

# Understand SmartHistory



Evergage SmartHistory™ gives your site visitors access to previously viewed items prioritized by interest level and/or previously purchased items. When you offer SmartHistory functionality you give visitors easy access to items they are most interested in, thus improving your chances of conversion. For example, consider a customer looking for a new pair of shoes. She may visit several websites to compare styles, prices and sizes – taking mental notes along the way. When she returns to the website to make a purchase or confirm certain information, she would have to wade through the product catalog again to find the shoes she liked. With SmartHistory, when she returns to your site, she can quickly access a list of the shoes she researched, conveniently sorted by level of interest. Interest is defined by time spent viewing items which are sorted by most time spent to least time spent.

While SmartHistory was designed to improve traditional e-commerce experiences, demand generation customers also use it to show visitors previously viewed and downloaded content, including articles, web pages, and blog posts.

**This Article Explains**

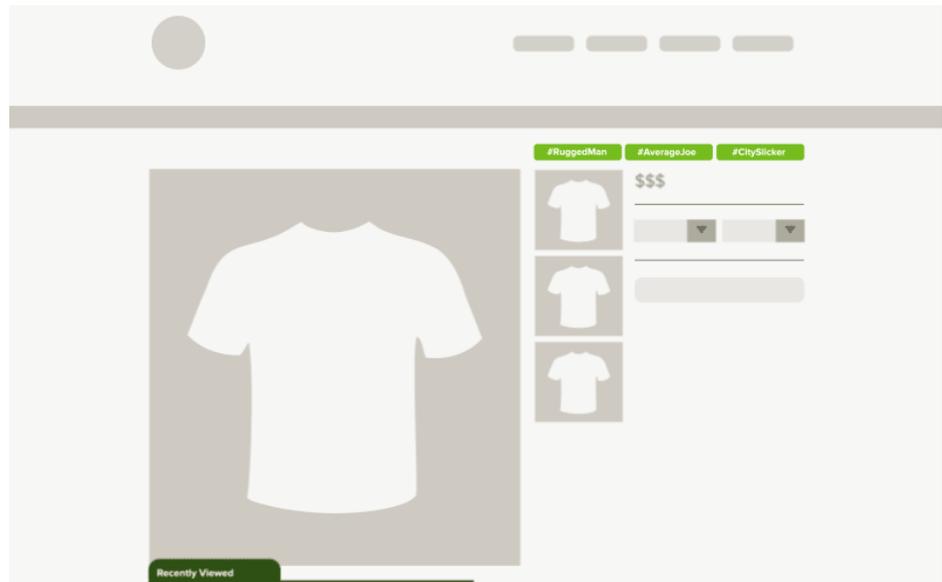
This article details how to configure and use SmartHistory to give your site visitors access to previously viewed items prioritized by interest level and/or previously purchased items.

**Sections in this Article**

- [Configuration and Installation](#)
- [Viewing SmartHistory Data](#)

## Configuration and Installation

You'll work with your Customer Success representative who will facilitate the configuration of SmartHistory on your site. Once SmartHistory is up and running, you and your CS representative will work together as needed to enhance the SmartHistory experience for visitors.



## Viewing SmartHistory Data

Since SmartHistory is a campaign built in Evergage, you can view data around the success of using SmartHistory in [Campaign Statistics](#). You can [A/B test](#) a SmartHistory campaign to see the lift versus control.

### View Campaign Statistics

1. Log into the *Evergage Platform*
2. In *Channels & Campaigns*, select **Web > Web Campaigns**
3. Select your campaign
4. Click **STATISTICS**



