

The logo for Reportiful, featuring the word "REPORTIFUL" in white, bold, uppercase letters on a dark red, textured rectangular background.

REPORTIFUL

User Guide

From your data export to a report your client actually reads

Version 1.3 · English · 14 October 2026

Marketing Surfer GmbH · reportiful.com

Contents

- 1 Welcome to REPORTIFUL..... 3
- 2 Quick start: your first report in 5 minutes.....4
- 3 Prepare your data..... 6
- 4 Settings explained..... 11
- 5 Your finished report..... 16
- 6 Before you send: make the report yours..... 19
- 7 The reporting workflow: exports, not connections.....21
- 8 Tips for better reports.....24
- 9 Troubleshooting..... 25
- Appendix A Export recipes by platform..... 27
- Appendix B Standard layout and checklists..... 32

1 Welcome to REPORTIFUL

REPORTIFUL turns a marketing data export into a branded report your client can act on. This guide shows you how to get there fast, and how to make every report your own.

What REPORTIFUL does

You upload a spreadsheet exported from any marketing tool. REPORTIFUL reads the numbers, works out what changed and why it matters, writes the narrative, and recommends next steps. You download the result as Word, PowerPoint or PDF, branded as your agency.

A report takes 2 to 3 minutes. Large files take up to 6 minutes.

Three things to know first

- **Your numbers come from your file.** Totals, averages and changes are calculated in code from your data, not estimated. The text around them comes from REPORTIFUL's engine, which combines a marketing knowledge base with AI.
- **You stay in control.** REPORTIFUL never connects to your ad or analytics accounts. You decide what goes in, and you read the report before it goes out.
- **Your brand on the report.** Your logo, your colors and your agency name, in Word, PowerPoint and PDF.

Find what you need

I want to ...	Read
Make my first report now	2 Quick start
Get better results from my files	3 Prepare your data
Understand every setting	4 Settings explained
Download, keep and manage reports	5 Your finished report
Make each report my own before I send it	6 Before you send
Build a monthly routine that takes minutes	7 The reporting workflow
Get more out of every report	8 Tips for better reports
Fix a problem	9 Troubleshooting
Set up exports in GA4, Google Ads, Meta and others	Appendix A Export recipes
Use a standard file layout and checklists	Appendix B Layout and checklists

Tip: try it without an account

The live demo at reportiful.com/demo lets you click through a report creation and open a finished report in all three formats. No sign-up needed.

2 Quick start: your first report in 5 minutes

You need an account, one data export and about 5 minutes. Your first 3 reports are free.

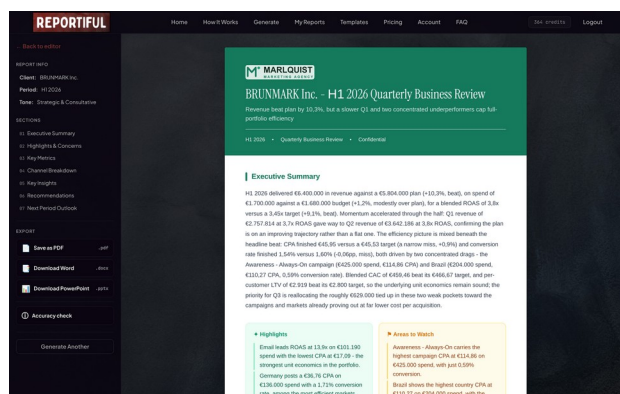
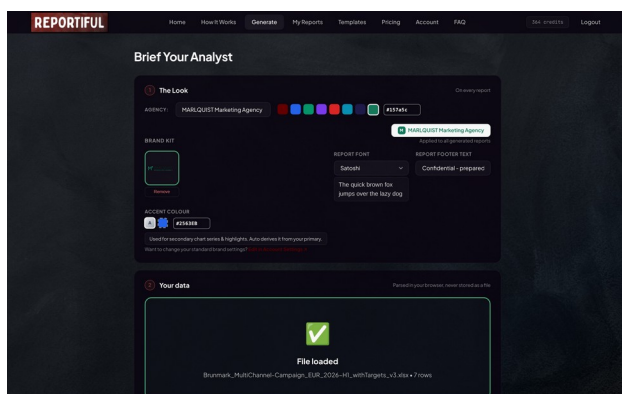
Before you start

- **An account.** Sign up at reportiful.com with your work email, then click the confirmation link we send you. If it does not arrive, check your spam folder. REPORTIFUL is for business use only.
- **A free email address?** If you sign up with Gmail, Outlook or similar, you confirm your company website once to unlock the 3 free credits.
- **One data export** from any marketing tool, saved as .xlsx, .xls, .csv or .tsv. A recent month from Google Ads, Meta Ads or GA4 is a good first test.

Step by step

In a hurry? Most settings are pre-selected, and changing them is optional. For a really quick first report, just do steps 1, 2, 3, 4 and 7.

1. **Sign in.** Click **Sign In** at reportiful.com.
2. **Open Generate.** The page is called **Brief Your Analyst**. It has three steps: **The Look**, **Your data** and **The Brief**.
3. **The Look: type your agency name.** Otherwise the report carries the sample name Spark Digital Agency. Brand color and logo are optional; you can add them later.
4. **Your data: drop your file.** Drag your file onto the upload area, or click to browse. REPORTIFUL reads it in your browser and shows the number of rows and columns. If parts of the file needed special handling, the panel **How your file was read** tells you what happened.
5. **The Brief: check three fields (optional).** The Brief appears once your file is loaded. **Client Name**. **Reporting Period**, which REPORTIFUL fills in from your dates. **Report Type**, which REPORTIFUL suggests from your data. For your first report, keep the suggestion.
6. **Pick a tone (optional).** **Strategic & Consultative** is a good choice for a client report. Leave the sections as they are.
7. **Start the report.** The cost shows next to the button, usually 1 credit. Click **Start writing your report**. Keep the browser tab open while REPORTIFUL works. You pay only for finished reports: if generation fails, no credit is used.
8. **Review and download.** Read the report on screen. Then download it from the left sidebar: **Save as PDF**, **Download Word** or **Download PowerPoint**.
9. **Read it before you send it.** A few minutes of review turn a good report into your report. See chapter 6.



Left: the Generate page, Brief Your Analyst. Right: the finished report with the sidebar. Fictional demo agency and client.

Tip: next month in one click

Click **Save as Template** in The Brief before you start. It stores your branding, tone, sections and instructions. Next month, upload the new file, choose the template and start.

3 Prepare your data

REPORTIFUL reads the exports you already have, messy ones included. A few habits make your reports sharper and your monthly routine faster.

What you can upload

File types	.xlsx, .xls, .csv, .tsv
Standard report: 1 credit	Up to 500 rows and 100 columns
Larger files	One credit per started block of 500 rows or 100 columns, whichever is higher. Example: 1,200 rows cost 3 credits.
Maximum	100,000 rows, 1,000 columns, 50 MB
Files per upload	Up to 5. Each file becomes its own report.
Languages and formats	Data in any language. European (1.234,56) and American (1,234.56) number formats both work.
Text encodings (CSV, TSV)	CSV files in UTF-8, UTF-16, Shift_JIS, EUC-JP and Windows-1252 are read automatically. If the upload screen names an encoding and the preview looks wrong, save the file as UTF-8 or XLSX.

When a single file is larger than the standard size, REPORTIFUL asks what to do:

- **Process full file.** All your data, at the higher credit cost shown.
- **Process first 500 rows × 100 columns.** 1 credit. Everything beyond is left out of the report.
- **Cancel,** to go back and upload a different file.

In a batch (several files at once), large files are processed in full, at their credit cost.

Tip

Cut a file only if you know the rest is not needed. A report on half the data can only tell half the story.

What a good file looks like

- **One header row** with column names, and data rows below it.
- **One row per item**, for example per day, per campaign or per country.
- **At least one breakdown column**, such as Channel, Campaign, Country or Segment. This is what the report compares. It also lets the automated accuracy check confirm statements against your data.
- **The metrics you want discussed**, for example Spend, Impressions, Clicks, Conversions and Revenue.
- **Targets, if you have them.** Columns such as Target ROAS or Planned Spend are read as targets. The report then compares results against plan.

You do not need ratio columns such as CTR, CPC, CPA or ROAS. REPORTIFUL calculates them from your totals, correctly weighted. If your file has them, that is fine too.

Example of a simple, well-structured file:

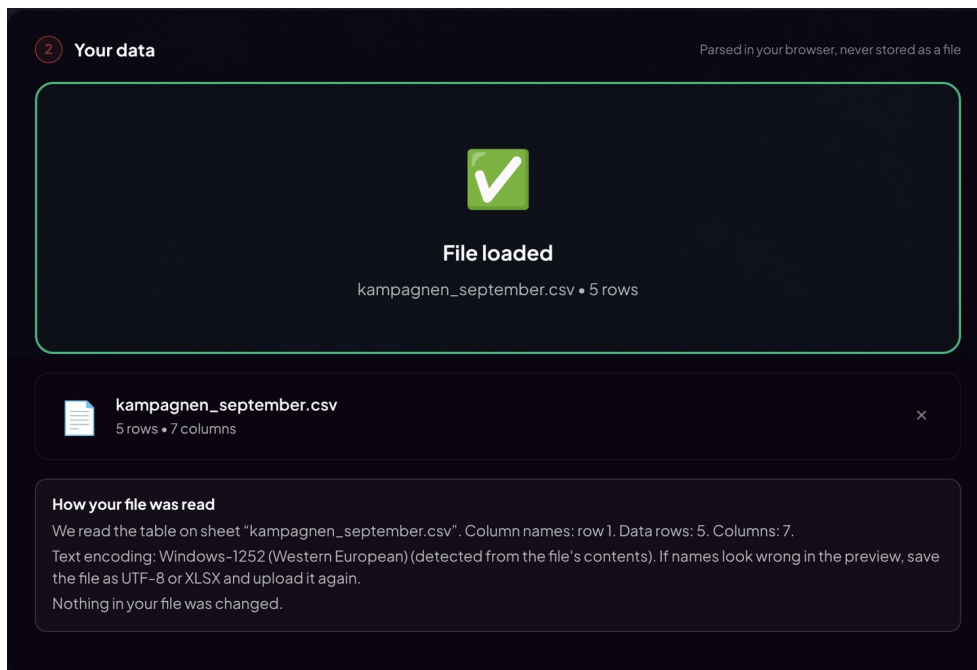
Date	Channel	Campaign	Spend	Impr.	Clicks	Conv.	Revenue
2026-09-01	Google Ads	Brand Search	1,240.00	18,400	1,310	64	6,820.00
2026-09-01	Meta Ads	Autumn Sale	980.50	96,200	1,120	31	3,150.00
2026-09-01	Email	Newsletter 36			860	22	2,040.00

Messy exports are fine

Real exports come with title rows, notes, subtotals, total rows, hidden sheets and cells like #REF!. In Excel files (.xlsx, .xls) and in CSV / TSV files, REPORTIFUL finds the table, sets aside what is not data, and explains it in the panel **How your file was read**. Your file itself is never changed.

The panel can tell you, for example, that:

- lines above the table were kept as notes, not as data;
- a sheet was not read because it is hidden, has no table, has only one row, or its name marks it as not current;
- dividers, repeated headers, footer lines and summary rows (subtotals, totals, averages, minimums, maximums, medians and counts) were not counted as data. A row whose numbers are the sum of other rows is read as a total, even without a label;
- your sheet's own total row was not used, because it does not match the rows above it;
- your sheet's own total row is larger than the rows add up to, as in a top-10 list or a filtered export. The report then takes the overall totals from that row;
- a second table starts further down the sheet. Only the first table was read: move the second one to its own sheet;
- rows in a different currency were left out. REPORTIFUL never converts currencies;
- the file has no revenue column, so ROAS and other revenue figures are calculated from a conversion value column, which the panel names;
- two or more columns could be the same metric, for example Net Sales and Gross Sales. REPORTIFUL then uses none of them for that metric: keep one, or rename the others;
- cells with errors were read as empty, and numbers stored as text were read as numbers.



How your file was read, here for a CSV file saved by Excel on German Windows: the panel names the text encoding it detected.

Tip

Read the panel once for each new file layout. If something you need was set aside, fix the file and upload it again.

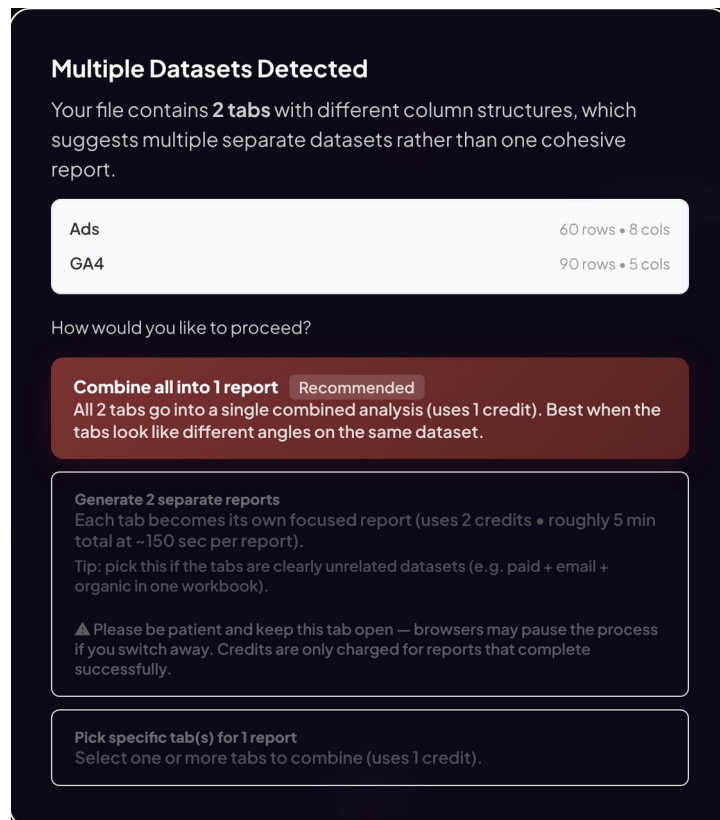
Several platforms in one report

REPORTIFUL writes one report per file. For one report across Google Ads, Meta, LinkedIn and email, put the data in one file.

Recommended: one table with a Channel column. Paste the rows of all platforms under one header row. Fill the Channel column with the platform name, for example Google Ads or Meta Ads. Use the same column name for the same metric on every row: Spend for both Cost and Amount spent. The order of the columns does not matter. Appendix B shows a standard layout. GA4 gets its own place: see "GA4 next to your ad platforms" below.

Workbooks with several tabs work too. REPORTIFUL handles three situations:

Your tabs	What REPORTIFUL does
The same data from different angles, for example By channel, By campaign and By country, with the same totals	Recognized automatically. One tab becomes the main view, the others become extra breakdowns. Nothing is counted twice.
The same columns on every tab	The tabs are combined into one table.
Different column structures	REPORTIFUL asks you (for a single file). Combine all into 1 report (marked Recommended, 1 credit): the tab with the spend and revenue columns becomes the main data, and the other tabs add context. Generate 2 separate reports (the number matches your tabs): one report per tab, up to 10, one credit each. Pick specific tab(s) for 1 report : only the tabs you tick.



Multiple Datasets Detected, for a workbook with an ad-platform tab and a GA4 tab.

Note: blended conversions

Each ad platform counts conversions with its own attribution rules. When you add up several platforms, one customer can be counted more than once. REPORTIFUL labels blended efficiency figures, such as blended ROAS, as blended.

GA4 next to your ad platforms

GA4 and your ad platforms often count the same customers. To keep every figure right, give GA4 its own place:

- **GA4 in its own file.** It becomes its own report. This is the simplest way.
- **GA4 on its own tab,** with its own column names, such as Key events and Total revenue. When REPORTIFUL asks, choose **Generate 2 separate reports** (one report per tab), or **Pick specific tab(s) for 1 report** and tick the ad-platform tabs.

Keep GA4's own column names. Renamed to Conversions and Revenue, its figures would be added to the platforms'.

Several files at once (batch)

Drop up to 5 files at once. REPORTIFUL writes **one report per file**, all with the same settings: the same Client Name, Report Type, tone and branding. Each report costs its own credits. The reports are written one after another, so keep the tab open.

When they are done, switch between the reports in the left sidebar. **All Word** and **All PowerPoint** download every report as one .zip file.

- **Good for:** separate reports for one client, for example one per platform or one per market.

- **Not for:** one blended report across platforms (put the data in one file instead), or reports for different clients (each needs its own client name and branding).

Periods, currencies and names

- **Same period for every source.** Pull the same date range from each platform, so comparisons are fair.
- **Periods side by side?** If your columns are grouped by period under a top header row (for example September and October, each with Spend and Clicks below), REPORTIFUL detects the periods. In the optional settings you then analyze one period or compare them. A plain Date column fills in the Reporting Period instead.
- **One currency per report.** REPORTIFUL never converts currencies. If a client runs several, convert in your file first.
- **Prefer .xlsx when a platform offers it.** Numbers and dates arrive as they are. CSV works too; total rows are recognized automatically in both.
- **Use the names your client knows.** Campaign and channel names appear in the report exactly as they are in your file.

Tip: dates

Excel date cells are read correctly in any display format, for example 01.09.2026, 09/01/2026 or 2026 年 9 月 1 日, and in any time zone. In CSV files, dates such as 2026-09-01, 2026/09/01, 09/01/2026 or Sep 1, 2026 are read automatically.

What happens to your data

- Your file is read in your browser. It is never uploaded or stored as a file.
- To write the report, a sample of your data (up to 500 rows) is sent encrypted to our backend. Our AI sub-processor does not use it for training and deletes it within 30 days.
- The finished report is saved in your account, in our EU database in Ireland, for 180 days. Pin it to keep it longer, or delete it at any time.
- You can switch off report history in **Account**. New reports are then not saved.

Details: [Privacy Policy](#).

4 Settings explained

The Generate page has three steps. The Look sets your branding. Your data takes your file. The Brief, which appears once your file is loaded, decides what the report says and how it sounds. This chapter explains every option.

The Look: your branding

Setting	What it does
Agency	Your agency or company name. It appears on the cover and throughout the report. Until you set it, the sample name Spark Digital Agency is used.
Brand colour	One of 7 presets, the color picker, or an exact hex code you paste, such as #640000. Used for the cover, headings and charts. REPORTIFUL picks readable text colors for it automatically.
Accent colour	A second color for chart series and highlights. With the grey A button (Auto) selected, REPORTIFUL derives it from your brand color. Or paste your own hex code.
Logo	Click Upload logo and choose your logo image. It appears on the cover of the Word file, on the title slide in PowerPoint, and at the top of the on-screen report and the PDF. Your agency name appears on every page of the Word file and on every slide.
Report Font	8 fonts: Satoshi, DM Sans, Plus Jakarta Sans, Libre Franklin, Source Sans 3, Merriweather, Lora and Instrument Serif.
Report Footer Text	A closing line at the end of the report: the last paragraph in Word, the closing slide in PowerPoint, the last line of the on-screen report and the PDF. For example: Confidential - for internal use only.

1 The Look On every report

AGENCY: MARQUIST Marketing Agency #157a5c

BRAND KIT

M MARQUIST Marketing Agency
Applied to all generated reports

REPORT FONT
Satoshi
The quick brown fox jumps over the lazy dog

REPORT FOOTER TEXT
Confidential - prepared

ACCENT COLOUR
A #2563EB
Used for secondary chart series & highlights. Auto derives it from your primary.

Want to change your standard brand settings? [Edit in Account Settings](#)

The Look, with a fictional demo agency.

To change your standard branding for all future reports, open **Account** → **Brand Settings**. Templates can also store branding, which helps if you work under more than one brand.

Note: white label

Your reports carry only your branding. Word, PowerPoint and PDF files and the on-screen report show your agency name and logo, and no REPORTIFUL logo.

Tip: give a downloaded file your own name before you send it; downloads start with REPORTIFUL_.

The Brief: what to write, and how

Field	What it does
Template	Applies a saved set of tone, sections, instructions and branding. See Templates below.
Client Name	Appears on the cover and in the text.
Reporting Period	Filled in from your dates. Change the label if you like, for example to Q3 2026, and keep it in line with the data.
Report Type	The lens: what the report leads with. Suggested from your data.
Report Tone	The voice: how the report is written, and for whom.
Report Sections	Which parts the report contains.
Further Instructions (optional)	Your own guidance, in plain words.

The Brief, filled in for the fictional demo client.

Report Type: the lens

The Report Type decides what the report leads with and which metrics come first. REPORTIFUL suggests a type from your file name, sheet names, columns and first rows. A green hint, **Auto-detected**

from your data, shows that the type was suggested; when REPORTIFUL also recognizes the tool, it adds the tool's name, for example Google Ads export. You can change the type at any time. Your numbers and the credit cost stay the same.

Report Type	Leads with	Best for
Monthly Performance Report (default)	Changes since the previous period, and how fast things move	Routine monthly updates across mixed channels
Quarterly Business Review	Results against plan and the quarter-over-quarter trend	Quarterly reviews with leadership
Campaign Analysis	A clear verdict per campaign: what won, what lost, and by how much	Specific campaigns, CRM and customer journey data
Paid Media Report	Paid-only ROAS, CPA and budget efficiency	Paid search and paid social accounts
SEO Performance Report	Organic visibility and unpaid traffic	Organic search
Social Media Report	Reach, engagement and follower growth	Organic social channels
Email Marketing Report	Delivery, opens, clicks and conversions from email	Email campaigns and automated flows

If your file lacks the metrics a type usually needs, the report works with what is there. It never invents missing figures. In a batch, one Report Type applies to all files.

Tip: not sure?

Keep the suggestion, or choose Monthly Performance Report. Change it when your reader clearly needs a sharper lens, for example an ROI view of an ad account.

Report Tone: the voice

Tone	How it reads	Best for	Length
Strategic & Consultative	A senior consultant. Conclusion first, then the number, then what it means for the business.	Client reports; marketing leads and account teams	The reference
Data-Forward & Concise	Numbers first. Short sentences, one idea each.	Analysts and internal teams	About half
Casual & Friendly	Warm, plain words. Explains each metric the first time it appears.	Readers outside marketing, such as small-business owners	About the same
Executive Brief	Bottom line first. Top 3 insights and top 3 actions, one decision per line.	CEOs, boards and leadership	A quarter to a third

All tones agree on the findings, the recommendations, their order and the numbers. Only the voice and the length change.

Report Sections

Choose which parts your report contains. Seven of the ten sections are on by default. Some sections carry a different heading in the finished report:

Section in the picker	Heading in the report	Description in the picker	Default
Executive Summary	Executive Summary	High-level overview of performance	On
Highlights & Concerns	Highlights & Areas to Watch	Key wins and areas to watch	On
Key Metrics	Key Metrics	Top-line numbers with trends	On
Channel Breakdown	Named after your main breakdown, for example Country Breakdown	Performance by primary dimension	On
Key Insights	Insights	Deep-dive trend analysis	On
Recommendations	Recommendations	Prioritized action items	On
Budget & ROI Analysis	Budget & ROI Analysis	Spend efficiency and ROAS	Off
Competitive Context	Competitive Context	Industry benchmarks and positioning	Off
Next Period Outlook	Looking Ahead	What to focus on next	On
Data Appendix	Data Appendix	Raw data summary table	Off

Budget & ROI Analysis needs spend or cost data. Without it, the section is left out, even when selected.

Further Instructions

A free-text box for what only you know. It shapes emphasis and wording. It does not change your numbers: they come only from your file. Good examples:

- Lead with ROAS. The client judges success on return, not on clicks.
- The client sells B2B software. A conversion is a qualified demo request.
- The budget for next quarter is fixed. Recommend shifts within the current budget.
- A TV campaign ran from 10 to 24 September. It is not in this data. Mention it as context for the traffic peak.
- Say "orders", not "conversions".
- Several paid channels are included. Note that platform-reported conversions may overlap.

Important: targets belong in the file

Put targets and budgets in your file as columns, for example Target ROAS or Planned Spend. REPORTIFUL can only compare and check figures that are in your data.

Optional settings

Below the **Start writing your report** button, REPORTIFUL shows optional settings. Most people can skip them.

- **Data preview.** The first rows of your data, as REPORTIFUL read them.
- **Multiple time periods detected.** Shown only when your columns are grouped by period. Choose **Analyse single period** or **Compare periods** (select at least 2).

- **Filter your data.** Include or exclude values, for example only some countries or campaigns.

Templates

A template saves your setup, so recurring reports take one click.

- **Save as Template** (in The Brief) stores your tone, selected sections, Further Instructions, branding (name, colors, logo, font, footer) and the client name.
- The **Report Type is not stored**. REPORTIFUL suggests it fresh from each file, so check it at each upload.
- Three built-in templates: **Standard Monthly Report** (Strategic tone, default sections), **Executive Brief (1-Page)** (Executive Brief tone with Executive Summary, Key Metrics and Recommendations) and **Full Deep Dive** (Strategic tone, all sections).
- To create, edit, use or delete templates, click **Manage** next to the template selector, or open **Templates** in the menu.

Tip

Make one template per client and name it after the client.

Report language

Reports are written in the language of the site you use: English at reportiful.com, Japanese at reportiful.com/ja. Switch with the language link at the bottom of the page. Your data can be in any language.

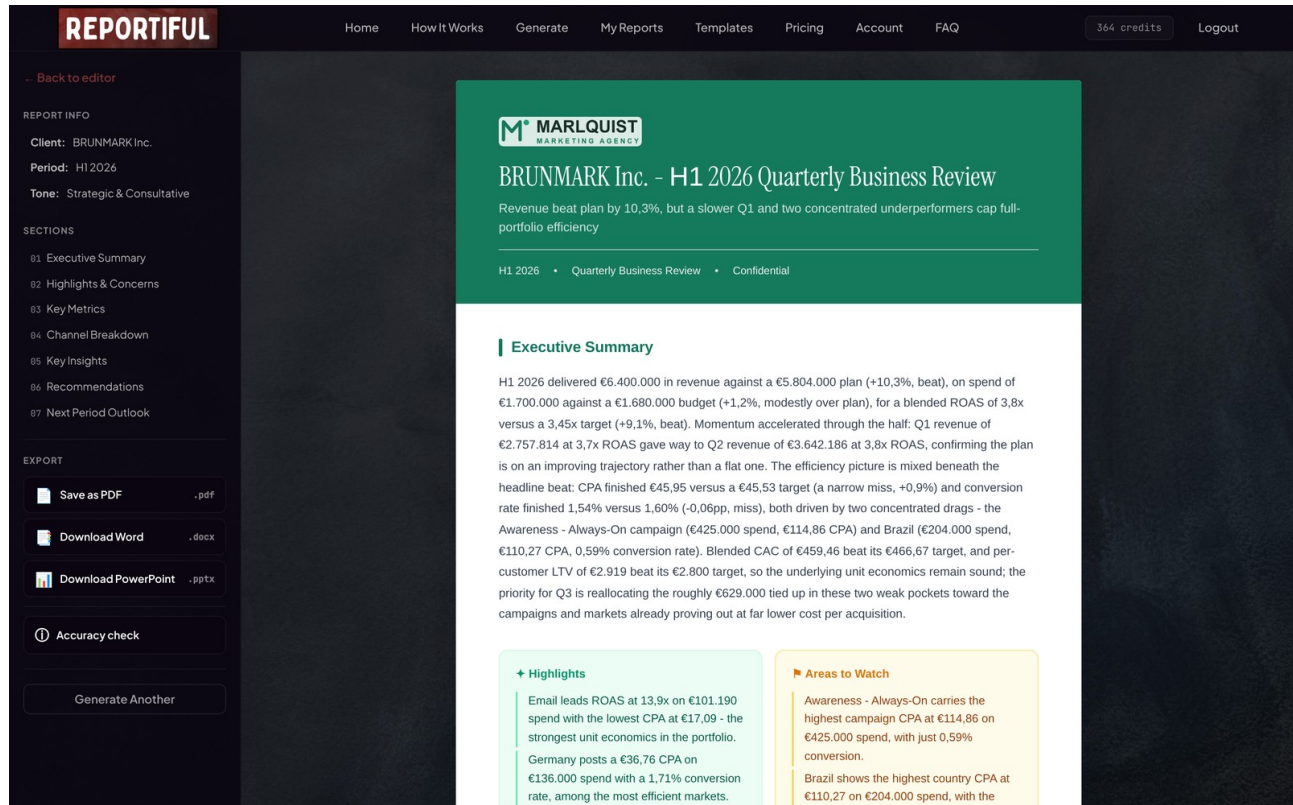
Combinations that work well

Combination	What you get
Paid Media Report + Executive Brief	A short, ROI-focused summary of ad spend for a CMO
Monthly Performance Report + Casual & Friendly	An easy-to-read monthly overview for a non-technical client
Campaign Analysis + Data-Forward & Concise	A tight, numbers-led campaign read-out for an internal team
Quarterly Business Review + Strategic & Consultative	A quarterly review for leadership, including results against plan
SEO Performance Report + Casual & Friendly	An organic search update for a small-business owner, with every metric explained

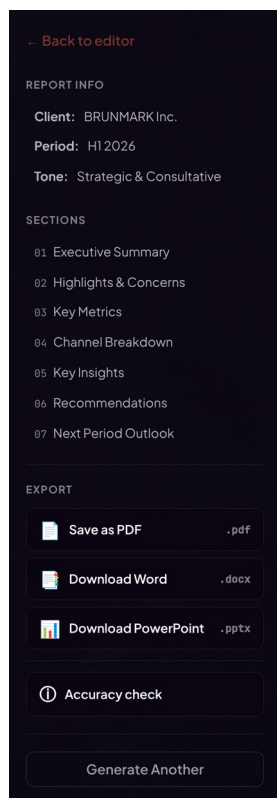
5 Your finished report

When the report is ready, it opens on screen. From there you check it, download it, and keep it for later.

The report screen



The report screen: sidebar on the left, the branded report on the right. Fictional demo agency and client.



The report appears on the right. The left sidebar holds everything else:

- **Report Info:** client, period and tone.
- **Sections:** the parts of your report.
- **Export:** the download buttons.
- **Accuracy check:** what the automated check found. Shown when the check ran.
- **Generate Another** starts a new report. **Back to editor**, at the top, returns to your settings.

After a batch, the sidebar also lists all reports. Click one to view it.

The automated accuracy check

Every report is checked against your data before you see it. A statement that cannot be confirmed is removed. Nothing is rewritten. Open **Accuracy check** in the sidebar to see what was removed and why.

Accuracy check details

An automated accuracy check has reviewed this report. It removed 4 statements that could not be confirmed against your source data. No other content was changed.

Campaign Breakdown - Awareness - Always-On
~~It's the single largest reallocation priority in the portfolio.~~
Could not be confirmed against your source data.

Campaign Breakdown - Free Trial Push
~~Free Trial Push delivers a 4,8x ROAS and €36,10 CPA - the second best CPA among campaigns - on the largest campaign spend at €374.000.~~
Could not be confirmed against your source data.

Campaign Breakdown - Free Trial Push
~~Free Trial Push posts 4,8x ROAS and €36,10 CPA on its €374.000 spend, the largest in the portfolio.~~
Could not be confirmed against your source data.

Insights
~~The gap is explained almost entirely by two concentrated drags: Awareness - Always-On (€425.000 spend, 0,59% conversion rate) and Brazil (€204.000 spend, 0,59% conversion rate) both sit far below the portfolio's conversion norm, pulling the blended efficiency metrics down even as top-line revenue outperformed.~~
Could not be confirmed against your source data.

[Hide details](#)

Accuracy check details: each removed statement, struck through, with the reason.

In some cases the check cannot run, for example when it cannot read the structure of a file. The report then shows a notice at the top. The figures in that report were not verified: check them before you share the report.

Currency check. REPORTIFUL also checks that the amounts in the report are written in your file's currency. If it finds another currency, it writes the report once more when time allows. If a mismatch remains, the report opens with a notice at the top: check every money figure before you share the report. The notice appears on screen only, not in the downloads.

Note: what the check does not do

It compares statements with your data. It cannot know your client's strategy, budget or history. That review is yours, and chapter 6 shows how to do it in a few minutes.

Download formats

Button	You get	Good to know
Save as PDF	A PDF, built in your browser	A4, or US Letter where that is the standard paper size. In Safari and on iPhone or iPad, your browser's print dialog opens instead: choose Save as PDF there.
Download Word	.docx	Fully editable. Also opens in Google Docs and Pages.

Button	You get	Good to know
Download PowerPoint	.pptx	Fully editable. Also opens in Google Slides and Keynote.
All Word / All PowerPoint	.zip	After a batch: every report in one download.

AI-content marking. REPORTIFUL is a dedicated reporting engine with its own marketing knowledge base, and parts of the work are AI-supported. That is why Word and PowerPoint files, and PDFs built by REPORTIFUL, carry a machine-readable note in their file properties saying that the content is AI-generated (EU AI Act, Article 50(2)); the note names REPORTIFUL as the system. There is no visible label, and your branding is not affected. A PDF made through the print dialog carries no such note.

My Reports

- Every report is saved in **My Reports** for 180 days.
- **Pin** a report to keep it longer. Pinned reports do not expire.
- **Open** a saved report to view and download it again. **Delete** removes it.
- Report history can be switched off in **Account**. New reports are then not saved, so download them right away. Reports you already saved are kept, but My Reports shows them only while history is on.

Credits

- A standard report costs 1 credit. Larger files cost more (chapter 3). The exact cost shows before you start.
- Credits are charged only when a report completes.
- New accounts get 3 free reports. Pack credits never expire.
- Buy prepaid credit packs, or start a monthly plan, on the **Pricing** page. Plan credits renew every month; unused ones roll over for one month while the plan is active.
- A second version in another tone is a new report and uses credits like any other.

Account settings

- **Brand Settings:** your standard branding for all reports.
- **Change Password**, and **Two-Factor Authentication** with an authenticator app.
- **Report History:** on or off.
- **Export My Data:** your profile and report history as a JSON file.
- **Request Account Deletion.**

6 Before you send: make the report yours

REPORTIFUL knows your data. You know your client. The best reports combine both. Plan about 10 to 30 minutes per report for this step: it is the part your client values most.

Why this step matters

REPORTIFUL calculates every figure from your file and checks its statements against your data. What it cannot see is everything outside the file: your client's goals, last month's conversation, the promotion in week two, the tracking change on the website. Automatically written text can read a trend correctly and still miss the reason behind it. Your review turns a correct report into the right report.

Double-check before you send

- ☐ **The cover is right:** client name, period and logo.
- ☐ **The Reporting Period is the one you want.** It is pre-filled from your data; adjust the label if needed.
- ☐ **Three headline figures match your source,** for example total spend, conversions and ROAS.
- ☐ **The accuracy check result** in the sidebar. If a notice says the figures were not verified, check every figure you will discuss.
- ☐ **Names are the ones your client uses:** campaigns, channels, products.
- ☐ **Every comparison holds.** "Highest", "lowest", "doubled", "best channel": read each one against the numbers.
- ☐ **Recommendations fit the client:** budget, contract scope, brand rules, plans already agreed.
- ☐ **Competitive Context (if selected) fits the client's market.** It draws on general industry knowledge, not on your file.
- ☐ **Nothing contradicts** what you told the client last time.
- ☐ **The tone fits the reader.**
- ☐ **The file contained only this client's data.**

Add what the data cannot see

Your export knows what happened. It does not know why. Add the context only you have:

What to add	Examples
Project context	Launches, promotions, price changes, stock outages, website or tracking changes, budget changes during the month
Outside factors	Seasonality, holidays, TV or print, events, PR, competitor moves, market news
Your observations	What you noticed in the accounts, tests you ran, what the client said in your last meeting
Decisions already made	Agreed next steps, so the recommendations build on them

What to add	Examples
Your judgment	Which recommendation you would do first, and why

Where to add it

Before you generate: Further Instructions

Tell REPORTIFUL the context in a few sentences. The report then weaves it into the narrative. For example:

- The website relaunch on 15 September broke conversion tracking for two days. Mention it where the data dips.
- The client paused LinkedIn in week 3 on purpose, to test how sales react.
- This month the client's priority is new customers, not repeat sales.

Tip: a context note per client

Keep a short context note for each client and update it as things change. Paste it into Further Instructions each month, or store it in the client's template.

After you generate: edit in Word or PowerPoint

- Add one or two sentences of your own view to the Executive Summary.
- Add a slide or paragraph such as "Our view" or "What we do next".
- Re-order or adjust recommendations to match what you agreed with the client.
- Add short comments under charts where the client will have questions.
- Delete what does not help this reader.

One report, two audiences

Send the Executive Brief to your client's CMO and the Strategic & Consultative version to their marketing team. Both share the same findings and the same order of recommendations. To make the second version, generate the same file again with the other tone. Each version is a separate report.

It goes out under your name

- Read every report before you send it. That is good practice for any AI-assisted document.
- Give the file your own name before you send it: downloaded file names start with REPORTIFUL_.
- If your client contracts require you to disclose AI assistance, the machine-readable marking in the files supports this.
- Found a systematic issue? Tell us through the [contact form](#).

7 The reporting workflow: exports, not connections

REPORTIFUL works from the exports you already have. No API connection, no logins, no connectors. This chapter shows why that is an advantage, and how to set up a routine where the data work takes about 5 minutes per client.

Why REPORTIFUL works from your exports

REPORTIFUL does not connect to your ad or analytics accounts. We decided this on purpose, because for an agency it is the better setup:

Your client's accounts stay closed.	REPORTIFUL never asks for logins or access tokens, and stores none. There is nothing to leak and nothing for your client's security team to review. Who has access to the ad accounts? Only you.
You control what goes in.	You choose the accounts, campaigns and period. No half-synced day, no stray test campaign, no surprise data.
Numbers you can stand behind.	Platforms change metric definitions and interfaces often. A live connection inherits each change without telling you. An export is exactly what the platform shows you today. REPORTIFUL reports exactly that, and you review it before it goes out.
Works with every tool.	If it exports a spreadsheet, REPORTIFUL can read it: large platforms, regional networks, CRM and email tools, your own Excel models. You never wait for a connector.

And your file stays with you: it is read in your browser and never stored as a file.

Is uploading slower?

Barely. Most platforms can email you their export on a schedule, for free. The data comes to you; you collect it and drop it in. Your routine becomes about 5 minutes of data handling, followed by your review. That review is the part you would not want to automate anyway.

Set up once: about an hour per client

- 1. Choose a path for each platform.** See the table below. Most agencies mix: scheduled exports for most platforms, a quick manual export for the rest.
- 2. Schedule the exports.** Set each platform to send its report on your reporting cadence. Appendix A shows where. Choose a send date after the data has settled, for example the 4th of the month for monthly reports.
- 3. Collect them automatically.** Create one mail folder per client and an email rule that files each platform's report into it.
- 4. Fix your file layout.** Decide how the client's file looks and keep it the same every month. For a blended report, use one table with a Channel column (Appendix B). Set up each platform's report with its columns in the same order as your table. Then the monthly paste is a copy of rows, nothing more.
- 5. Save a template per client.** Generate the first report the way you want it, then click **Save as Template**: branding, tone, sections and instructions.

Path	How it works	Cost	Best for
A Scheduled exports (recommended)	Each platform emails its export on your schedule. GA4, Google Ads, Microsoft Advertising, Meta, TikTok, LINE ヤフー広告, HubSpot and Klaviyo offer this.	Free	Most agencies
B Connector sheet	A connector tool you already use, for example Supermetrics or Windsor.ai, writes all platforms into one Google Sheet on a schedule. You download the sheet and upload it.	Paid connector subscription	Many clients and platforms
C Manual export	Export each platform by hand each cycle: about 2 to 3 minutes per platform.	Free	Starting today; platforms without scheduling, such as LinkedIn, LINE 広告 and Mailchimp

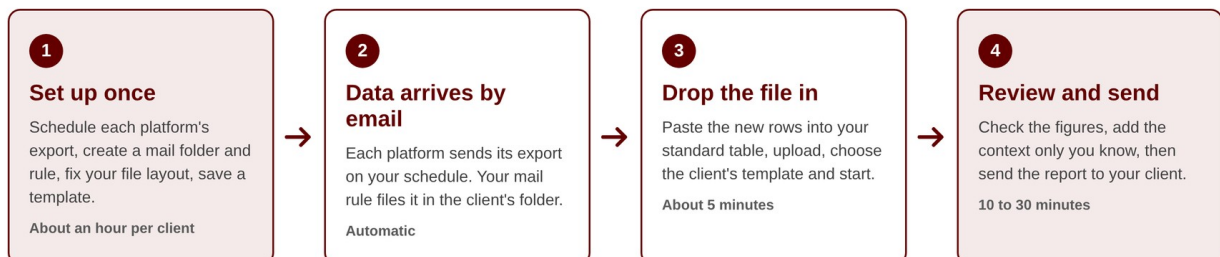
Note: path B and account access

With a connector, the connector holds the account access, under your control. REPORTIFUL still sees only the file you upload. Ask the connector to write all platforms into one table, with a column that names the platform.

Your routine each cycle

- 1. Collect** the new exports: from the client's mail folder, the connector sheet, or quick manual exports.
- 2. Prepare** the client file: paste the new rows into your standard table and fill in the Channel column. GA4 stays in its own file or tab (chapter 3). Want one report per platform instead? Skip this step and upload the exports as they are, up to 5 at once.
- 3. Upload** and choose the client's template. Check the Report Type and the Reporting Period.
- 4. Glance at How your file was read**, if it appears, then start the report.
- 5. Review and enrich** the report (chapter 6).
- 6. Send** it to your client.

Steps 1 to 4 take about 5 minutes. The review takes 10 to 30 minutes, depending on how much of your own context you add. That is where your expertise shows.



Frequently asked questions

Will REPORTIFUL connect directly to my ad accounts?

Not today, and on purpose, for the reasons above. Scheduled exports, or a connector tool you control, give you automation without handing account access to another service.

My client wants a live dashboard. Do I still need this?

Use both. Dashboards monitor performance day to day. REPORTIFUL explains it: what happened, why, and what to do next, in a document your client can forward.

How do I handle many clients?

One template and one mail folder per client. Generate the reports one after another; each takes 2 to 3 minutes.

Can I combine several platforms in one report?

Yes, in one file. See "Several platforms in one report" in chapter 3.

8 Tips for better reports

Small changes to your file and your brief make a clear difference. Ten habits of agencies that get the most out of REPORTIFUL.

- 1. Decide who reads it, then pick the tone.** A CMO and an account manager need different reports.
- 2. Add targets to your file.** With columns such as Target ROAS or Planned Spend, the report compares results against plan.
- 3. Give the report something to compare.** A breakdown column such as Channel, Campaign or Country turns numbers into insight. Tabs that show the same data by channel, by campaign and by country add more angles.
- 4. Include the previous period.** With more than one period in the file, the report can show change and momentum.
- 5. Keep one currency and one period per report.**
- 6. Use the names your client uses.** The report repeats campaign and channel names exactly as they appear in your file.
- 7. Context in Further Instructions, figures in the file.**
- 8. Select fewer sections for busy readers.** A focused report gets read.
- 9. Make two versions for two audiences.** Executive Brief for leadership, Strategic & Consultative for the team.
- 10. Read before you send.** Always.

9 Troubleshooting

Most problems have a quick fix. If yours is not here, write to us through the [contact form](#). We usually reply within one business day.

What you see	What it means	What to do
Data not recognised	The file did not look like marketing, business or analytics data.	Upload the sheet that holds your data, with a header row.
We could not find a table in this file	There is no row of column names with data rows below it.	Check the file and upload it again.
Large File Detected	More than 500 rows or 100 columns.	Choose the full file (more credits), the first 500 rows × 100 columns (1 credit), or a smaller file.
Multiple Datasets Detected	Your workbook has tabs with different structures.	Combine them into 1 report, generate separate reports, or pick tabs. Combine uses the first 50 rows of the extra tabs as context, so for a GA4 tab choose separate reports or pick the ad tabs (chapter 3).
Too many rows, Too many columns or File too large	Above 100,000 rows, 1,000 columns or 50 MB. The message appears under the title Unable to generate report.	Split the file, or remove what you do not need.
Service temporarily busy	High demand at the moment.	Wait a moment and try again. No credit is used.
Unable to generate report	The report could not be completed, or the file could not be used. The line below the title says why.	Try again, or fix the file as the message says. No credit was charged. If it happens again, contact support.
A notice at the top of the report: the automated check did not finish, or could not read the file's structure	The figures were not verified against your data.	Check the figures before you share the report. A breakdown column such as Channel or Campaign often helps next time.
A notice at the top of the report: the currency may not match your data	Some amounts in the report are written in a different currency than your file.	Check every money figure before you share the report, and correct it in the Word or PowerPoint file. A currency in your column names, for example Spend (EUR), helps next time.
Budget & ROI Analysis is missing	Your file has no spend or cost column.	Add spend data, or leave the section off.
Save as PDF opens the print dialog	Safari, iPhone or iPad, or the PDF could not be built.	Choose Save as PDF in the dialog. This PDF carries no AI marking in its properties.
In How your file was read: Text encoding: and a name, for example Shift_JIS (Japanese) or Windows-1252 (Western European)	Your CSV file is not saved as UTF-8. REPORTIFUL worked out its text encoding and read it that way.	Check the names in the data preview. If they look wrong, save the file as UTF-8 or XLSX and upload it again.

What you see	What it means	What to do
This file contains damaged characters	Some characters were already broken before the upload (shown as ) , usually because the file was once saved in the wrong text encoding.	Export the file again from its source.
We could not read the text in this file	The file uses a text encoding REPORTIFUL cannot read (it reads UTF-8, UTF-16, Shift_JIS, EUC-JP and Windows-1252), or it is not a text file.	Save it as "CSV UTF-8" or as XLSX and upload it again.
The Reporting Period is empty or does not fit	In a CSV file the dates are in a format REPORTIFUL does not pre-fill from, such as 01.09.2026 or 2026 年 9 月 1 日, or are written day first (01/09/2026). Or another column, such as Week 36, was taken for the dates.	Type the period you want. Excel date cells always work; in CSV files 2026-09-01 is the safest format.
Maximum 5 files allowed.	You chose more than 5 files at once. None of them was read.	Choose up to 5 files, and upload the rest as a second batch.
In a batch, a workbook was reduced to one tab	A batch runs without questions. For a workbook whose tabs have different structures, REPORTIFUL uses the main tab.	Upload that workbook on its own to choose how its tabs are used.
The report is in the wrong language	Reports follow the site language.	Use reportiful.com for English, reportiful.com/ja for Japanese.
You're out of credits	All credits are used.	Buy a credit pack on the Pricing page.
Verify your identity to unlock 3 free credits	You signed up with a free email address.	Enter your company website URL.
A report is missing from My Reports	Reports expire after 180 days unless pinned, or report history is off.	Pin reports you need longer. Download copies you want to archive.

Appendix A Export recipes by platform

Where to find scheduled exports, and which columns to use. Checked against the vendors' help pages on 5 October 2026. Platforms change their menus often. If a menu looks different, search the platform's help for "scheduled report" (in Japanese: スケジュール).

At a glance

Platform	Scheduled export	Formats	Watch out for
Google Analytics 4	Yes, by email	CSV or PDF	Administrator role. Schedules stop after 1 to 12 months: renew them. Data can take up to 72 hours to settle.
Google Ads	Yes, by email	CSV, TSV, XLSX and others	Recipients need access to the account.
Microsoft Advertising	Yes, by email	CSV or TSV (zipped), XLSX	Monthly schedules run on day 1 to 28.
Meta Ads Manager	Yes, by email	XLSX or CSV (manual export)	Single-account reports only. Recipients need access to the ad account.
LinkedIn Campaign Manager	No: export by hand	CSV	Level names changed from October 2025.
TikTok Ads Manager	Yes, by email	Chosen in the schedule	Up to 5 recipients. Cancelled after 3 months without a download.
LINE ヤフー広告 検索広告	Yes: email notice, then download	CSV, TSV, Excel 用 CSV, XML	Both 「CSV」 and 「Excel 用 CSV」 work.
LINE ヤフー広告 ディスプレイ広告	Yes: email notice, then download	CSV or TSV	Console redesign on 20 October 2026.
LINE 広告 (legacy)	No: export by hand	CSV	Ads stop on 26 October 2026. Reports disappear around the end of March 2027.
HubSpot	Yes, recurring report emails	CSV, XLS, XLSX (some report types)	Recurring emails go to HubSpot users only.
Mailchimp	No: export by hand	CSV	-
Klaviyo	Yes (Custom Reports)	CSV, via a download link	Sent only to the person who set it up.

Column names by platform

You only need this when you combine several platforms in one table (chapter 3). For a single-platform report, upload the export as it is: REPORTIFUL reads the platform's own column names, including the Japanese ones of Google Ads, Meta, TikTok and LINE ヤフー広告. Where a name needs changing, the platform's section below says so. Names below are as they appear in English interfaces and can differ slightly with your account language and report setup.

Your column	Google Ads	Meta Ads	LinkedIn Ads	TikTok Ads
Date	Day	Day (Breakdown → By time → Day)	The date column (Time breakdown: Daily)	The date column
Channel	Add: Google Ads	Add: Meta Ads	Add: LinkedIn Ads	Add: TikTok Ads
Campaign	Campaign	Campaign name	Campaign name, or Ad set name	Campaign name
Impressions	Impr.	Impressions	Impressions	Impressions
Clicks	Clicks	Link clicks	Clicks	Clicks (destination)
Spend	Cost	Amount spent (with currency code)	Spent	Cost
Conversions	Conversions	Purchases, or your specific result	Conversions	Conversions
Revenue	Conv. value	Purchases conversion value	Total conversion value	Payment completion value (page)

GA4 stays out of this table. It counts many of the same conversions as the platforms, so keep it in its own file or on its own tab, with its own column names (chapter 3).

Japanese platforms:

Your column	LINE ヤフー広告 (検索広告 and ディスプレイ広告)	LINE 広告 (legacy)
Date	日 (add it under 分割項目)	The date column (集計間隔: 日別)
Channel	Add: LINE ヤフー広告 検索 / LINE ヤフー広告 ディスプレイ	Add: LINE 広告
Campaign	キャンペーン名	The campaign name column
Impressions	インプレッション数	Impressions
Clicks	クリック数	Clicks
Spend	コスト	Cost
Conversions	コンバージョン数 (ディスプレイ広告: コンバージョン数 (全て))	CV (All) or CV (Click)
Revenue	コンバージョンの価値	CV value (purchased)

Google Analytics 4

Schedule it: open a report, for example Traffic acquisition. Choose **Share this report** → **Schedule Email**. Pick CSV and a frequency: daily, weekly, monthly or quarterly. You need the Administrator role, and recipients must be users of the property. A schedule runs for up to 12 months, then stops, so set yourself a reminder to renew it. GA4 data can take up to 72 hours to settle: send monthly reports on the 4th.

By hand: **Share this report** → **Download File** → **Download CSV**. The Viewer role is enough.

Good to know: GA4 has no spend or impressions unless Google Ads is linked. Keep Sessions as Sessions: they are not clicks. Keep GA4 in its own file or on its own tab (chapter 3). If the CSV starts with a few comment lines, REPORTIFUL skips them and starts at the header row.

Google Ads

Schedule it: open the **Report editor**, open your saved report and use the **email and schedule** icon to set recipients, frequency and format. Or, in any statistics table, use the download icon → **Schedule**. Recipients need access to the account. Saved reports that nobody opens for 18 months are deleted automatically.

Google Sheets add-on: Google's free add-on can refresh a sheet on a schedule, but Google says it is available only for English-language Google Sheets in the United States.

Microsoft Advertising

Schedule it: Reporting → open a report → **Schedule report** → switch on **Schedule this report**. Choose daily, weekly or monthly, the recipients (they need access to the account), the format (.zip with CSV or TSV, or .xlsx) and **Include report as an email attachment**. Monthly schedules must run on day 1 to 28.

Columns: look for Impressions, Clicks, Spend, Conversions and Revenue. Add a Channel column: Microsoft Advertising.

Meta Ads Manager

Schedule it: in **Ads Reporting**, open your saved report. Turn on the scheduled email, either with the link under the report title or with the settings cog, add recipients, click **Apply**, then **Save**. Only single-account reports can be scheduled. You need admin, advertiser or analyst access to the ad account, and only people with access to it can open the report.

By hand: export the report as .xlsx or .csv.

Good to know: "Results" changes meaning with the campaign objective. REPORTIFUL reads it as your conversions. To report on one specific result instead, such as Purchases, rename that column to Conversions: REPORTIFUL then uses it in place of Results. The spend header includes the currency, for example Amount spent (EUR). Exports also contain Reporting starts and Reporting ends columns; you can keep or delete them.

LinkedIn Campaign Manager

By hand only: LinkedIn documents no scheduled report emails. In Campaign Manager, choose the time range, then **Export**. Pick a report type, for example **Ad set performance**, and the **Time breakdown: Daily**. It takes about 2 minutes. If LinkedIn matters a lot to you, consider a connector (path B in chapter 7).

Good to know: from October 2025, LinkedIn renamed its levels. Campaign groups are now called **campaigns**, campaigns are now **ad sets**, and creatives are **ads**. Some dashboard columns, such as Key results and Cost per result, cannot be exported.

Columns: rename the spend column to Spend, and Total conversion value to Conversion value. REPORTIFUL reads Impressions, Clicks and Conversions as they are.

TikTok Ads Manager

Schedule it: **Analytics** → **Custom reports** → open a report → **Scheduled running** (top right). Switch it on, then choose the frequency, up to 5 email recipients and the file format, and click **Save**. Only pivot-table reports can be scheduled. Reports arrive around 5 to 6 a.m. in the ad account's time zone. TikTok cancels the schedule if nobody downloads the reports for 3 months in a row, and only TikTok Ads Manager users can download them.

By hand: **Export** from a custom report, or on the Campaigns page use ⋮ → **Export data**.

Good to know: Payment completion value (page) is the revenue field for website purchase tracking. If you track other events, use their value column.

LINE ヤフー広告 検索広告

Formerly Yahoo!広告 検索広告. Since 1 April 2026, Yahoo!広告 and LINE 広告 are one brand: LINE ヤフー広告.

Schedule it: click the 「レポート」 icon (bar chart, top right), then 「レポート・テンプレート作成」. Set the template name, the period and 「ファイル形式」: 「CSV」 and 「Excel用CSV」 both work. Click 「スケジュール」 and set 「作成スケジュール」 to 「毎日」, 「毎週（指定曜日）」 or 「指定日（毎月実行）」. Under 「メール送信（任意）」 add the addresses that should be told. Save with 「テンプレートを保存し、同時にレポートも作成」.

How it arrives: the email tells you the report is ready. Download the file from 「作成済みレポート」.

Good to know: REPORTIFUL reads both 「CSV」 and the default 「Excel用CSV」 (a tab-separated UTF-16 file). Add 「日」 under 分割項目 for one row per day. Up to 30 templates per account.

LINE ヤフー広告 ディスプレイ広告

Formerly Yahoo!広告 ディスプレイ広告. It also takes over LINE 広告 placements.

Schedule it: the same route: 「レポート」 icon → 「レポート・テンプレート作成」 → 「スケジュール」, then set 「作成スケジュール」 and the email address for the notice. In 「保存」 ▼ → 「ファイル設定」, choose 「ファイル形式」 CSV; REPORTIFUL reads either 「文字コード」 option.

Good to know: LINE ヤフー plans to redesign this console on 20 October 2026, so labels may change, and Shift_JIS downloads are being removed from that date. LINE ヤフー recommends コンバージョン数（全て） for comparisons. Reach figures refresh once a day.

LINE 広告 (legacy)

Important: export your LINE 広告 history now

LINE 広告 stops delivering ads on 26 October 2026 (planned) and moves to LINE ヤフー広告 ディスプレイ広告. Reports stay viewable until around the end of March 2027, and past reports are not migrated. Download the history you need for year-on-year comparisons before then.

By hand only: [=] → 「レポートと計測」 → 「パフォーマンスレポート」 → 「+レポートを作成」. Set 集計期間, 集計間隔 「日別」 and the file format, then click 「作成する」. The report list shows only reports created in the past week.

Good to know: the column names are in English, for example Impressions, Clicks, Cost, CV (All) and CV value (purchased). REPORTIFUL reads Impressions, Clicks and Cost as they are; rename CV (All) to Conversions and CV value (purchased) to Conversion value. CV (All) can include conversions other

than purchases, such as friend-adds, if you track them. Cost is LINE's estimate and can differ slightly from the invoice.

HubSpot

Schedule it: **Reporting** → **Reports** → hover over a report → **Actions** → **Share via** → **Email**, then choose "Yes, this is a recurring email". Daily, weekly or monthly. A CSV, XLS or XLSX file is attached for some report types (single object, event-based and customer journey reports). Other reports arrive as an image, which REPORTIFUL cannot read. Recurring emails go to HubSpot users only.

Columns: they depend on the report. Keep HubSpot's own names, for example Sessions, New contacts, Customers and Revenue.

Mailchimp

By hand only: **Campaigns** → **View report** → **Actions** → **Export CSV**. For all campaigns at once: **Campaigns** → **View analytics** → **Download All Reports**. Mailchimp emails you when the file is ready.

Columns: keep Mailchimp's own names. Add a Channel column: Email. For email-only files, choose the Email Marketing Report type.

Klaviyo

Schedule it: **Analytics** → **Custom Reports** → open a report → **Save & Run** → **Schedule Report**. Weekly or monthly. Klaviyo emails a download link (log-in required) to the person who set it up, not an attachment. Up to 10 scheduled reports per user.

Columns: keep Klaviyo's own names. Add a Channel column: Email.

Appendix B Standard layout and checklists

One layout for every client file, and three checklists to print or bookmark.

Your standard column layout

Column	What it holds	Example	Needed?
Date	The day or period of the row	2026-09-01	Recommended
Channel	The platform or channel	Google Ads	Yes, for blended reports
Campaign	Campaign, ad set or email name	Autumn Sale	Recommended
Spend	Cost, in one currency	1,240.00	If you have it
Impressions	Times shown	18,400	If you have it
Clicks	Clicks or link clicks	1,310	If you have it
Conversions	Purchases, leads, sign-ups	64	If you have it
Revenue	Revenue, or a conversion value if you have no revenue column	6,820.00	If you have it
Target columns	Your plan, for example Target ROAS or Planned Spend	4.0	Optional
Other metrics	Under their own names, for example Sessions, Opens, Leads	2,950	Optional

Five rules

- **Rename a column only when the meaning is the same.** Cost, Amount spent and Total Spent are all Spend.
- **Keep different metrics apart.** Sessions are not clicks, GA4 key events are not your platforms' conversions, and recipients are not impressions.
- **Leave cells empty** where a metric does not apply.
- **One currency** in the whole file.
- **No ratio columns needed.** REPORTIFUL calculates CTR, CPC, CPA and ROAS from your totals.

Checklist: set up once (per client)

☐	A path chosen for each platform: scheduled export, connector sheet or manual
☐	Scheduled exports set up on your reporting cadence, sent after the data has settled
☐	One mail folder per client, with an email rule
☐	One file layout, kept the same every month
☐	A REPORTIFUL template saved for the client

Checklist: every cycle

- ☐ New exports collected
- ☐ Rows pasted into the standard table, Channel column filled
- ☐ File uploaded, client template selected
- ☐ Report Type and Reporting Period checked
- ☐ **How your file was read** checked, if it appears
- ☐ Report generated, reviewed and enriched, then sent

Checklist: before you send

- ☐ Cover: client name, period, logo
- ☐ Reporting Period checked
- ☐ Three headline figures checked against the source
- ☐ Accuracy check result read
- ☐ Comparisons and recommendations make sense for this client
- ☐ Your own context and view added

Trademarks

Product and company names in this guide, such as Google Analytics, Google Ads, Meta, LinkedIn, TikTok, Microsoft Advertising, LINE ヤフー広告, LINE 広告, HubSpot, Mailchimp and Klaviyo, are trademarks or registered trademarks of their respective owners. This guide is independent and not affiliated with or endorsed by them. REPORTIFUL is a registered trademark of Marketing Surfer GmbH.