



Data Insights - Reporting

Lead & Member Activity

- Lead or Member that has had any Digital Tool Kit Activity
 - Guest Register
 - Tour
 - Digital Enrollment - Joined via DTK, online, or through Billing & Management software
- Web Lead integrations
- Telephone Inquiry Leads
- Buddy Referral Leads

First-Time Guest

- First Time Registered on iPad - IN CLUB - USED the DIGITAL GUEST REGISTER
- Two in one day = still a first time guest
- Reporting Day starts at 0500 EST
- Tour and comes back tonight - still a first time guest (day is not over)
- Overnight sync w/API partners is included on the day they joined

Returning Guest

- Second Registration on iPad not in the same day
- Lead Activity History in Account

No-Club-Visit Guest

- Any Lead that comes into the system *without* having a Register Event
 - Web Lead through a connected form or integration
 - Referral
 - TI
 - Produced Lead (from an off-site event)

Member Enrollment

Became a MEMBER!

- Be Back = Returning Guest
- First Time = Same calendar date as initial Guest Register Event
 - Fast-Added in ABC, we pull that membership into the DTK
 - Join in ABC (even if the DGR was skipped the system assumes the guest was in the club to join)
- No Club Visit = Online Membership