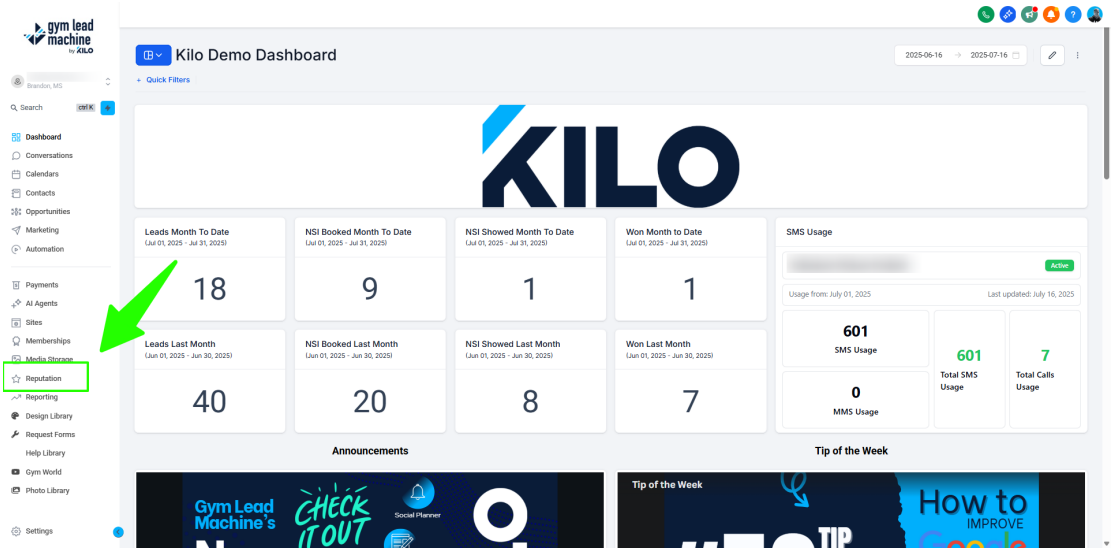
Complete GLM Reporting Guide

Mavilyn Carlos - 2026-11-07 - Reporting

> Need more help? Contact our support team at hello@usekilo.com. We're here for you!

From your Dashboard, click **Reporting** to access six powerful modules that track every aspect of your gym's lead-to-member journey.

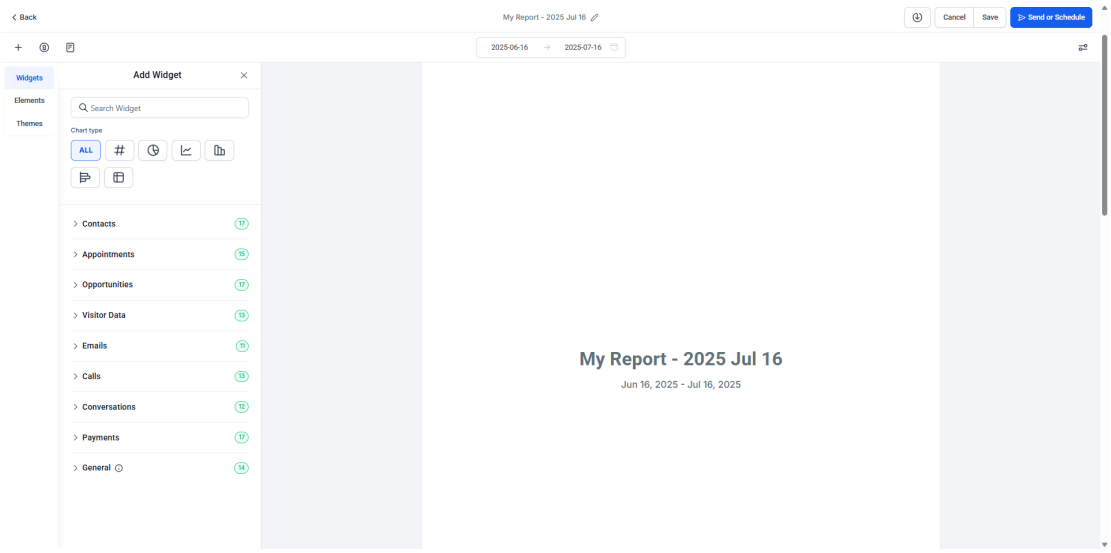


1. Custom Reports

Craft any report you need:

- **Build from scratch** or choose from **pre-built templates**.
- Pull in key dashboard metrics (appointments, calls, pipeline statuses).
- **Schedule automatic email delivery**—daily, weekly, monthly.

  This ensures you and your team stay informed without logging in daily.

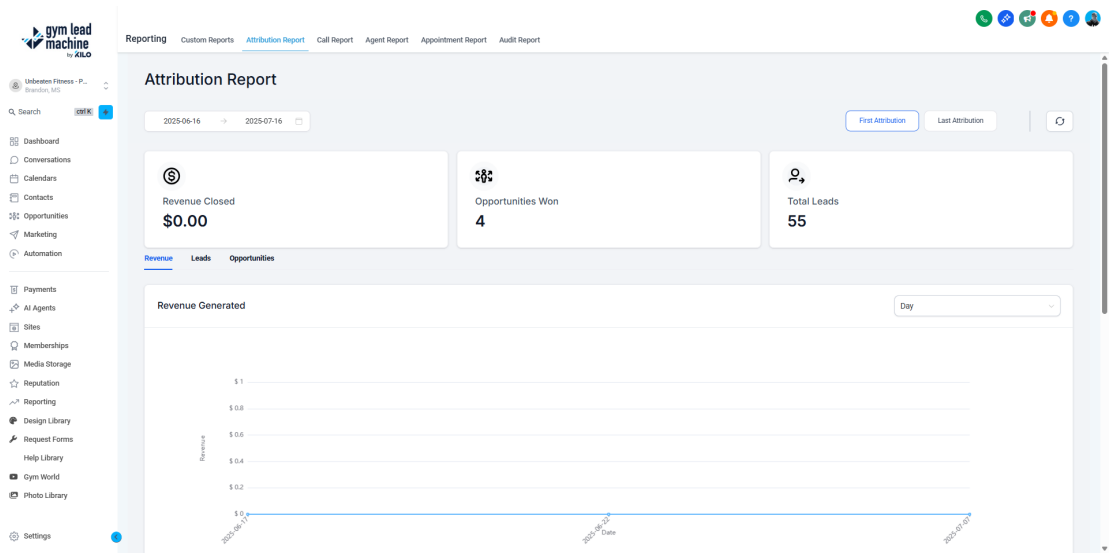


Pro Tip: Use templates for fast insights like “Weekly Lead Summary” or “Appointments vs. Conversions.”

2. Attribution Reports

Essential for understanding lead sources and ROI:

- Tie each contact/opportunity back to campaigns, UTMs, ads, or referral sources.
- View **Source** (first touch) and **Conversion** reports to see which channels convert best.
- Adjust date filters to compare performance over time.

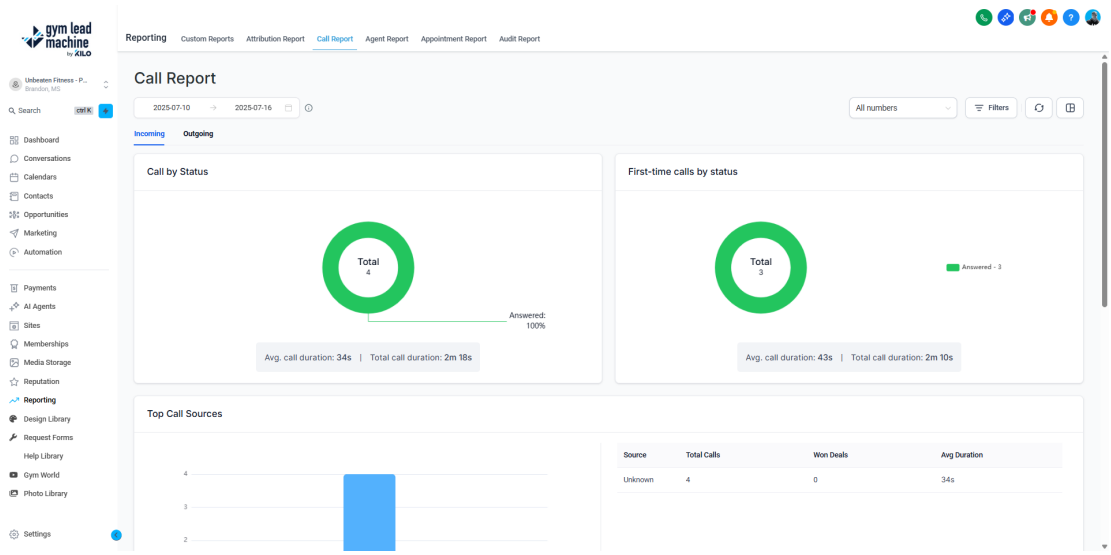


Why it matters for gyms: Identify which ads, social platforms, or promotions drive the most high-quality leads, then double down on what works.

3. Call Reports

Track your communication with prospects:

- Monitor total inbound and outbound calls.
- View answered vs. missed calls, call duration, and top sources.
- Expand individual line logs to review timestamp, direction, and listen to recordings.
- **Export as CSV** for deeper analysis or to share with coaching staff.

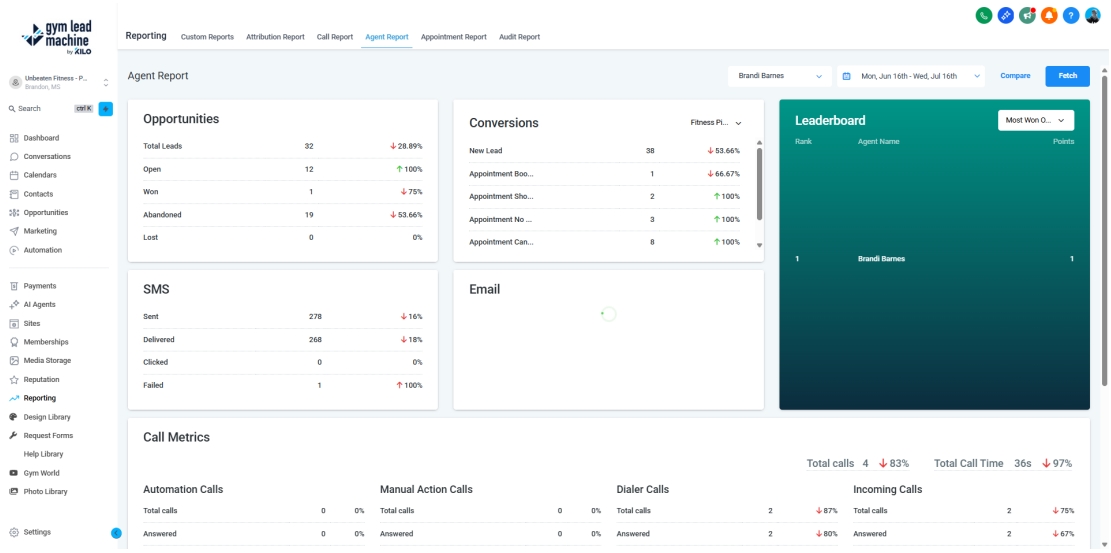


Pro Tip: Monitor call trends to improve follow-up team performance and reduce missed leads.

4. Agent Reports

Perfect for gyms managing a team of coaches or lead agents:

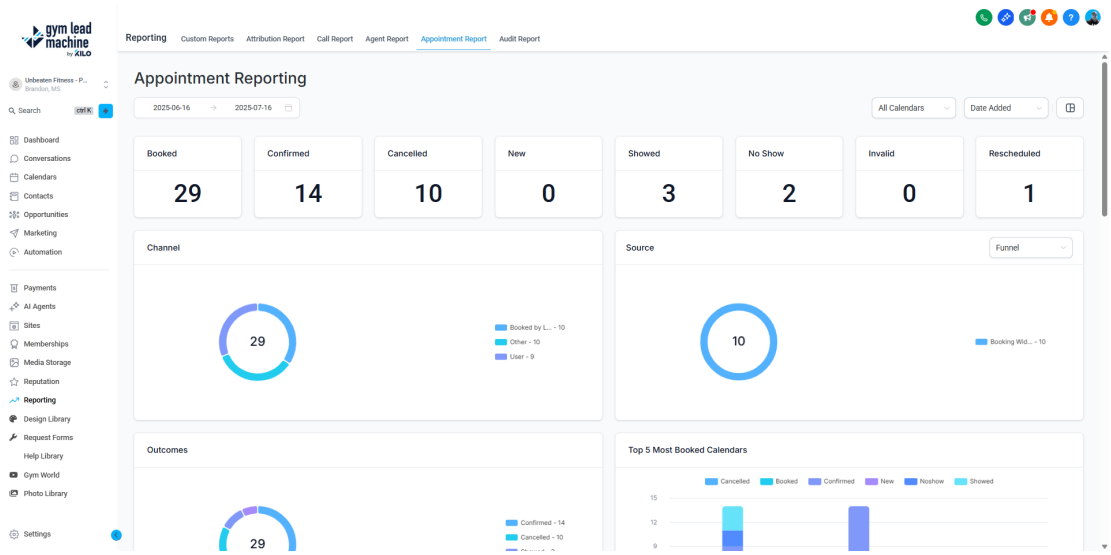
- Available on Agency Pro-level accounts.
- See each staff member's performance: opportunities, conversions, SMS/email volume, and calls.
- Leaderboards highlight top performers.
- Compare performance across time periods and identify training opportunities.



5. Appointment Reports

Optimize your booking and show rates:

- Track appointments scheduled, confirmed, no-shows, and cancellations.
- Filter by **creation source** (e.g., SMS link vs. website widget).
- Export data to monitor show rates and conversions weekly.



Pro Tip: Use this report to identify booking friction (like low show rates) and test follow-up reminders or incentives.

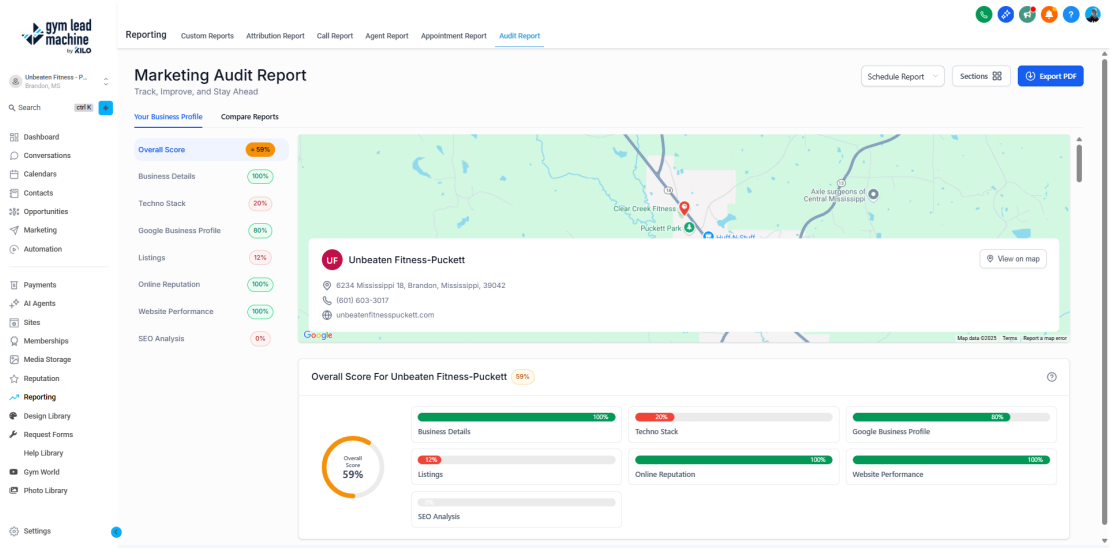
6. Marketing Audit Reports

A newer module for a full marketing health check:

- Evaluate your systems based on key categories—ads, funnels, lead follow-ups,

and more.

- Compare current performance across time periods.
- Get specific, actionable recommendations for improvement.



Why this matters: It's like your monthly digital marketing check-up—ensuring nothing critical slips between the cracks.

Putting It All Together: Monthly Gym Growth Routine

Task	Tool & Goal
Audit marketing channels	**Attribution Report**—identify best ad/campaign sources
Review communication	**Call Report**—check response efficiency and quality
Track staff performance	**Agent Report**—highlight top agent + coaching needs
Analyze booking flow	**Appointment Report**—measure show rates and optimize reminders
Stay informed	**Custom Reports**—automate weekly/monthly email digests
Strategic review	**Marketing Audit**—monthly deep dive to boost ROI

Advanced Tips

1. **Aggregate with BI Tools:**

   For deeper insights, export to Google Sheets, Power BI, or Looker Studio using tools like Coupler.io.

   - It's perfect for cross-channel dashboards (e.g., combining gym leads, Google Ads spend, membership revenue).

2. **BI Automation:**

   Automate refresh cycles so your dashboards update in real-time, not manually.

3. **Download & Audit:**

   CSV exports (from Call, Appointment, Custom) allow offline deep analysis and historical comparisons.

4. **Staff Incentives Dashboard:**

   Use Agent Reports to create competition or incentive programs—e.g., “Top Agent of the Month.”

Summary

Gym Lead Machine’s Reporting section gives you full transparency over:

- **Lead origins**
- **Team performance**
- **Call response**
- **Appointments**
- **Overall marketing health**

By combining strategic review and automated insights, you can make data-driven decisions, uncover growth opportunities, and strengthen your gym’s conversion engine.