



Acquisition Manager

Cheat Sheet



Your Go-To Metrics For:

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



Content Performance:

Click Rate
Time Before First Click

Engagement:

Engagement Rate
Activity Rate
Hover Rate

Positioning:

Exposure Rate
Attractiveness Rate
Scroll Rate

Bitesize Data Using Widgets

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



Single Value Widgets

Landing Page Bounce Rate
Conversion Rate on Landing Page
Visits on Landing Page
Engagement Rate on Product Block

Line Graph Widgets

Traffic Sources - Number of Visits
Campaign Page Visits
Conversions on Page
Bounce Rate on Category/ Brand Page

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
Landing Page (By Goal)
Visit Duration
Number of Visits

Ecommerce Transaction
Zone Clicked
Zone Hovered

