Dashboard

Once you have determined what and how to personalize your site, Evergage reports will help you determine what's working and where improvements can be made. The robust reporting dashboard offers sophisticated yet easy-to-understand analytics, statistics and attribution reporting which puts actionable information at your fingertips.

This Article Explains
This article details the information available on the reports dashboard.

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Access the Dashboard

1. Log into Evergage with any permission level
2. Hover over **Reports** on the left navigation menu
3. Select **Dashboard** to see high level reports grouped by *Visits*, *Activity*, *Sales*, *Goals*, and *Campaigns*
4. Change the time period by clicking the date range in the upper right corner of the screen. **Past Week** is the default time period
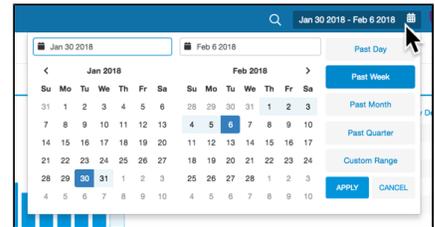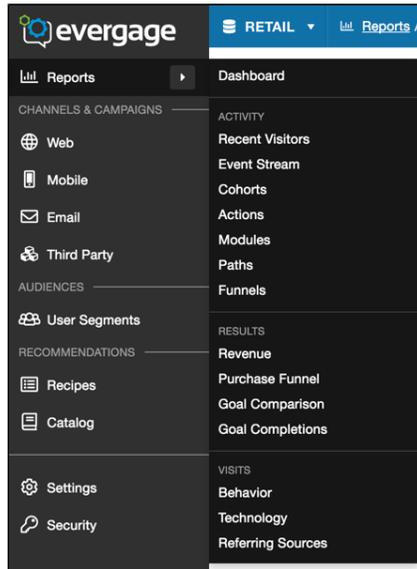

Reports Dashboard

Depending on your industry or function, the *Reports Dashboard* will have different sections. If your site is revenue generating, you will see *Revenue* first on your dashboard. If your site is for demand generation only, you will see *Activity* first. If your site is tracking content views or product purchases, you will see the *Items* section at the bottom. Regardless of the sections, you can change the lookback period from the drop-down at the top from *Past Week* to today, the past month or quarter, or set a custom period.

Revenue shows daily revenue totals and a summary of the revenue generating activities happening on your site
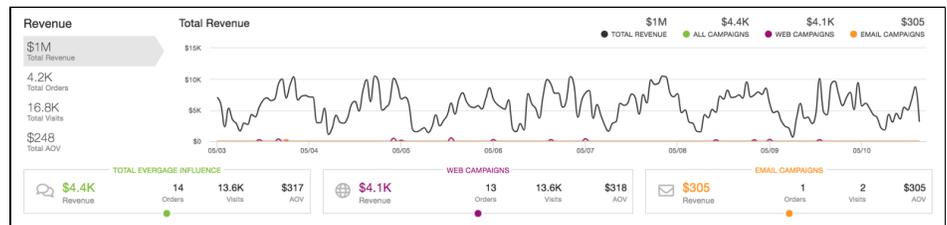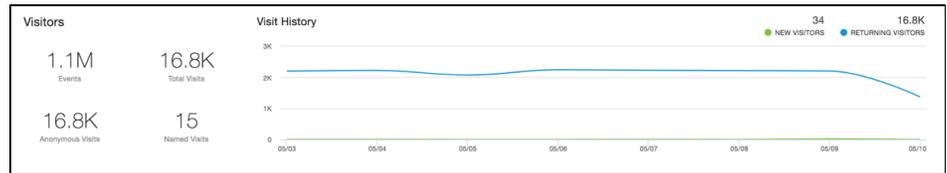

Activity gives an overview of campaign and goal statistics including trends for impressions, goal completions, and clickthroughs. You'll also see a campaign summary and the top campaigns on your site. Goals completed will show if you have a goal assigned to a campaign.
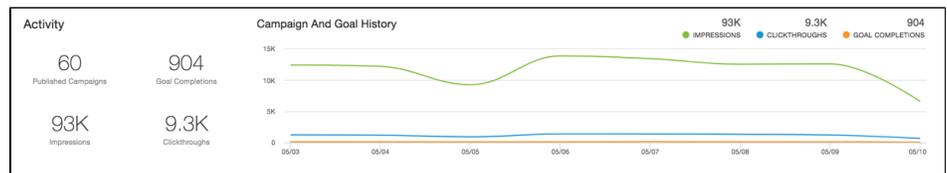
Visitors shows you the number of unique daily visitors and the number of visits during the set timeframe.

You'll also see an indicator showing whether traffic is up or down, where visitors are coming from, and whether they are known or anonymous users

Visitors		Visit History							34	16.8K
									● NEW VISITORS	● RETURNING VISITORS

1.1M
Events

16.8K
Total Visits

16.8K
Anonymous Visits

15
Named Visits

Geography shows the number of visits from each country as well as the total number of active users and countries represented on your site.

Geography

Top Countries

Country	Visits
United States	9.4K
United Kingdom	912
Netherlands	593
Italy	592
Germany	552

61
Total Countries

16.6K
Active Users

Items gives an overview of content views and product purchases for top performing products, blogs, or articles, as well as product brands, styles, and categories

Items

145K
Viewed

4.2K
Purchased

157
Recommended

16K
Added To Cart