



Content 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

Conversion:

Conversion Rate Per Click

Positioning:

Exposure Rate
Exposure Time
Attractiveness Rate
Scroll Rate

Intuitiveness and Appeal:

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 Category Page Bounce Rate
Top Banner on Page Click Rate
Exposure Rate on Carousel
Revenue per Click on Product Block
Engagement Rate on Product Block

Line Graph Widgets

Campaign Page Visits
Conversions on Page
Time Spent: Category Product 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.



Landing Page (by path)
Scroll Rate of Page - Exactly or More Than %
Time Spent on Page
New/Returning Visitors

Hover Time on Zone
Bounce/Non - Bounce Visits
Zone Clicked

