

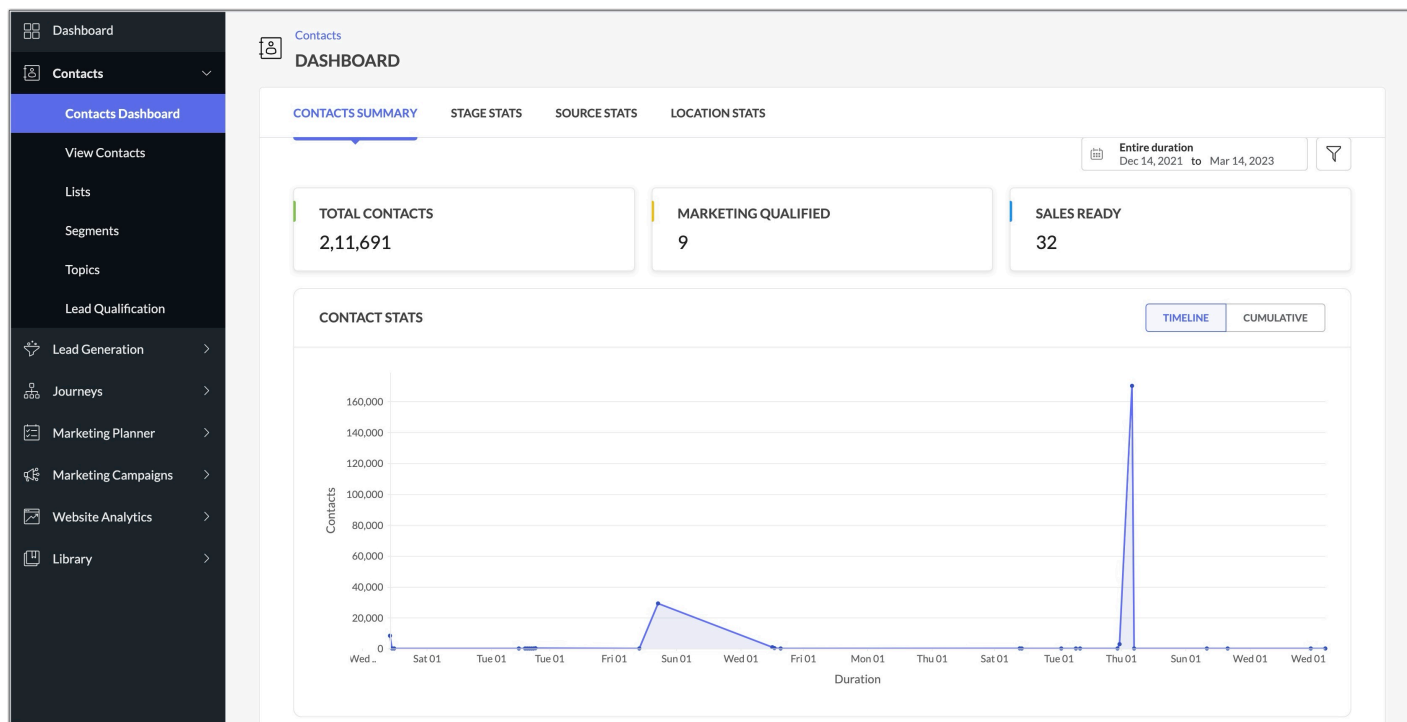


Contacts Dashboard

Contacts Dashboard provides you with a variety of reports and charts to view contact information associated with your account. You can see the contact growth over time, stats of contacts from various sources, [tags](#) assigned to your contacts, [scores](#) allotted, and any [goals](#) achieved.

To view lead insights for your account:

1. From the *Navigation Toolbar*, choose **Contacts** and click **Contacts Dashboard**.



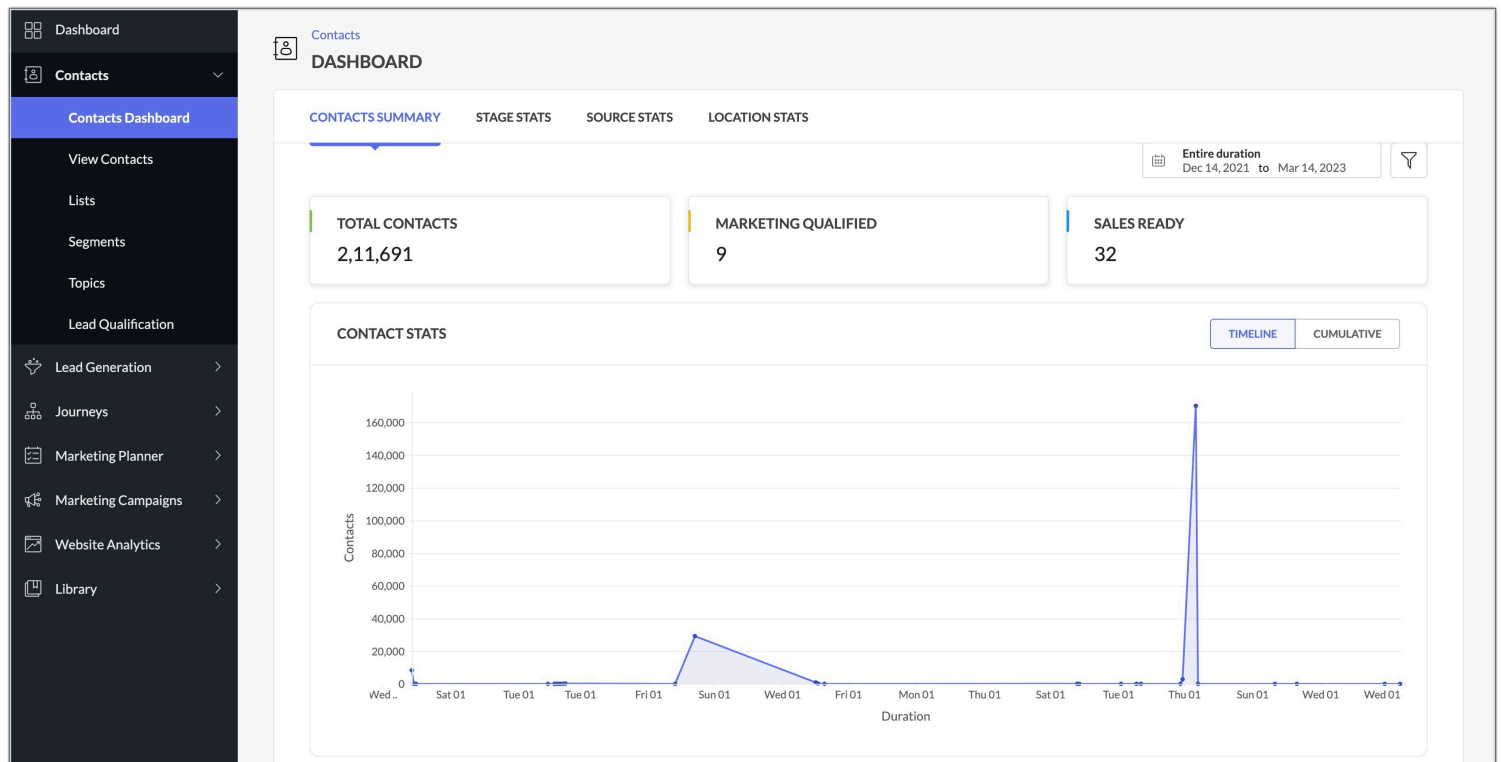
2. View various insights such as :

- Contacts summary
- Contact stage stats
- Contact source stats
- Contact count based on source
- Contact distribution based on country

Note: You can filter the timeline in all the above sections ranging from days to years. You can also search for a custom time line or for the entire duration of using the product.

Contacts Summary

Contacts Summary section provides a brief overview of the statistics for all of the contacts added to the organization. You can view details like total contacts added, contacts that are marketing ready and contacts that are [sales ready](#). You can also see a graph of contacts added over a specific time range or a cumulative graph. If you scroll down further, you can find details about the contacts segregated by stages, source, and location respectively.



Stage Stats

This data is derived based on the stages different contacts are at any given point of time. It also displays stats like contact stages attribution and contact stages by time. Using the filter options at far right, you can filter the Contact Stages Attribution section either by Source or by Channel. Similarly, you can filter the Contacts Stages by Time section by Weekly, Yearly, or Monthly basis.

CONTACTS SUMMARY **STAGE STATS** SOURCE STATS LOCATION STATS

Entire duration
Aug 31, 2023 to May 29, 2024



CONTACTS BY STAGE



Raw leads
9,713 (14.86%)



Marketing ready
15,476 (23.68%)



Marketing engaged
15,440 (23.63%)



Marketing qualified
16,900 (25.86%)

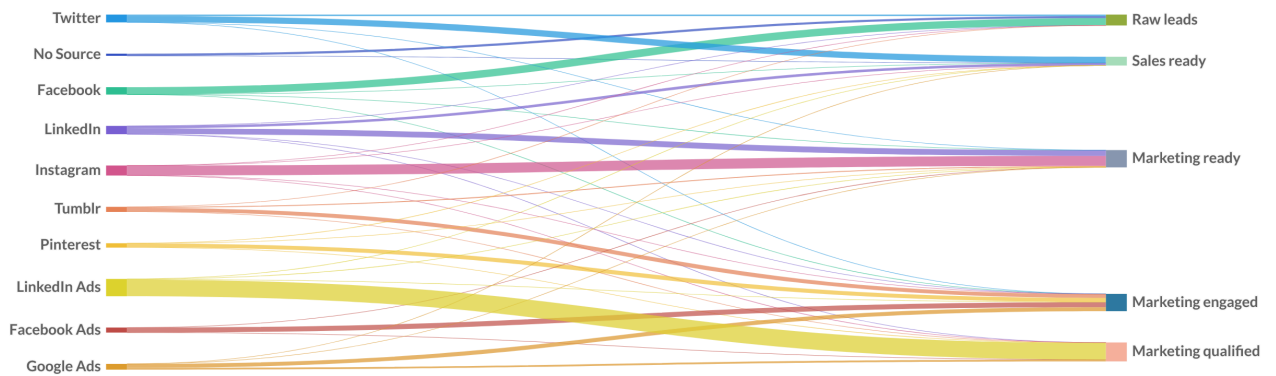


Sales ready
7,817 (11.96%)



CONTACT STAGES ATTRIBUTION

By Source



CONTACT STAGES BY TIME

Yearly

ADDED ON	RAW LEADS	MARKETING READY	MARKETING ENGAGED	MARKETING QUALIFIED	TOTAL CONTACTS
2023	8,746	15,475	15,440	16,899	64,376
2024	967	1	0	1	970
TOTAL CONTACTS	9,713	15,476	15,440	16,900	65,346

Click [here](#) to learn in detail about contact stages.

Source Stats

This distribution chart displays the various sources, contacts were generated from in its respective contact stage. Hover over each distribution to view the number of contacts in its specific stage generated from a source. This page also displays contact stages by source in a tabular format.

