

Results



Once you have determined what and how to activate on the data you have learned about your customers and prospects, the analytics in the Reports section of the Evergage platform will help you determine what's working and where improvements can be made. The *Results* reports show you metrics related to revenue, purchase funnel, and goals.

This Article Explains

This article will detail the reports available in the *Results* section of *Reports* so you can get the information you need to optimize your personalization initiatives.

Sections in this Article

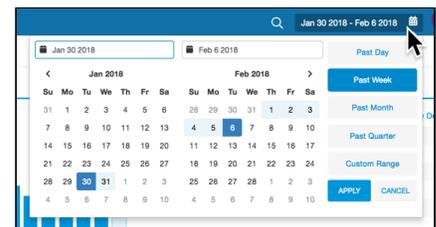
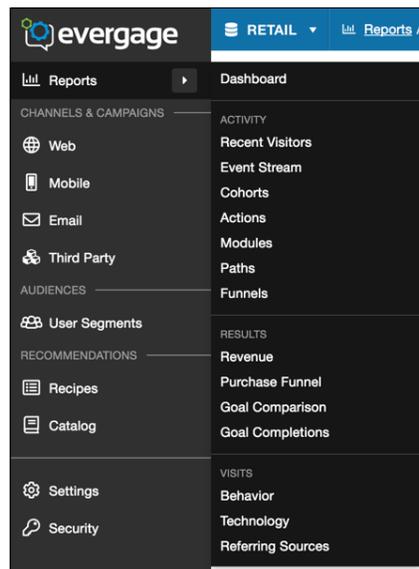
- Access Reports
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Access Reports

1. Log into Evergage with any permission level
2. Hover over **Reports** on the left navigation menu
3. Select the desired *Results* report to view data
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



Results Reports

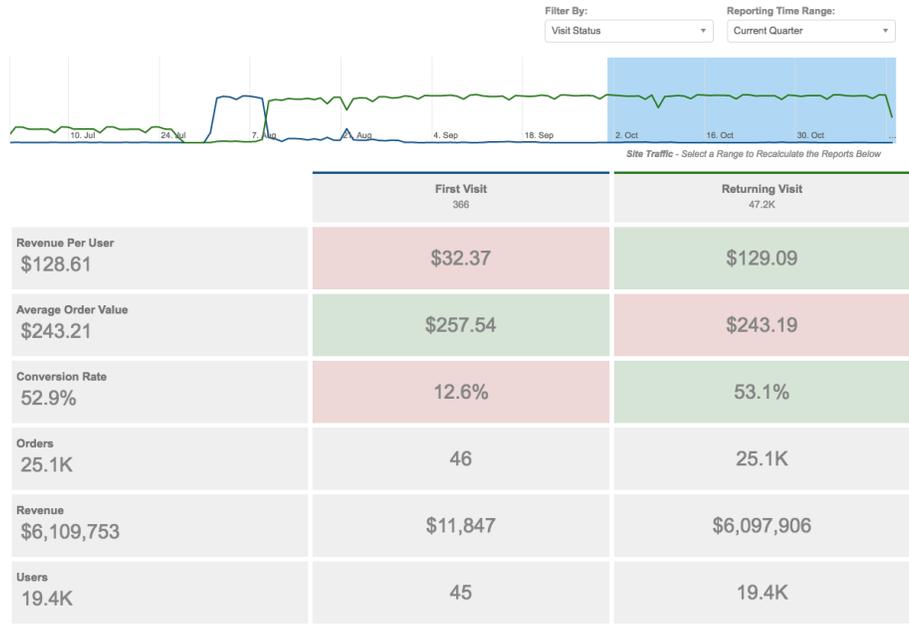
Revenue

The *Revenue* report includes a comparison of first time and returning visitors against the following metrics, which began accumulating when the beacon was installed on your site:

- **Revenue per user** - total revenue divided by number of visitors
- **Average order value** - total of all orders divided by visitors who place an order
- **Conversion rate** - the percentage of visitors who place an order
- **Orders** - the number of orders on the site
- **Revenue** - the total revenue on the site
- **Users** - the total number of site visitors

You can select **filters** from any that you have configured as well as the pre-configured filters available on your site.

Revenue

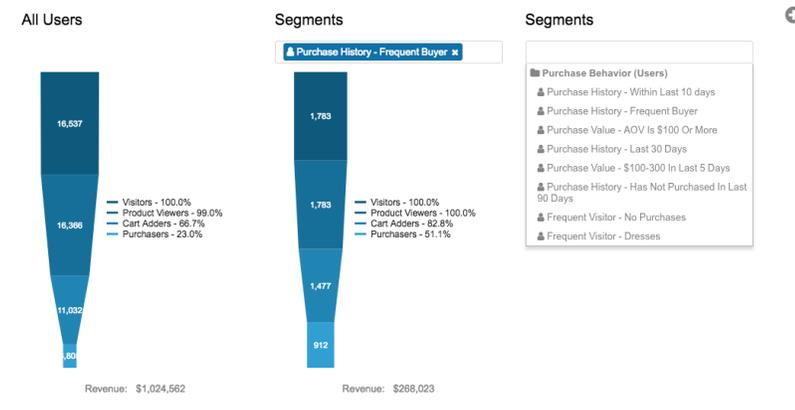


Purchase Funnel

The *Purchase Funnel* report compares segments of visitors against all visitors in the following categories: number of visitors in the segment, number and percentage of segment visitors who viewed products, number and percentage of visitors in the segment who added to cart, number and percentage of visitors in the segment who made a purchase. You can add up to three additional segments to compare data across groups of visitors.

1. Click **select segments** to add an already configured segment to the report
2. Click **+** to add additional segments to the report
3. Click **X** next to a selected segment to remove it so you can select a different segment

Purchase Funnel

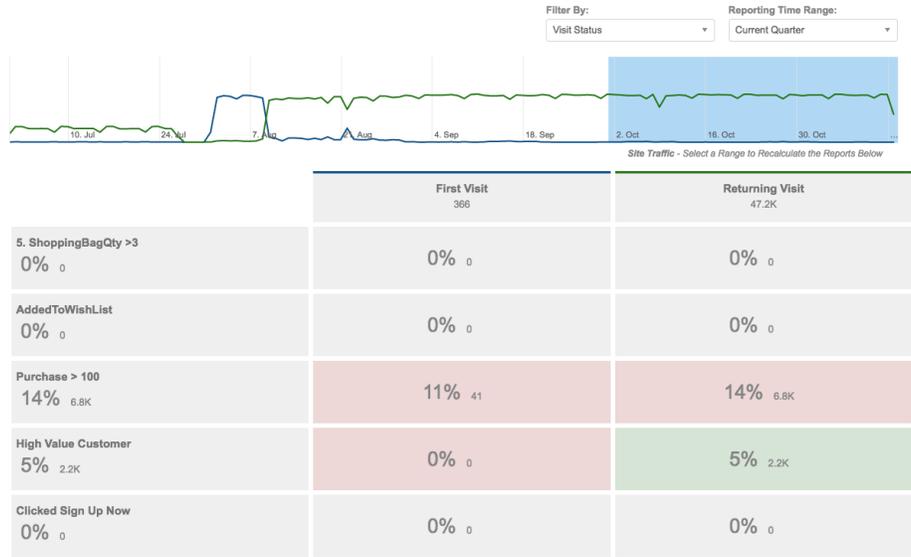


Goal Comparison

The *Comparison* report shows a comparison of goal completions based on a filter. For example, visit status showing new versus returning visitors or engagement, high, medium, or low. You can change the reporting time range to be previous or current week, month, or quarter. Goal completions are not tracked retroactively, so if you add a new goal, it will only be tracked from that point forward and won't include visitors who had joined the goal segment before it was defined as a goal. You can select **filters** from any

that you have configured as well as the pre-configured filters available on your site.

Goal Comparison



Goal Completions

The *Completions* report shows the total goal completions and the completion rate. Goal completions are not tracked retroactively, so if you add a new goal, it will only be tracked from that point forward and won't include visitors who had joined the goal segment before it was defined as a goal. You can change the reporting time range to be previous or current week, month, or quarter. You can select filters from any that you have configured as well as the pre-configured filters available on your site.

Goal Completions

