

Customer reach

- [Introduction to Community Statistics Details](#)

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I. Indicator Definitions

1. Total number of group chats: As of the last day of the statistical period, the number of customer groups owned by members.
2. Number of newly added group chats: During the statistical period, the number of customer groups newly owned by employees, including those created and transferred by others.
3. Number of group chats with messages: During the statistical period, the number of customer groups in which group members have sent messages.
4. Total number of group members: As of the last day of the statistical period, the number of group members in the customer groups owned by members.
5. Number of newly added group members: During the statistical period, the number of new group members who joined the customer groups of members.
6. Number of group members who left the group: During the statistical period, the number of group members who left the customer groups of members.
7. Number of group members who sent messages: During the statistical period, the number of group members who sent messages in the customer groups.

II. Frequently Asked Questions

1. Data update timing and cross - day calculation

(1) How often is the data updated?

The data is updated at 12:00 every night, and the data for each natural day will not change after the update.

[Example] Zhang San created 3 customer groups on the first day but dissolved them on the next day. Then the 'Number of newly added group chats' on the first day is still '3'.

Zhang San created 3 customer groups on the first day but immediately dissolved them. Then the 'Number of newly added group chats' on the first day is '0' because the statistics are carried out at 12:00 that night.

(2) How to calculate multi - day data?

The multi - day data of 'Number of newly added group chats', 'Number of group chats with messages', 'Number of newly added group members', 'Number of group members who left the group', 'Number of group members who sent messages', and 'Total number of group chat messages' is the sum of the daily data.

The multi - day data of 'Total number of group chats' and 'Total number of group members' is the data of the last day within the selected time range.

2. Data coverage

(1) Which group data will be included in the statistics?

The prerequisite for data to be included in the statistics is that the group is a customer group.

[Example] Data generated by ordinary external groups, groups whose group owners have been transferred to WeChat users, etc., will not be included in the statistics.

(2) Which message types will be included in the statistics?

Regular text, pictures, videos, links, and Mini Program messages will be included. System messages, voice calls, and group join invitations will not be included.

(3) How to calculate the data after a member leaves the company or is transferred?

- After a member is transferred, the historical data generated before the transfer will follow the member.

[Example] If Zhang San is transferred from the sales department to the marketing department, Zhang San's historical and new data will be included in the marketing department.

- After a member leaves the company, the historical data generated before leaving will not be cleared.

[Example] If Zhang San in the marketing department leaves the company, the historical data of the marketing department will not decrease.