

# Visit Frequency

The **Visit Frequency** viewport summarizes officers' visit activities based on the maturity of the relationships they are visiting. This viewport counts the "Visit" mapped value contacts and distributes them against the type of relationships with the entity(s) visited. The type of relationship is defined based on the number of visits the entities have ever received by any officer. This allows you to evaluate the time spent cultivating new relationships vs. developing relationships vs. existing relationships.

This viewport allows you to toggle the measurement from the number of visits to the number of entities visited.

You can hover over the bars in the viewport for a total count for the number of visits or entities depending on the measurement selected. Clicking on the bar will display a list of contact or entity records that make up those results.

## Key Definitions Related to this Viewport:

- **Visits:** Any contact that is mapped as a visit based on your institution's contact type mapping. This counts the number of visits in each category, so if an entity was visited for the first time during the period and was visited three times during the period, this would count as three visits toward New Relationships.
- **Entities:** This shows the number of unique entities visited by the selected officer(s). By this measure, if an entity was visited more than once, they would still only be counted once.
- **New Relationships:** Entities who received their first visit in the selected time period.
- **Developing Relationships:** Entities who were visited 1-4 times prior to the selected time period.
- **Existing Relationships:** Entities who were visited 5 or more times prior to the selected time period.