

Campaign Manager

Cheat Sheet

Your Go-To Metrics For:

Use Zoning and Page Comparator to find the following metrics and lead your analysis.



Immediate Consumption:

Click Rate
Time Before First Click

Performance:

Conversion Rate Per Click

Positioning:

Exposure Rate
Exposure Time
Attractiveness Rate
Scroll Rate

Engagement:

Hover Rate
Engagement Rate
Hesitation Time
Click Recurrence
Activity Rate

Bitesize Data Using Widgets

Create quick and easy widgets in the Workspace Module to monitor the performance of your page.



Single Value Widgets

Main Campaign Page Exit Rate
Top Banner on Page Click Rate
Exposure Rate on Campaign Banner
Engagement Rate on Campaign Banner

Line Graph Widgets

Campaign Page Visits
Conversion Rate on Campaign Page
Time Spent: Campaign Page
Acquisition Channel Visits

Remember to use comparison mode to compare different campaigns and time periods!

Useful Segments and Goals

Create and apply smart segments and goals to identify differences in user behaviour.



Referring URL
Bounce/Non- Bounce Visits
Hover Time on Zone
Landing Page (By Goal)
Scroll Rate of Page

Time Spent on Page
New/Returning Visitors
Ecommerce Transaction
Sequential Segments - Page Viewed