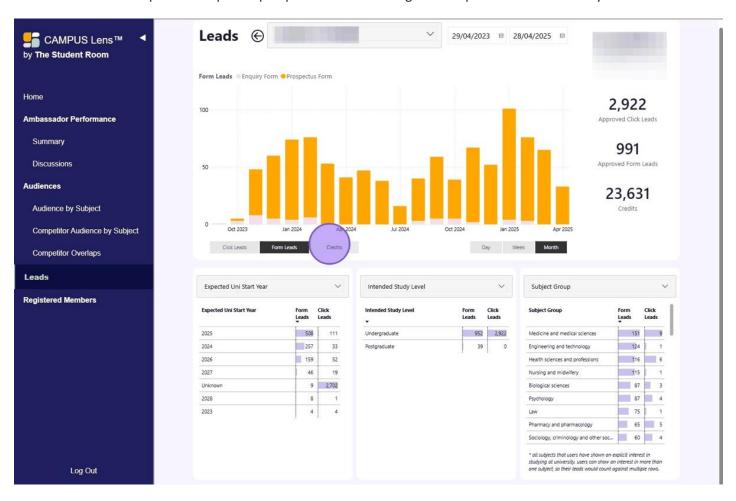   Click leads are users who clicked through to your website

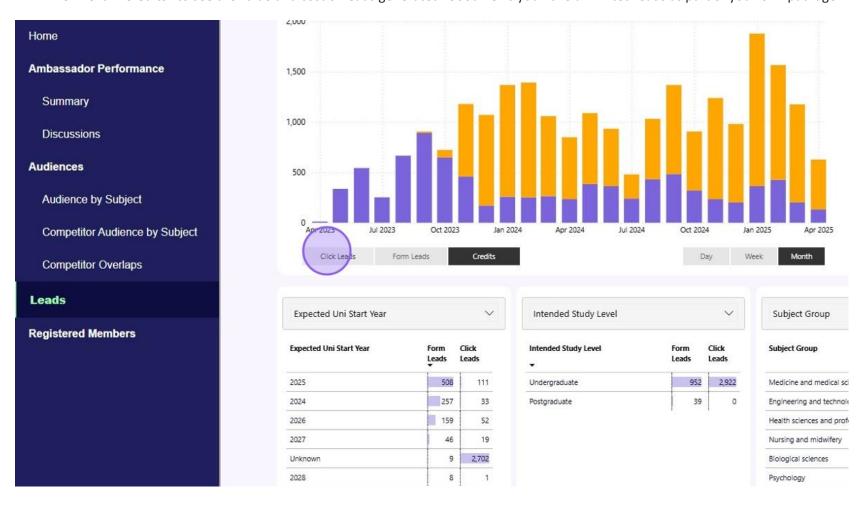3. Click on the calendar icon to change the reporting period

4. Click on **"Form Leads"** to filter. Form leads are users who filled out a form and requested more information from your university. We have the option to request a prospectus within our registration process which can only be a form lead.

Tip! Leads can now be integrated directly into your CRM system. Contact your account manager to learn more.
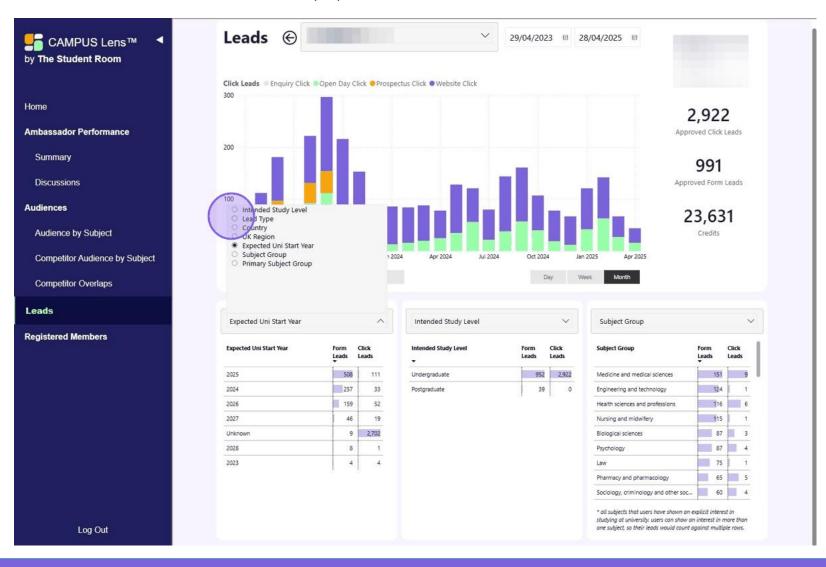
5. Click **"Credits"** to see the value and cost of leads generated. Good news you have unlimited leads as part of your UPP package
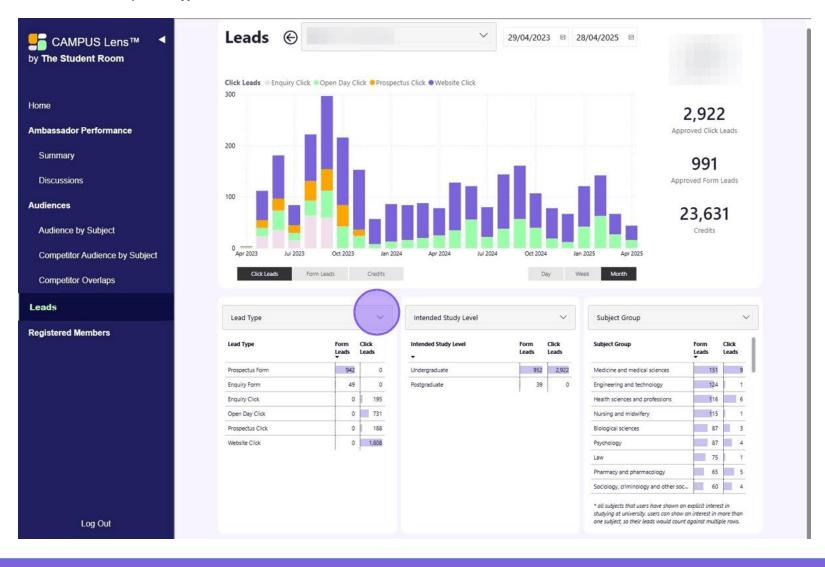
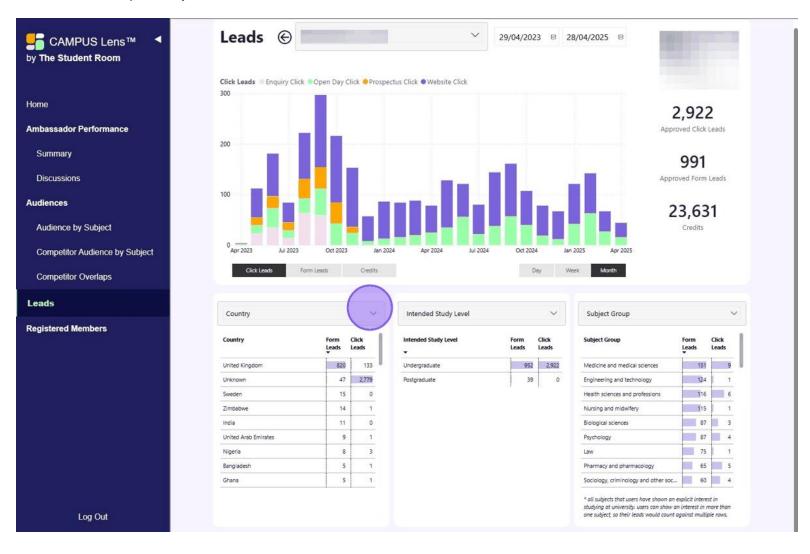6. Use the tables below to filter and analyse your leads
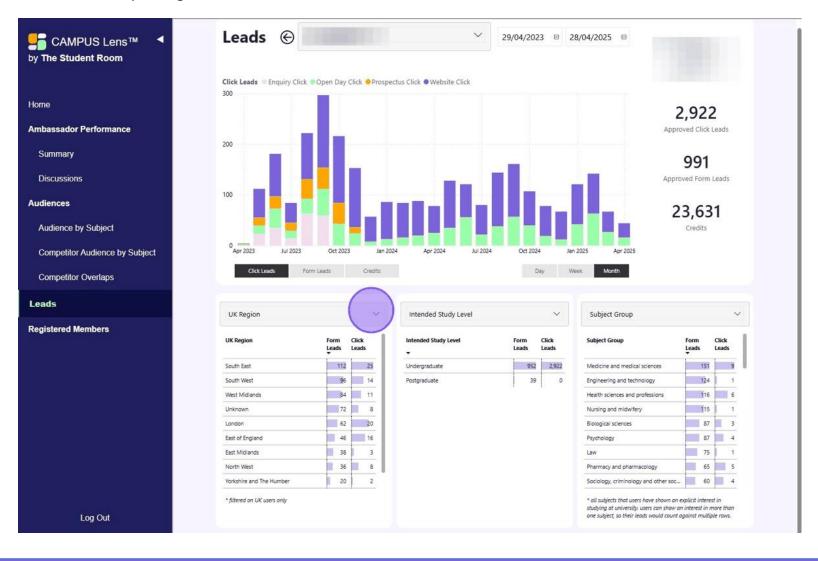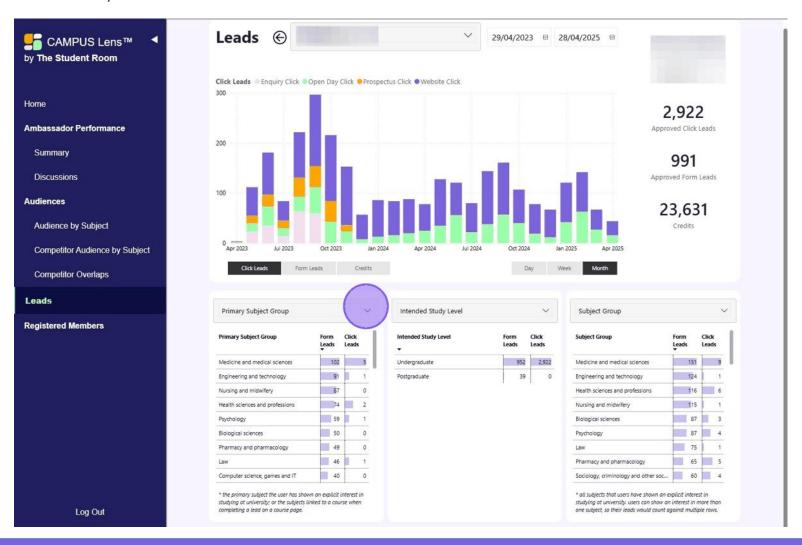
7. View by **Lead Type**

8. View by **Country**
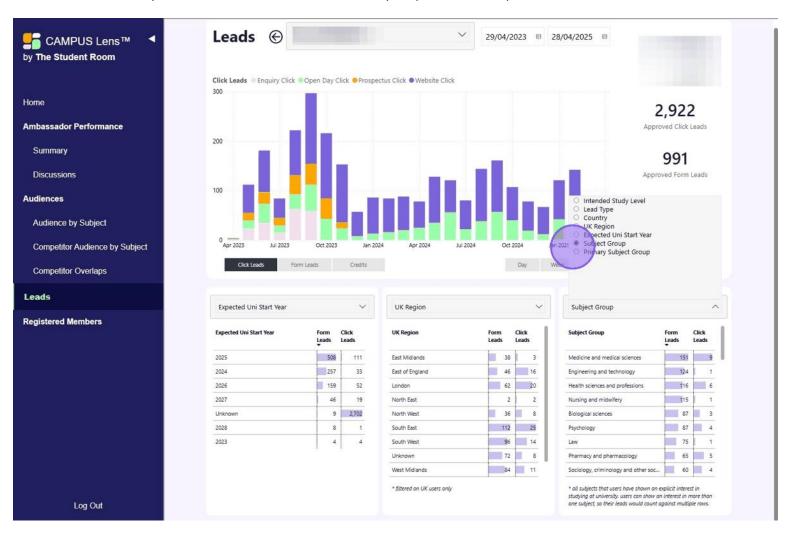
9. View by **UK Region**

The Student Room

10. By **Primary Subject**, the main subject users are interested in. This is different to subject group as users can select multiple subjects they are interested in
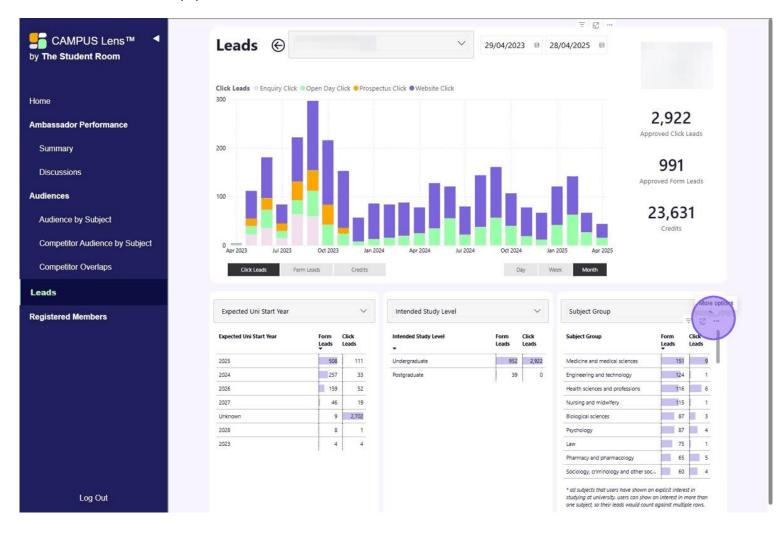
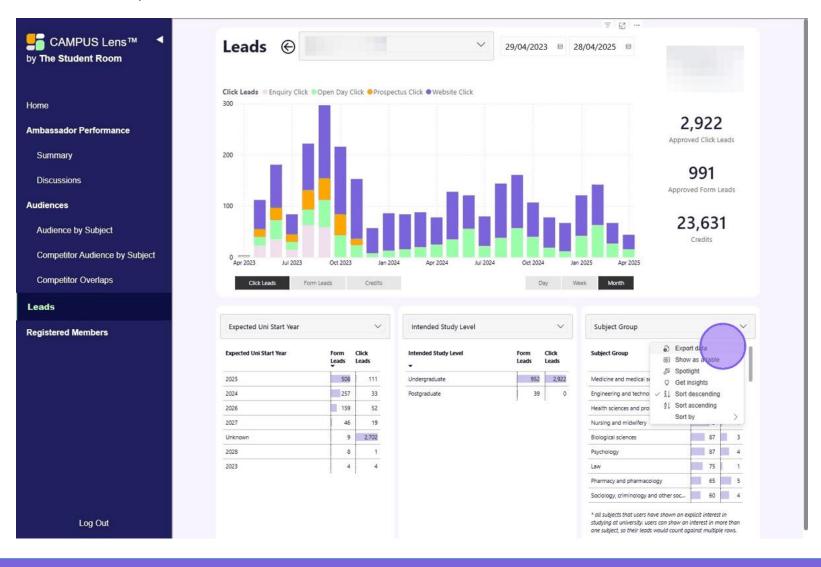11. Customise your view, select from the three charts your preferred data points

12. To export any graph or table:

- Hover over the visual.
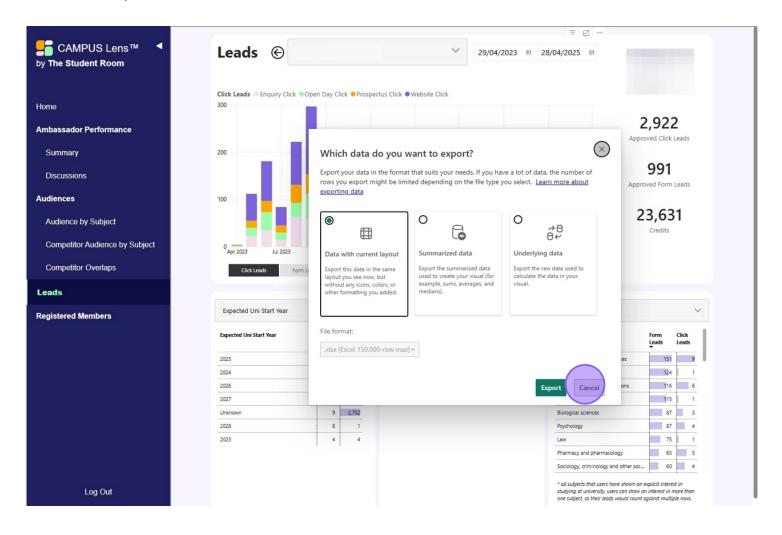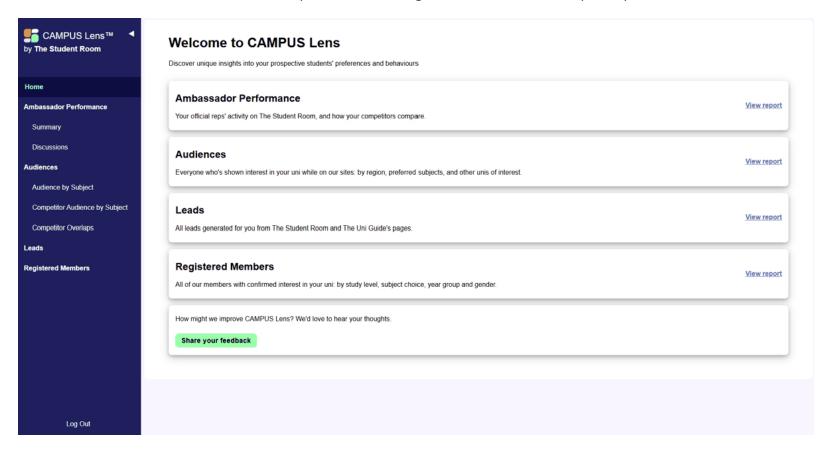- Click the three dots (**...**).

13. Click "Export data"

14. Click "Export"

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

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