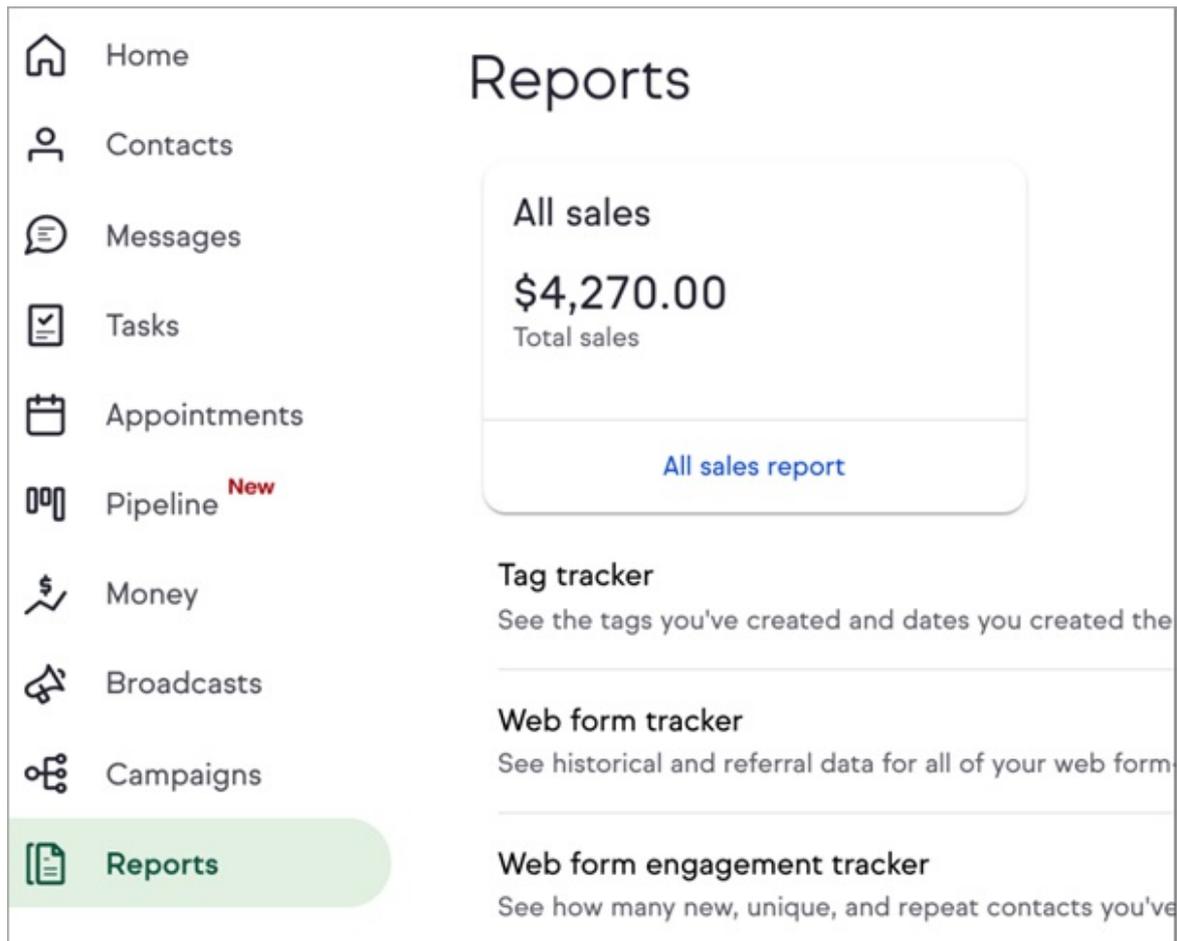


# All Sales Report

This article applies to:

View your sales data in graphical and itemized format with the **All sales report** in Keap. Just click on **Reports** in the side panel menu



The screenshot displays the Keap interface. On the left is a sidebar menu with the following items: Home, Contacts, Messages, Tasks, Appointments, Pipeline (marked as 'New'), Money, Broadcasts, Campaigns, and Reports (highlighted in green). The main content area is titled 'Reports' and features a large card for 'All sales' showing a total of \$4,270.00. Below this card are three other report options: 'Tag tracker', 'Web form tracker', and 'Web form engagement tracker', each with a brief description of the data it provides.

**Home**

**Contacts**

**Messages**

**Tasks**

**Appointments**

**Pipeline** New

**Money**

**Broadcasts**

**Campaigns**

**Reports**

## Reports

**All sales**

**\$4,270.00**

Total sales

[All sales report](#)

**Tag tracker**

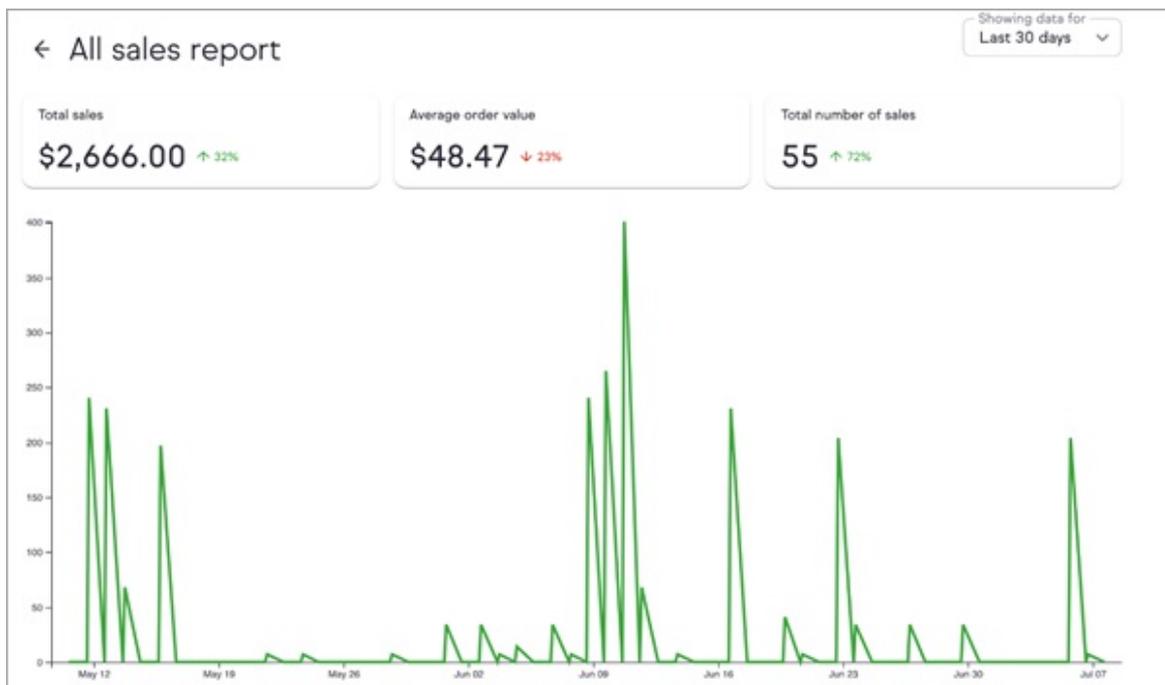
See the tags you've created and dates you created the

**Web form tracker**

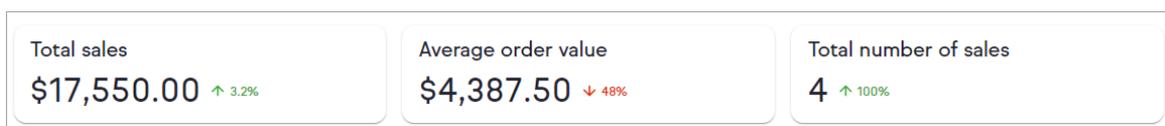
See historical and referral data for all of your web form

**Web form engagement tracker**

See how many new, unique, and repeat contacts you've

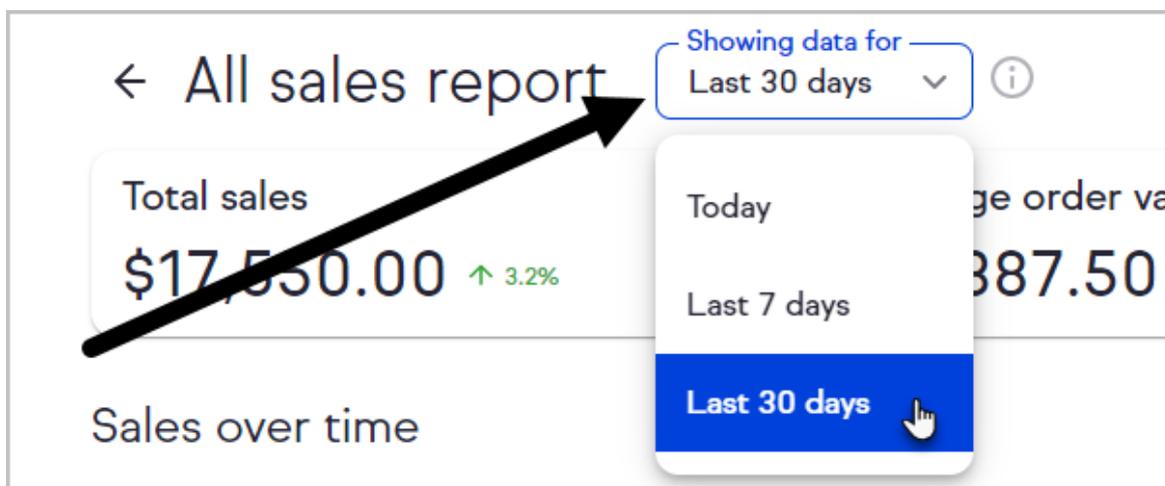


The All sales report will show you the following sales totals in the period you specify compared to the previous period:



- Total Sales
- Average order value
- Total number of sales

You can filter these numbers by:



- Today
- Last 7 days

- Last 30 days

You will see the percent change from the previous period next to the dollar amount

← All sales report Showing data for Last 30 days ⓘ

Total sales  
**\$17,550.00** ↑ 3.2%

Average order  
**\$4,387.**

Sales over time

Below the graph, you will see an itemized list of orders.

Order Id	Payment Type	Contact Name	Sale Created ↑	Amount Paid
#159	Cash	Joe Forde	Jun 24, 2019	\$15,500.00
#177	Cash	Han Solo	Jul 22, 2019	\$275.00
#179	Check	Antonio Gates	Jul 23, 2019	\$275.00
#175	Cash	Han Solo	Jul 24, 2019	\$2,000.00
#181	Cash	Frodo Baggins	Jul 24, 2019	\$15,000.00

Click the **Download report** button to download the orders to a CSV file.

Download report

Order Id	Amount Paid
19	\$15,500.00