

# Ciblage dans SAM sur l'historique de fréquentation



## Historique de fréquentation des adhérents

Un nouveau menu fait son apparition sur la fiche contact, il s'agit de l'historique de fréquentation. L'historique de fréquentation peut également se traduire d'un point de vue plus technique par historique de contrôle d'accès.

Details

Information

Informations

Address

Addresses

Shipments

Shipments list

Purchase

Purchase history

Cultural

Cultural history

Attendance

**Attendance History**

Financial

Financial history

Preferred

Preferred seats

Criteria

Criteria

Indicators

Indicators

Connections

Connections

Interactions

Interactions

Contact individual > 467 Mr Henri AUBERT (Client)

From date

To date

Organization \*

Museum of Science and Art - TEST

Season

All

Result

All

SEARCH

CLEAR

| TAX NUMBER  | PRODUCT NAME                     | DATE & TIME         | GATE     | SECTOR          | COUNTING PRODUCT | MULTIPLIER | DEVICE | RESULT | REASON FOR F |
|-------------|----------------------------------|---------------------|----------|-----------------|------------------|------------|--------|--------|--------------|
| 01020007815 | Museum Ticket                    | 16/08/2017 10:51 am | INT_TOUR | INTEGRATED TOUR | no               | 1          | PC     | OK     | OK           |
| 01020007801 | West Hall - Free visit for Group | 16/08/2017 10:22 am | INT_TOUR | INTEGRATED TOUR | no               | 1          | PC     | OK     | OK           |
| 01020007802 | West Hall - Free visit for Group | 16/08/2017 10:22 am | INT_TOUR | INTEGRATED TOUR | no               | 1          | PC     | OK     | OK           |
| 01020007803 | West Hall - Free visit for Group | 16/08/2017 10:21 am | INT_TOUR | INTEGRATED TOUR | no               | 1          | PC     | OK     | OK           |
| 01020007804 | West Hall - Free visit for Group | 16/08/2017 10:21 am | INT_TOUR | INTEGRATED TOUR | no               | 1          | PC     | OK     | OK           |
| 01020007805 | West Hall - Free visit for Group | 16/08/2017 10:21 am | INT_TOUR | INTEGRATED TOUR | no               | 1          | PC     | OK     | OK           |
| 01020007806 | West Hall - Free visit for Group | 16/08/2017 10:21 am | INT_TOUR | INTEGRATED TOUR | no               | 1          | PC     | OK     | OK           |
| 01020007807 | West Hall - Free visit for Group | 16/08/2017 10:21 am | INT_TOUR | INTEGRATED TOUR | no               | 1          | PC     | OK     | OK           |
| 01020007808 | West Hall - Free visit for Group | 16/08/2017 10:21 am | INT_TOUR | INTEGRATED TOUR | no               | 1          | PC     | OK     | OK           |
| 01020007809 | West Hall - Free visit for Group | 16/08/2017 10:20 am | INT_TOUR | INTEGRATED TOUR | no               | 1          | PC     | OK     | OK           |
| 01020007810 | West Hall - Free visit for Group | 16/08/2017 10:20 am | INT_TOUR | INTEGRATED TOUR | no               | 1          | PC     | OK     | OK           |

Number of items: 11

## Ciblage dans SAM sur l'historique de fréquentation

Une nouvelle entité est disponible dans SAM permettant la création de cible sur les données du contrôles d'accès. L'une des données les plus intéressantes ici c'est l'entrée "Ticket checks with count" qui permet de cibler les contacts adhérents qui sont venus plus de X fois.

Cette nouvelle entité dispose des opérateurs de comptages introduites lors de la dernière version. Ainsi des ciblage tels que "contacts adhérents venus plus de X fois, moins de X fois, exactement X fois" sont possibles.

|                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                                                                                                                                                                                                              | <a href="#">Sales history&gt;</a><br><a href="#">Product family&gt;</a><br><a href="#">Tarification&gt;</a><br><a href="#">Events&gt;</a><br><a href="#">Visits&gt;</a><br><a href="#">Visit pass&gt;</a><br><a href="#">Season tickets&gt;</a><br><a href="#">Memberships&gt;</a><br><a href="#">Service&gt;</a><br><a href="#">Package&gt;</a><br><a href="#">Non dated pass&gt;</a><br><a href="#">Timeslot Pass&gt;</a><br><a href="#">Voucher&gt;</a><br><a href="#">Payment details&gt;</a><br><a href="#">Shipments&gt;</a><br><a href="#">Tickets&gt;</a><br><a href="#">Attendance History&gt;</a><br><a href="#">Interaction&gt;</a><br><a href="#">Intersection with&gt;</a><br><a href="#">Remove&gt;</a> |
| <a href="#">Date of check</a><br><a href="#">Gate</a><br><a href="#">Sector</a><br><a href="#">Counting product</a><br><a href="#">People per scan</a><br><a href="#">Device</a><br><a href="#">Result</a><br><a href="#">Reason for failure</a><br><a href="#">Ticket checks with count</a> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |

Create your query

Conditions

Select records where all of the following apply

Individual Type is equal to INDIVIDUAL

and Attendance History Ticket checks with count is greater than or equal to 4

Si vous désirez ajouter une limitation sur la période à prendre en compte, rien de plus simple:

Create your query

Conditions

Select records where all of the following apply

Individual Type is equal to Individual

and Attendance History Ticket checks with count is between 2 And 4

and Attendance History Date of check within 2 August, 2017 00:00 And 9 August, 2017 00:00