

CUSTOM PORTAL
Cross Pollination Report Guide

Cross Pollination Report

1. The Cross Pollination report gives insight into your visitor movement between venues by understanding repeat visit patterns across venues within a group.
2. The report can determine the following:
 - **The top 10 pollinating venues** - venues that refer visits to others.
 - **The top pollinated venues** - venues that receive visits from others.
3. The Cross Pollination report helps you identify venues that have a positive influence on visitors through the repeat visits they drive to other venues.

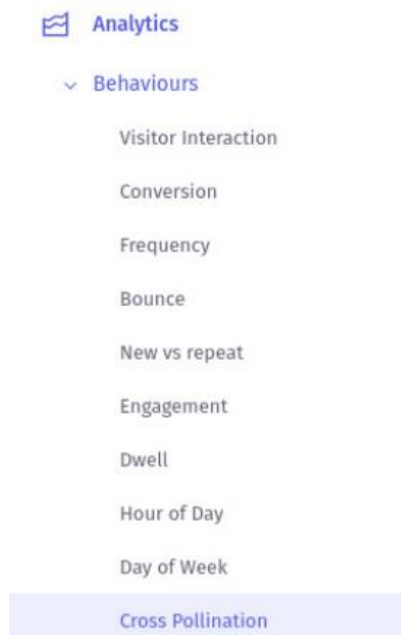
Terminology

The Cross Pollination report uses the following new terminology:

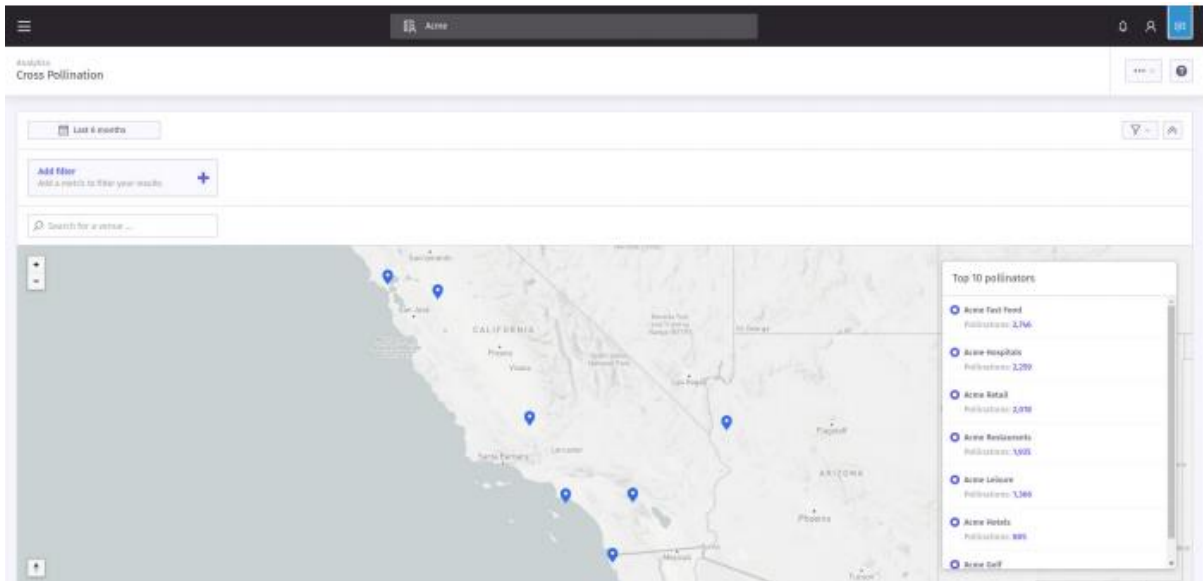
- **Pollinators** - a pollinator venue is a venue that refers visitors to another venue where a visitor is seen chronologically at one venue, and then at another.
- **Pollinated** - a pollinated venue is a venue that receives a visit from another venue

Accessing the new report

1. You must be at either **Group** or **Customer** level to access this report
2. A new menu item for the **Cross Pollination** report has been added under **Behaviours**, in the analytics section of the portal.



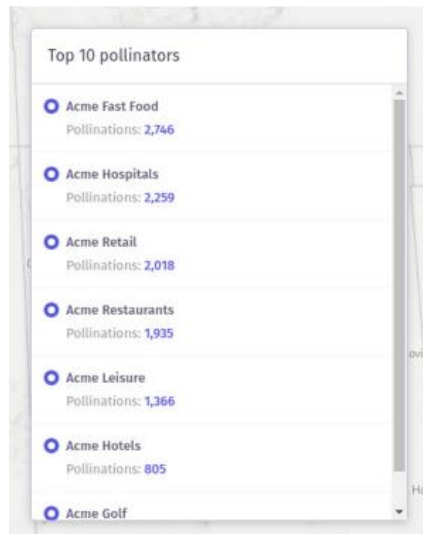
3. The report will load all venues in your scope.
4. Each venue is accurately plotted on a map, if you have more than 10 venues, the top 10 pollinating venues will be highlighted.



5. The **Top 10 pollinators** will also be highlighted in a list to the right. These are the venues that have the highest number of **referral** visits to others.

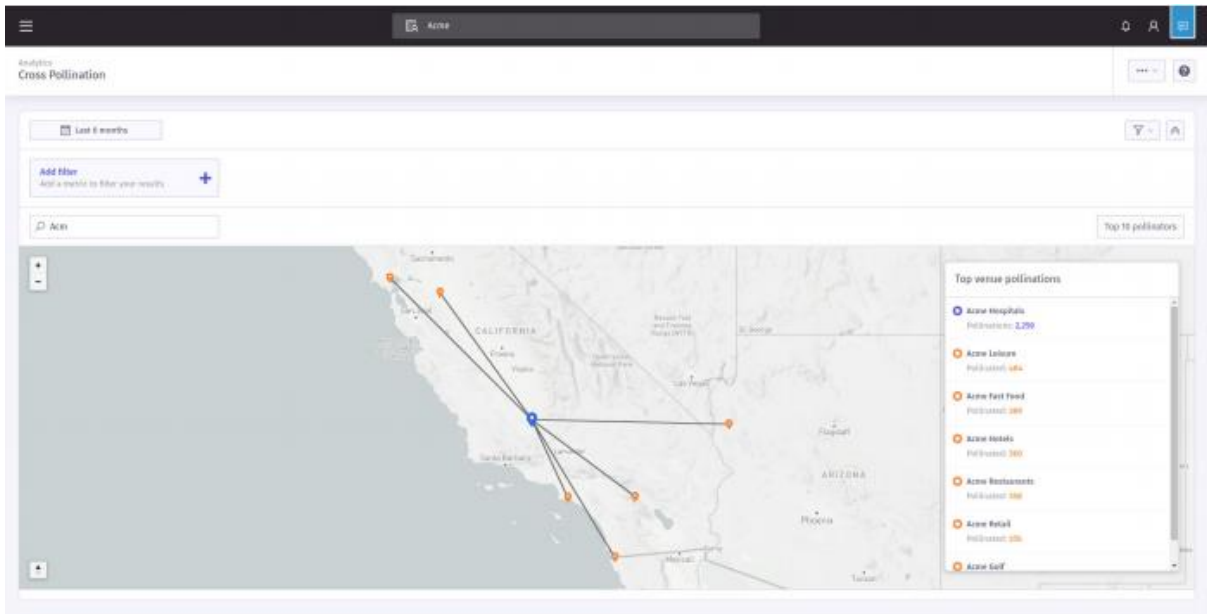
Top 10 pollinators list

The Top 10 pollinators list is ranked by the total number of **pollinations** within the reporting period selected. These are visits that the selected venue has referred to others, the venue at the top of the list is the highest pollinator.



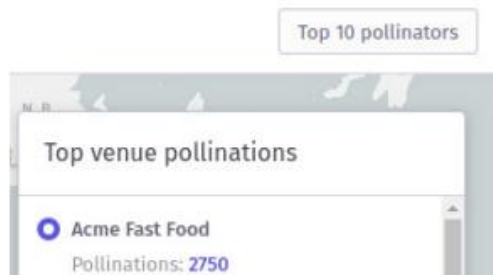
Pollination analysis

1. Further pollination detail can be accessed for each venue by
 - a) Selecting a venue on the map.
 - b) Selecting a venue from the **Top 10 pollinators** list.
 - c) By searching a venue using the search bar at the top left of the screen.
2. Each method will result in the top 10 **pollinated** venues being highlighted on the map.
3. The pollinated venues will be highlighted in orange, The **Top 10 pollinators** list will also update accordingly to show the **Top venue pollinations**.



Returning to the Top 10 pollinators list

1. To return to the default map view, click the **Top 10 pollinators** button located above the **Top venue pollinations** list.



2. You will then be redirect back to the default map.